



Gudrun Hoehne

Trainer Profile

[www.thehumanfactor.eu](http://www.thehumanfactor.eu)



„Confident communicating – overcoming distances“

## Gudrun Hoehne

“While others have already worked as a trainer for many years without knowing companies from the inside, I have really experienced the global world within the company – in and with international virtual teams in US companies. We have communicated via phone, e-mails, chat, web meetings, the virtual classroom and a social company network. You really have to experience it yourself before you can know how it feels and what really motivates or demotivates!”

### Education and Experience

- Independent work as trainer and coach/consultant since 2010. Founded the human factor
- Approximately 20 years of experience in sales and training in international companies such as Western Digital, Symantec und Bentley Systems
- Intercultural trainer (IKUD Seminare, Göttingen), certified by dgikt (Deutsche Gesellschaft für interkulturelle Trainingsqualität) – five months
- EBT® European Business Trainer, Consultant, Coach (Köppel-Akademie, Munich), certified Business Trainer BDVT– two-year-education
- Qualification as tele tutor (tele-Akademie, Hochschule Furtwangen) – ten weeks
- BA (Honours) – four-year studies of European Business Administration (Anglia Polytechnic University, Cambridge, and FH für Wirtschaft Berlin)

### Training and Consulting Areas

- International teams
- Virtual teams – remote leadership (e. g. out of the US)
- International sales (inside sales)
- Communication with modern media in global companies
- Communicating internationally in global companies
- Conducting live-online presentations, webinars and training courses

## Services

- Consulting and coaching (on site and per e-mail)
- Training concept according to your specific requirements
- Trainings on site and in the virtual classroom
- Moderating kick-off meetings
- Speeches on international collaboration

## Methods

- Interesting knowledge transfer
- Exchange of best-practices
- Tips & tricks and effective check lists
- intensive work with case studies
- Exercises and simulations
- concrete live exercises with different media (web meetings, virtual classroom)
- intensive light bulb moments
- Follow-up coaching and consulting after the training session

## Languages

- English
- German (mother tongue)
- French

## Industry Focus

- IT industry
- Automotive industry and globally operating manufacturing industry
- Pharmaceutical and medical industry