

HERMANN SCHERER

SPEAKER BUSINESS EXPERT

More than 2,000 speeches to around a half a million people, 30 books in 18 languages, more than 1,000 press releases, dozens of lectures at universities, successful company foundations, lectures at several European universities, an ongoing consulting business, and constant new goals - that is Herman Scherer. He resides in Zürich but is at home anywhere in the world, where he fills audience halls with his moving performances.

The author, scientist, and business philosopher »is among the best in his field«

(Süddeutsche Zeitung).

His presentations move the crowds to get up, get started and act and are the right »dose of motivation« for decoupling success from coincidence. A fount of inspiration, information, and motivation for every person attending his lectures which are very funny and entertaining , dynamic and full of esprit, they guarantee excitement, a lasting effect and they will be the highlight of your event.



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SPEAKER

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"He is one of the best in his field. His speeches and seminars are in high demand – with market leaders and those who strive to become market leaders."

Süddeutsche Zeitung

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HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

HERMANN SCHERER THE SPEAKER

"Without wanting to criticize the quality of others in this field, I personally feel that his lecture was the best I've seen since the middle of the 90ies. It is the most efficient way for a publishing house such as ours to reinvest the capital it has already invested in training and know-how. It's a real show!"

DANIEL SCHWARZ

Advertising department of the newspaper publishing house Kornwestheim GmbH & Co. KG



CHALLENGED MARKET LEADERS SEVERAL TIMES

Hermann Scherer, MBA, studied Business Economics with a focus on marketing and sales promotion in Koblenz (GER), Berlin (GER) and St. Gallen (CH). After his studies he built up a number of enterprises, established them in the field, gained huge market shares from his competitors and evolved from a challenger for the major players in the field to the market leader. One of his enterprises ranked among the top 100 enterprises in Germany. Simultaneously, he became an international business consultant, trainer coach and instructor for the biggest training and consulting organization in the world. This organization awarded him with the Platinum Award for delivering the highest quality and highest revenues. Among the global rankings of over 10,000 retailers, he achieved ranks among the TOP 10 on a regular basis.

THE SUCCESS COMPANY

In the year 2000, Hermann Scherer positioned »Unternehmen Erfolg« (The Success Company) with a unique concept called »Von den Besten profitieren« (Profit from the Best) and quickly became a market leader. Thus success led to a series of events held in cooperation with the *Süddeutsche Zeitung*, the *Verlagsgruppe Handelsblatt*, the *Frankfurter Rundschau*, the *Stuttgarter Zeitung*, the *Donaukurier*, the *Sächsische Zeitung*, the *Verlagsgruppe Rhein Main*, the *Saarbrücker Zeitung*, the *Nürnberger Nachrichten*, the *Freie Presse*, the *Triersche Volksfreund*, the *Standard* in Vienna, the *Handelsblatt*, the *Focus* and another 30 publishing houses.



MARKET LEADER

He's earned the reputation of being a consistent, pragmatic business expert as a result of his cooperation with more than 3,000 market leaders (and those who would like to become market leaders), nearly all of them DAX companies, medium sized »Hidden Champions« and prominent international companies from all over Central Europe. So far, companies such as *Audi AG*, *BHW AG*, *Deutsche Post AG*, *Deutsche Telekom AG*, *DHL*, *EDEKA*, *FOCUS Magazin*, *Hilton International Hotels*, *La Biosthétique*, *LfA Förderbank Bayern*, *LTU Touristik*, *Lufthansa AG*, *McKinsey*, *Microsoft AG* and *Siemens AG* have profited from it. As one who is able to raise desires among others he has solved the mystery of how to be successful in the market.

BILL CLINTON VISITING

With the »Zukunftsforum« (Future Forum) which was attended by the 42nd President of the United States of America, William Jefferson (Bill) Clinton he topped the success of the concept »Von den Besten profitieren« (Profit from the Best). The spectacular event was attended by more than 5,000 participants, including the pop band »No Angels« and the Klitschko Brothers.

