



## Coaching Profile:

### *Florian Kraft, INSEAD EMCCC Wave 19*

[LinkedIn Profile](#)

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#### About myself

I am passionate about unlocking potential in individuals and organizations. Having worked across three continents, I bring a global perspective to my practice, combining cultural intelligence with business acumen. I am driven by curiosity and a love of learning. I find deep satisfaction in seeing the lasting progress my clients make.

#### My understanding of coaching; coaching focus

Coaching is more than just a profession for me—it is a transformative process that I deeply treasure. What sets me apart is my ability to combine empathy and challenge, helping clients not just reach their goals but also grow through the process. While we're regularly tackling tough issues, I believe our conversations can be lighthearted and fun as well.

#### Situations in which I am effective as a coach

- I work with anybody who senses some degree of curiosity or necessity to making a difference for themselves regardless of their background, rank, or industry. We're all human and have similar human needs. One focal area of mine is coping with stress and exhaustion, potentially leading to anxiety and burnout. Related are concerns for self-care and self-esteem.
- „Always when I met Florian, I was inspired by his deep knowledge. This, combined with his high enthusiasm and humour, makes him a wonderful person to work to with. His empathy made him ask surprising questions, which always led to new insight and perspective. If you look for an inspiring knowledgeable coach, who brings energy to you or your team, I suggest to contact Florian.“ - Anke Tusveld, Author of „Fit In or Stand Out“

#### Coaching languages and region

- I work in English (C2, near-native) and German (native)
- I am based in Rhein-Neckar Area in Germany with a practice in Heidelberg coach. I see clients in-person and online

#### Coaching certifications & cont. training

- ICF, DGSF, Systemic Team Coaching, Systemic Therapy & Counseling, Psychotherapy License, Burnout Coach Certification (pending)