

Portrait: Helmut Martin

strives for personal development. Therefore it should come as no surprise that he started to attend seminars about personal growth at the age of twenty. Since those early days, Martin has come a long way and today he has comprehensive coaching training under his belt, including two full coaching courses. He says: "During my own process of personal development, I had the opportunity to gradually understand and integrate the layers of my personality. This process shaped the way I see humankind and its deeply rooted drive to fulfil its fullest potential so much that I simply had to coach. It has become my firm vision to support people and businesses in their process of unleashing their own potential."

Martin has specialised in leadership development at production level. He offers custom-made concepts for managers in medium-sized corporate structures. "This includes all levels of hierarchy and builds modularly on one another, with a long-term planning horizon," Martin explains further. Primary targets, which Martin helps to achieve, are to ensure a consistent comprehension of what leadership means, to support the client's personal growth and maturing as well as working on specific issues the participants outline from their work place. The success of Martin's work is proved by some simple statistics, which stand for themselves. One of Martin's ongoing projects with a company employing 1,100 people, resulted in a ten per cent increase of the employees' satisfaction with the leadership skills. "I am particularly happy for the managers, who integrated the impulses of the coaching sessions successfully," Martin enthuses. His passion and hard work is being rewarded this year, as he will be welcomed as a teaching coach at the biggest German coaching institute. At the age of only 39 Martin certainly has every reason to be very proud of it.

www.helmut-martin.com

Improving leadership culture through coaching

Würzburg-based leadership expert and coach Helmut Martin helps business executives to establish a coherent understanding of leadership and successfully guides their personal development and maturing process within their company.

TEXT: MARILENA STRACKE | PHOTO: PRESS IMAGE

A company's success is often directly dependent on the relationship between the leadership and the employees. In our fast paced world businesses have finally started

to take a closer look at how to nurture those relationships and hence improve their internal strategies to add value. Helmut Martin describes himself as someone who