EXCELLENT QUALITY

He is a member of the Q-Pool 100, the official association for quality of international management trainers and consultants, and was admitted as a »Professional Member« by the German Chapter of the elite association, the U.S. American National Speakers Association. Numerous awards and positive press reviews are proof that Hermann Scherer is one the top experts in his field. He has been honored several times as one of the TOP 100 Excellent Speakers, and as one of the Top 10 Speakers and has been awarded the Conga Award and the Excellence Award, to mention but a few. The news magazine *FOCUS* considers him to be one of the »Erfolgsmacher« (Success Makers) and the *Süddeutsche Zeitung* writes about him: »He is one of the best in his field«.

TEACHING ASSIGNMENTS

Hermann Scherer accepted about a dozen training assignments as a lecturer at various European universities, for example the *Friedrich-Schiller-University* in Jena (GER), the *ZfU - International Business School in Thalwil* (CH), and the *Hasso-Plattner-Institute* in Potsdam (GER). His lectures included presentations on sales management and negotiation techniques for the Executive MBA of Entrepreneurial Management of the *Steinbeis-Hochschule*, Berlin in cooperation with the *DePaul University* in Chicago and the *Kelly School of Business*, Indiana University. As a scientist he deals with moral effectiveness of company policies, as one example. Additionally, he gave lectures on marketing topics at the Management Seminar of the *Steinbeis-Hochschule*, Berlin in St. Gallen (CH), in cooperation with the *University of St. Gallen*.



ENTHRALLING LEARNING EXPERIENCES

With his charming, dynamic presentation style, his captivating rhetoric and impressive examples, Hermann Scherer masters the art of illustrating even intricate principles and relationships in a very simple and easy to understand manner. It is this ability that enables him to combine pragmatic content with motivational elements in a very informative, engaging and unique way. His lectures are polarizing; they question the "Status Quo" and motivate others to think in a goal-oriented lateral way; they are provoking and reflective. As a result, the audience is granted a learning experience with many moments of insight and 100% attentiveness.

WRITTEN ON PAPER

Hermann Scherer has written and published more than 30 books which are not only being read in German speaking countries but also in Brazil, China, Estonia, Japan, Korea, the Netherlands, Russia, Poland, Spain, Taiwan, Thailand, or Czechia. His books have been honored with awards several times, for example with the Cornelius Seal for exemplary educational media by the Gesellschaft für Pädagogik und Informationen e. V. (Society for Pedagogy and Information SPI). Many of his books quickly shot up to the Top 10 best seller lists in the *Wirtschaftswoche*, the *Manager Magazin*, and the *Financial Times*, Deutschland. The book titled »Jenseits vom Mittelmaß« *(Beyond Mediocrity) was chosen as the winner of the corporate management test by *management-buch.de*, the number one bookstore for economics and management and first in the *Hamburger Abendblatt's* 2009 Top Ten list. The book titled »Glückskinder« *(The Lucky Ones) placed first on *Amazon* immediately after its release! It ranked first not only in the categories success, jobs, careers and business but for all of the books available! The first edition was sold out already before its official publication. According to *Hamburger Abendblatt*, the book was one of the 10 most important books on career topics in 2011 and was listed in various bestseller lists,

including the magazine, »Stern«.

PRESENTATION EXPERIENCES

Today, he lives in Zurich and shares his knowledge as a motivational speaker at employee or customer events, kick-offs, congresses, events, and seminars. The topics »Personal Success«, »Business Success« and »Opportunity Intelligence« are the focus of his presentations.



HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

HERMANN SCHERER

FACTS AND FIGURES

"My employees and I have had the pleasure and opportunity to attend two of your presentations already. Without doubt, we consider your presentations the best of all we've attended so far. We would like to thank you for your recommendations which we have now successfully applied to our own business."

JÖRG CERWINKA

Finanzdienstleitungen Oberlausitz (Financial Services)

Company figures, economic data and annual reports are always significant indicators for the success of a company. Usually a company likes to talk about these figures, the number of employees, the number of sites, products, or even the size of its fleet of company cars.

If you want to name the numbers for these parameters in Hermann Scherer's case, it would always be »just 1« .

