DR. MARTIN FRIEDRICH · TRANSFORMATION SPARRING PARTNER

When did someone last *really listen* to you?

I am your sparring partner for a while. After my personal midlife crisis, with a professional and private zero point, I created momentum again. For 20+ years I have guided leaders out of crises and dependencies into their individual clarity and capacity to shape.



25	12	1:1	48
Years in consulting, training and executive coaching	Weeks: the frame in which the foundations are laid	Executive sparring, no training, no framework	Hours: from truth sentence to first step

STARTING POINT

Three things *holding you back*.

The structure is new, the expectations are old. The result is rarely a knowledge problem, but decision gridlock, escalation at the interfaces and political noise that burns energy.

VUCA · No impact · No results

OUTCOME

Leadership becomes *observable*.

Clear role positioning
Role Charter: explained in two minutes, what you are accountable for and what not.

Faster, more confident decisions
Clear who decides, by what standard, and when "good enough" is enough.

Stable key relationships
Stakeholder Pulse: three questions at the start, middle and end. Trend lines, not anecdotes.

FIT

When I am your sparring partner — *and when not*.

A FIT

- You are accountable in a dynamic transformation (reorg, merger, AI).
- You lead without a clear mandate.
- You will experiment in daily work.

NOT A FIT

- Standard training or a tip collection.
- "Fix my team" without ownership.
- A hidden political agenda.

PROFILE

The *geographer* in the system.

Bolivia, Colombia, geography, then leadership: I read organizations like terrain and walk next to you, not on the summit.

Dr. phil. Geography (Tübingen) · Gallup Strengths Coach · European Business Coach · ICF member · Mediator · Systemic consultant

VOICES

"He has the gift of guiding us precisely to our inner selves. And an imagery that makes complex dynamics tangible."
EXECUTIVE COACHEE · LEADERSHIP TRANSITION

THE PATH

Evolve Through Resonance®

Three movements in twelve weeks. We do not work on case studies, but on the two or three situations that currently cost you the most energy.

WEEKS 1–3
Seeing clearly
Safety first, then the system becomes visible. Stakeholder map, success criteria, conversation plan.

WEEKS 4–7
Deciding
The zero point: you say what you have avoided. Truth sentence, Role Charter, decision logic.

WEEKS 8–12
Anchoring
Small experiments in real situations, measured. Decision Log, Stakeholder Pulse, 30/90-day follow-up.

75 minutes of sparring per week plus 30–60 minutes of experiments. No add-on program.

R·O·U·T·E·N: THE SYSTEM

R	O	U	T	E	N
Rapport & resonance	Creating orientation	Enduring uncertainty	Initiating transition	Dosing energy	Sustaining change

COLLABORATION

How we can *work together*.

Pulse Call	30 min · free of charge	ENTRY
Clarity Sprint	2 sessions · 2 weeks	STOCKTAKING
Evolve Through Resonance®	8–10 sessions · 12 weeks	CORE PROGRAM
Executive Resonance	6 months · on site	DEEPENING
Ongoing Sparring	Rhythm as needed	CONTINUATION

We make investment and terms transparent in the Pulse Call; a private engagement is possible. Besides 1:1 sparring I work with teams: two-day workshops, modular leadership development, systemic group coaching.

> I am not the one who hands you a solution. I am the one who stands next to you while you find it. *Because anything else does not hold when pressure comes.*

EXPERIENCE FROM 25 YEARS OF ENGAGEMENTS AND PROGRAMS

Automotive · Mobility · Pharma & chemicals · Aerospace · Banking · Insurance · Software · Public sector · Coaching academy

One conversation. Thirty minutes. *One concrete next step.*

The Pulse Call costs you nothing but attention. You speak more than I do and leave with a step, even if we do not work together further. What you say stays confidential. No topic is too small.

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Book a call
Pulse Call · 30 minutes