



### TRAINER PROFILE

#### THOR OLAFSSON

#### Executive Summary

A globally operating (over 25 countries) leadership coach and trainer for over 14 years, Thor is also the owner of Strategic Leadership GmbH. After founding several companies in 4 countries, he has served as a board member of various enterprises and is specialized in coaching senior business managers on authentic leadership, leading change and executing business strategy.

#### Areas of Specialty

##### *Strategy Execution & Change Leadership*

Thor has increasingly been involved in coaching senior management teams through both strategy execution and change leadership projects. Subsequently he and his team have developed The 6 levels of strategic leadership, where Strategy, Structure and Leadership combine to positively impact company culture and drive business results. Today, Thor's foremost area of specialty is to coach senior teams on the combination of Strategy, Structure and Leadership.

##### *Executive Coaching & Leadership Development*

Since 2000 Thor has been a globally active trainer, coach and master trainer in the area of leadership development. This is his second area of specialty, where he is passionate about the development of awareness, authenticity, commitment and trust in today's leaders. For this purpose he developed an effective coaching and training framework called The Inner Compass. Most of his leadership development coachees are either in the category of CEO / MD, or that of high potential managers who are being fast-tracked towards more responsibility.

##### *Sales & Marketing*

For the last 20 years, Thor has been actively involved in b2b sales as a sales professional, sales manager, SVP Sales and marketing and as a trainer and coach in the area of sales. His third area of specialty is to coach sales managers on the optimization of their sales team's performance.

#### Clients

In the past years, Thor has trained and coached executives from companies such as; AUDI, arvato-Bertelsmann, Ball Packaging, Bertelsmann, BMW, BOSCH, Deutsche Bank, Deutsche Post Adress, Ebay, Metro Group (Media Markt & Saturn), NTV, Prinovis, Rational AG, SAP, Siemens and many more.

#### Qualifications

- Executive Coaching Certification – Performance Consultants International (2012)
- Strategy Execution (Kaplan), Frankfurt (2008)
- Master Trainer & Coach Certification – Dale Carnegie Training (2005)
- Various trainer certifications – Dale Carnegie Training (2000-2007)
- Bachelor of Science (B.Sc.), Syracuse University, Newhouse School of Communications, Advertising & Marketing (1988-1992)
- Degree in Economics – Commercial College of Iceland (1988)
- Native language is Icelandic, fluent in English and German
- Years of management experience: 20+