1 man with

1 site with

1 fantastic product,

1 company car,

1 interest, and

1 mission

creates these figures every year:

199

The height of Hermann Scherer

49144

Shoe size

national flights

58,000

kilometers of travel across the whole of
Germany

884

requests

31 1,697

Total media reports to date

82

Lectures at academies and universities to date

events/bookings

246 1,420,000

search results/entries in Google

85,000

Attendants/listeners

10,873

Total number of contacts on Facebook and Xing

47,600

newsletter readers

42

published books in 18 countries in total up to date

521,000

Flight miles

35

Seminars & Coaching session

62,217

Customers in total up to now

281,000

Sold books up to date

"We thought it was just great having had the pleasure of being with you last Thursday. Your speed and know-how are simply breathtaking. You have more ideas in 10 minutes than an official will have in his entire life."

Prof. Dr. Jörg Knoblauch

"This book is so wonderfully informative and entertaining and one does not have to be a scientist to understand what it wants to say - that's splendid!"

Bhawani Moennsad, opera singer.

"You are one true jack-of-all-trades! Reading about all that you do; you truly are beyond mediocrity, and have a rare talent for conveying this."

Dr. Reto Neeser, Dentist

"Your speech this evening in Frankfurt has reinvigorated my fighting spirit !
Thank you for the motivation and your help.

Consider me one of your ›active full references‹".

*Norbert Wagner, Managing Director
TenCate*

"Attended the Vorarlberger Wirtschaftsforum (Business Forum Vorarlberg) in Bregenz. The majority of the participants are convinced that you were the best speaker!"

*Mag. (FH) Thomas Märk, Coolmärk Kältetechnik
(refrigeration technology)*

"When I saw on the agenda how long your speech would be, all I thought was: How will make it through this? After the speech I wished you would have lectured all day long."

Sevgi Kirik, E-Plus

HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

SPEECHES BEYOND MEDIOCRITY

"I am one of two managing directors of an advertising agency and a lecturer at a number of universities and I would like to congratulate you on your speech yesterday. I was impressed by your combination of content and impressive examples with a perfectly engineered speech."

RONALD HINTEREGGER
Austria

- . Events
- . Management seminars
- . Keynote speeches
- . Kickoff events
- . Congresses
- . Customer events
- . Employee events
- . Reunions
- . Sales meetings
- . Dinner speeches
- . Consumer Consultations

BEYOND MEDIOCRITY RULES OF THE GAME FOR THE POLE POSITION IN TOMORROW'S MARKETS

AN EYE FOR OPPORTUNITY/ THE LUCKY ONES

WHAT DO OTHERS HAVE THAT I DONT HAVE?

Hermann Scherer's speeches provide valuable and realistic impulses, inspiration, information and motivation to every participant. As always his presentation is humorous and entertaining, dynamic and full of esprit. They are specifically tailored to your event, your wishes and your target group and guarantee excitement and lasting effects. Together with Hermann Scherer, as someone who shifts perspectives, takes action, breaks boundaries and raises awareness, organize a memorable highlight of your events, kickoffs, congresses, and customer or employee events.

In the future, quality alone won't suffice to secure business success against the cutthroat competition. Those who aren't noticed will die out. Quality takes place in the customers' heads. What good is being good if nobody knows about it? What good is being better than the others if the others sell themselves better? There are only two options: differentiate or lose! Only the right position and an offer that can not be denied will earn you the attention, attraction and a certain degree of recognition you need. This is why only those with guts are market leaders. Bold management for tomorrow's market!

In his presentation, Hermann Scherer reveals the secrets of the entrepreneurial future and the game rules for the pole position in tomorrow's markets and endows every listener with valuable and realistic impulses, inspiration, information, and motivation.

There is practically no limit to the opportunities everyone is given during his/her life time. However, some people seem to be better than others at spotting and seizing their opportunities: They instantaneously recognize situations in which they should act and how they should act in order to make the best of the opportunity while others haven't even recognized their opportunities. But how do they do it?

While these lucky ones always swim on the surface, most of the other people are ruled by forced optimism. It is as good as it gets because it just didn't get better. Many people are not really content with their life's work but they compromise in believing that life didn't have any better chances in store for them.

Or they may ask themselves with a feeling of inferiority deep inside: What do the others have that I don't have? Why can't I manage what others have managed seemingly without any effort?



Opportunity intelligence means having an eye for opportunities, recognizing and seizing them and - actively working on developing such opportunities. In doing so, not every »good opportunity« is a real chance – many of them turn out to be »life's bargains« which simply distract the »buyer« from his path. But - how to distinguish between real and fake opportunities? As the markets grow smaller and more densely competitive, opportunity intelligence is even more important for a number of reasons: A high »CQ« will enable you to continually have new ideas both privately and professionally, learn new approaches, face new challenges and solve problems, gain new customers and conquer new markets.

Hermann Scherer shows you how you can gain opportunity intelligence. The lecture experience causes you to reflect and think laterally; it will polarize you and open your eyes; it will also answer the question: »Why some people are searching for the chance a lifetime and others use them everyday?« - It is a plea for life before death.

HERMANN SCHERER

SPEAKER + BUSINESS EXPERT

WHAT IS YOUR MOTIVATION ?

"I loved your speech at the IHK because of its stimulating vibrancy. I have taken a number of ideas from that lecture which made participation worthwhile.

Also, your lecturing technique has confirmed my own experiences as a speaker."

DR.-ING. KLAUS-RAINER MÜLLER

Author of non-fiction books & management consultant, ACG Automation Consulting Group GmbH

WHAT IS YOUR MOTIVATION?

Hermann Scherer in an interview
about his new book,
»Glückskinder« *(The Lucky Ones)

Mr. Scherer, you wrote more than
twenty books but your book
"Glückskinder" *(The Lucky Ones) is
different from all previous ones. Am I
wrong in assuming that?

Your book "Glückskinder"*(The Lucky
Ones) talks about people who seem to
have a lucky hand in everything they
do. How can one become such a lucky
person without simply having luck?

You talk about "Opportunity
Intelligence" and about the "Eye for
Opportunities" - the title of your
newsletter recently. If I understand you
correctly, there are people who have
such an eye for opportunities while
others are blind to them. Is the world
actually as black and white as you put
it?

How many chances are we given in
life?

What is it that people, who are blind to
the chances given to them, are doing
wrong?

PROBLEMS ARE OPPORTUNITIES IN DISGUISE

No, your perception is correct. This is my most personal book so far. And it did take some courage on my part to write it. I was ready for something completely new after having written so many business guides. And the result was my first purely nonfiction book. I have never written for such a wide target group before. Let's see what happens. Many people will get to know a completely new side of me after reading this book.

The luck I am talking about here has nothing to do with coincidence. I am referring to the state of happiness. Or, as it is called today, fulfillment. In this book I describe how everyone can work and earn that happiness. However: Nothing in life can really be planned. Planning does nothing but replace coincidence with delusion because life often happens contrary to plan. I strongly believe that those who recognize their chances in life and take advantage of their opportunities are the ones who experience happiness and that is what opportunity intelligence is all about.

No, the world is too diverse. There are many shades between being opportunity intelligent and opportunity blind. For me, it is important that there is a clear distinction between these two poles on the scale, so readers are able to recognize that most of us take too few risks. We close our eyes to the opportunities presented to us and keep on going or continue to do »what you're supposed to do«. We spend far too much time in the waiting rooms of our lives and let the life we really wanted to live pass by. In the last hour of our life we do not regret our failures, we regret the missed opportunities.

So many of them. But we don't recognize all of them. We cannot see the trees for the wood. And some of them turn out to be nothing but distractions which instead of fostering us lead us astray; I call them the »life's bargains«. In principle I try to avoid them because these bargains are just too cheap.

Most people are not very good at calculating. They make complete incorrect assessments of the facts which they could easily calculate with elementary school math. Sometimes it is cheaper to pay a parking ticket than to pay the parking fee and sometimes it is good business to buy all of the tickets in a raffle and later sell the secured prize for a profit. Calculating percentages and estimating mathematical ratios are additional black holes in the day-to-day lives of people which obscure their opportunities. Most people have a poor

sense of time. They overestimate what they can do in one day, one week, or one year and they tremendously underestimate what they can achieve in ten or twenty years.
Most people are unable to distinguish between costs and investments. This leads to saving in the wrong place at the wrong time. But all this can be learned and practiced.

So this means that all we do is think too little?

No, thinking about something longer does not lead to better results, but rather to delayed results. Perfection is a trained illusion; in truth, perfectionists often deliver miserable results because they need too much time for everything and performance is, after all, a result based on time. As a manager I demand that my employees deliver bad results within the shortest time possible. This way I force them to do what is hardest for them: Getting started. After all, we are world champions at improving things. Often we exhibit brilliant improvement skills but our productive skills are downright terrible.

This sounds as if the lucky ones would conquer the world without any efforts. But what happens if he/she is faced with a problem?

Then they are happy. Because problems are really opportunities in disguise. The greater the problem the greater the opportunity behind it. Those who want to see people grow do not save them from dealing with problems. Good managers and mentors know that. Those who encounter problems on their way to their goal should change their strategy. It forces them onto new paths and they will grow on that new path; unknown territory makes people grow up. Irrespective of that, they must stay focused on their goal. However, the pattern of failure which most of us have learned, tells us to reduce our demands in problematic situations and continue with an ineffective strategy. This makes people content but unsuccessful.

Surely, not everyone can be successful, right? If everyone would live as you suggest, if every one had his or her own agenda, then nobody would do the dirty work anymore. Not everyone can be a leader, we also need followers. Don't you think your point of view is a bit selfish?

Only those can be social who have been egoistical, because only those who have something can give something. However, one should take care not to hurt others when pursuing ones own goal. Who wants to live at the expense of others these days? The mentality of ripping people off and elbowing others aside is no longer an option. It doesn't work anymore; at least not for long. But you are right, only very few people go the way of their heart. Most of us live by the design of others. If it were different, many systems would break down. Our society is based on a system of self-deception. The educational system in particular primary and secondary school, is one of these systems. Neither failing a class nor expulsion from school prevents a person from becoming a millionaire later in life nor will a good degree make it easier. Yet that is what everyone believes. But other things are much more important. I say this knowing it is not politically correct.

Are you one of the lucky ones?

Sometimes that's the way it goes. And there are times when I worry about being just as good at missing out on life as

everyone else. In moments of enlightenment however, I feel what the lucky ones all feel: Dissatisfaction. I don't know anyone more discontent than I am. My basic belief is:
The situation today is the worst possible situation.

So, you are discontent and thus unhappy?

No, I did not say that. I think it is a widespread misapprehension that happiness derives from contentedness or that they are one and the same. Chance's main opponent is contentedness. It tempts us to be skeptical towards new things and to argue, with forced optimism, in favor of a status quo. This is the opposite of openness and freedom. We cling to the things we have. But happiness will only come to those who liberate themselves from paralyzing burdens.

You plead for letting go of every aspect in life. First, people should let go of things, then of plans they are not going to realize anyway, and now you plead for letting go of people, also. That is though. Does it have to be like that? Do you really lead the Spartan life you are describing in your book?

By no means do I lead a Spartan life. At any rate, I am neither abstinent nor an ascetic. I live well and won't deny myself a nice life. I drive nice cars, fly first class, I feel like I've been to my favorite city, New York 75 times and I do not stay in cheap hotels. I deserve that. But I have almost no stuff. Nobody believes that but it is true.
I also limit myself to having a small number of to-dos in my head at any given time and I usually take care of them straight away. Admittedly, letting go of people is a painful process but I am making an effort at when necessary.

Why is letting go so important?

Because all the things, intentions and people keep us from doing what we really want to do deep in our hearts. Every day gone by is gone by forever. We don't have a second life; we can't go to the next level when first life is over. Every evening we die a little. If I don't use every moment to get closer to realizing my vision, I am throwing my life away. So I have to be hard about it even if that hurts.

Your book is full of anecdotes of your own life. Would you like to be a role model?

It is not about setting an example or not. While working on this book, I had to deal with the fact that, to some extent, I am a role model for many people in very specific fields. Small wonder, after 2,000 seminars and more than 2,000 speeches, and my own special life style, all of which I describe in this book. I had to learn to respect that; otherwise I would not have been able to write this book. Of course, that means taking on a greater responsibility: I am now forced to be honest and authentic; I can no longer deceive people. In this sense, this book is brutally honest. I want people to be inspired and motivated by my personal opinions and stories. That would make me happy. - Even if it doesn't make me even an iota more content.

HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

WORDS THAT MAKE A DIFFERENCE

"Let me compliment you on your highly eventful speech in Bielefeld (as well as on the book). It was really very refreshing. And it was completely without self-promotion, empty words, etc. That evening provided my colleagues and me - perhaps for the first time ever - with real stimulation and perspectives. It also gave us the courage and confirmation that one should go after his/her own visions without compromise... instead of always looking at how others are doing it and what rules, values, and standards they are adhering to. In short: For us it was the best invested 2 to 3 hours in the past few years! A big thank you, Mr. Scherer!"

MARKUS PILGRIM

Health Studio

WORDS THAT

MAKE A DIFFERENCE

»Only those who pay into a relationship can draw from it. «

THOSE UNNOTICED DON'T COUNT!

»Damned mediocrity! There is little to gain in places where everyone gathers. «

»Successful people go it alone and do not follow other people's standards! «

WHAT GOOD DOES BEING GOOD IF NOBODY KNOWS IT?

»Success can only be achieved not by walking with others but ahead of them«

»We are not capable of seeing opportunities without developing an opinion about them. «

BREAKE THE RULES IN PARTICULAR THOSE WHO WERE MADE BY OTHERS!

»You don't get what you deserve; you get what you negotiate. Arguments beat discounts. «

«It is the combination of soft skills paired with specialized expertise that leads to top performance! «

»Performance only becomes value when it is sold. «

BE AN UNORTHODOX THINKER COUPLED WITH COURAGE AND PASSION!

»While attempting to dare the impossible, the possible often emerges. «

PROFIT FROM THE BEST

»Only two options remain: differentiate or lose!

»Chances are never lost. They are only being taken advantage of by others! «

PUBLICITY INCREASES VALUE PROPOSITION

«We do not see many of the chances we get. And those we do see we often let pass us by. «

«Quality does not have an absolute definition it is in the minds of our counterpart. «

CLAIM FIRST THEN BE!

«Winners act - losers talk about wanting to act. «

«The value of a service is lost the moment the service is provided. «

THE STATE OF AFFAIRS TO DATE IS POSSIBLY THE WORST

«A service which is not communicated is an unperformed service. «

«The feeling of being in control of our decisions is one of the greatest illusions of mankind. «

WE ARE THE MURDERERS OF OUR OWN IMAGINATION

«The ability to see a problem implies the ability to solve it. «

«The best leaders give their employees a headache

FEW HAVE LIVED THE LIFE THEY WANTED TO LIVE

«Those who prepare more thoroughly for the future often have fewer regrets. «

«Most people lower their standards instead of changing their strategy. «

LETTING GO LEAVES TWO HANDS FREE

«We always look at last few hours but we die on a daily basis. «

«We always wanted to know more than what we need to act. «

WE ARE PROBLEM DESCRIBERS INSTEAD OF PROBLEM SOLVERS

«Where would we end up if everybody were asking themselves where we might end up but no one actually goes there to see where we would end up if we went to where we would be if we got there.«

»We buy things we don't need, in order to impress people we don't like with money we don't have. «

»You are not alone with your problem and you alone are not the problem. «

»The problem is that you believe that you should not have any problems in life. «

»Our problem is that we believe that our problem is our problem. «

THE GERMANS' BIGGEST PROBLEM IS HAVING NO PROBLEM AT ALL

- »We are constantly thinking anyway - so why not think big? «
- »Looking from above it provides perspective. «
- »Good decisions are those we make without first questioning whether it is a good or bad decision...«

OUR LIVES ARE LIKE A PERFECTLY STAGED DIVERSION

- »Real decisions are always mean giving up security. «
- »Arguments beat discounts. «
- »We search for reasons for doing something but we equally search for reasons for not doing what we should be doing. «
- »Those who seek reasons for or against will find them; we are intelligent enough for that. «

FINDERS OF LIGHT ARE THOSE FEAR THE NIGHT

- » Relevance and realism are not criteria for the lucky ones. «
- »Nobody becomes a leader just by having a title on a business card. «
- »All of these solutions are the product of a greater fundamental idea, a vision that evolved from the inner vision of a better world. «

DAYDREAMS ARE THE FIRST STEPS TO CREATING OUR VISION. BUT ONLY THE FIRST

- »We should try to be much more discontent! «
- »A vision is simply a daydream with a call to action. «
- »I believe that the enemy of the new form of happiness is clinging to old ways. «

THE LUCKY ONES STEP AWAY FROM THEMSELVES IN ORDER TO BE CLOSER TO THEMSELVES

- »We not only have to protect our daydreams. We actually need to teach our children to be architects of daydreams. «
- »A sound is only born when it becomes audible for the world. «
- «The world doesn't become more complex - I have a feeling it is getting simpler and simpler. «
- »Those who experience a breakthrough, break with security. «

THE STORY IS ALWAYS A STORY OF BREAKING

- «The curriculum does not include training on how to look at it in a different way or find loopholes. «
- »It takes courage to break with one's own life story. «

»The future simply never turns out to be a linear continuation of the past and present. «

WORDS THAT
MAKE A
DIFFERENCE

THOSE WHO CALCULATE SEE THE GAP

»We often stop thinking about something when we believe we understand it. «

»Those who attempt to be different eventually orientate themselves to the mainstream as much the lemmings do. «

WE DONT BELIEVE IN OUR SELF EFFICACY

»There are no unrealistic goals there are only unrealistic deadlines. «

IT IS ALWAYS A MATTER OF LIFE AND DEATH

»Goals that are too big will guarantee my success - perhaps not necessarily in comparison with the goal itself but compared with the initial state. «

»Everyone is striving to find the perfect balance but once they have achieved it they find there are too many like them. «

CAN A MALCONTENT BE HAPPY?

»Rather than obtaining good grades, a diploma or a degree it is much more important to live a life guided by the heart instead of one based on a curriculum. «

»I believe that narrow paths are often longer than the wide ones. «

NO CONSENT WITHOUT SPIRIT

»Many have been dead all of their lives. Quiet, still and always full of hope. «

»At any rate the common penchant for equating happiness with contentedness is a tremendous mistake. «

»We already know now how our birthday parties will be celebrated in ten or twenty years: exactly as they are today but with a walking stick. «

»The paradise of the dead is in the minds of the living. «

»There is life before death! «

LIFE'S JOURNEY INCLUDES DEATH

»How many things are good in your opinion, not because they are good but because you and others say they are good? «

»Running in the wrong direction in order to eventually be sure about it is not the dumbest thing you can do. «

»Perfection is an illusion and there is no alternative to pragmatism. «

ASKING CUSTOMERS MEANS CATCHING FISH IN AN AQUARIUM

- »What we and an estimated 90 % of all people do is simply a job and not what we are really passionate about!«
- »It has been a certain defiance that has pushed people to go further.«
- »We love celebrities; not for being positive role-models but because they aren't.«

MOST PEOPLE ARE BAD BECAUSE THEY WANT TO BE GOOD

- »Leaders need to be able to imagine a better world in a tangible way.«
- »Those who do their best every day need not worry about their future.«
- »In principle, there is no company created for any other reason than to solve a problem.«

WE GROW FROM OUR PROBLEMS BUT ONLY IF WE RESOLVE THEM

- »The problem is that we generally believe that problems are something bad.«
- »We live in a system of self-deception and we have made ourselves at home in it.«
- »A backpack containing all the to-dos with a deadline that lies sometime in the distant and uncertain future is too heavy .«

PERFECTION IS SLOW MOTION FANTASY IS LIGHT SPEED

- »Most of them are background actors in their own lives because they have given up directing their lives.«
- »Some live their lives as if they had another one in reserve.«
- »The day of our death is just another day in our life.«

FRIGHTENED TO DEATH IS JUST AS DEAD

- »The worst thing about being bad is that one knows that one is being bad and yet continues to be bad.«
- »If a farmer can't swim it is always because of the bathing suit.«

LIFE IS NOT A DRESS REHEARSAL

- »Compromises are like an opened tap that no one shuts off, while we keep on mopping the floor.«
- »The only world view that is dangerous is that of those who have seen nothing of the world.«

WE ARE STUDENTS OF FAILURE

- »I have never relied on my talents. It was too great a risk for me.«
- »One always deserves one ice cream cone.«
- »The probability of upcoming costs is greater than the probability of upcoming revenues.«

OPPORTUNITIES DO NOT CARE ABOUT RULES

- »The hope that others will do it for you is self-abandonment.«
- »Those who are better at resolving major problems trigger a cybernetic cycle that will make them successful no matter what.«

A SERIOUS PROBLEM IS ALWAYS A GOOD START

- »Opportunities are as ordinary as tea bags, a butterfly, a toadstool.«
- »Planning only replaces coincidence by mistake.«
- »Every idiot can criticize and they do so.«

MONEY KILLS CREATIVITY

- »And as always: In the hindsight, everything looks so simple. So imperative and logical.«
- »The belief in the impossibility protects mountains from being moved.«
- »Success is the result of decisions.«

HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

HERMANN SCHERER

Stages

"You have given me valuable, practical impulses, inspiration and motivation.
After a full career as a managing director, I am now counseling young businesses
by providing them with stability and perspective - Your seminar was a big help!"

HEINZ DIETER EBERS
Seminar SchmidtColleg GmbH & Co. KG



1964

- Born in Mossburg at the Isar
(Bavaria/Germany)

1982

- School education in Freising
(Bavaria/Germany)

1984

- Vocational training as
retail salesman
- Recognition from the
Government of Upper
Bavaria for outstanding
achievements in
vocational training
- Instructor at the *IHK
Koblenz* (Chamber of
Commerce in Koblenz)

1985

- Business Administration studies
majoring in marketing/sales
- First lecturing activities in
seminars for industrial companies

1988

- Owner and managing
director of several wholesale
grocery markets
- Increased revenues to
become one of the top 100
German grocery markets
- Trainer and coach
of a U.S. American, and one
of the world's largest training
and consulting organizations

1989

- Foundation and setup of
sales companies for luxury
food

1990

- Foundation and setup of a
publishing house for special
products and media
All of the companies founded to
date have achieved market
leadership in their respective
fields



1993

- Training instructor in Germany
for the world's largest U.S.
American training and consulting
organization

1994

- Training instructor in Europe

1995

- Manager of Instruction for
the world's largest training
organization



1996

- Platinum Award for highest
quality and highest sales

1964

- Foundation and setup of a
national sales company for
medical and ophthalmological
products
- Top Ten of more than 10,000
salespersons in the global
ranking of the largest training
and consulting organization

Awards

- Emerald Club Award for
the highest quality

1998

- International "Train the Trainer"
- Implementation of new training structures in Europe
- Implementation of »Success Fundamentals for Training Consultants« in Europe

Awards

- Reporting Award



1998

- Foundation of »Unternehmen Erfolg« (The Success Company) later growing to over 700 experts from various fields in joint event series together with the *Süddeutsche Zeitung*,

the *Verlagsgruppe Handelsblatt*, the *Frankfurter Rundschau*, the *Stuttgarter Zeitung*, the *Donaukurier*, the *Sächsische Zeitung*, the *Verlagsgruppe Rhein Main*, the *Saarbrücker Zeitung*, the *Nürnberger Nachrichten*, the *Freie Presse*, the *Trierische Volksfreund*, the *Standard* in Vienna, the *Handelsblatt*, *Focus* and 30 other publishing houses.

2000

- Development of the brand »Von den Besten profitieren« *(Profit from the Best)

Awards

- Excellence Award

2001

- Organizer of the Zukunftsforum (Future Forum) in Germany with the 42nd President of the United States of America, Jefferson (Bill) Clinton Book »Jetzt komm ich!« (Now I am coming)
- Book »Jeder Tag ist Schlussverkauf« *(Every day is a clearance sale)
- Book »Von den Besten profitieren« *(Profit from the Best) Volume 1
- Primer »Coaching-Brief für Spitzenleistungen im Verkauf« *(Coaching letter for top sales performance)

2002

- Founding president of the *Rotary Club* at the Munich Airport
- Book »Sie bekommen nicht, was Sie verdienen, sondern was Sie verhandeln« *(You don't get what you deserve; you get what you negotiate)
- Book »Von den Besten profitieren« *(Profit from the Best) Volume 2
- Audio book »Von den Besten profitieren« *(Profit from the Best)

Awards

- Comenius Seal of the Gesellschaft für Pädagogik und Information e. V. (Association for Pedagogy and Information)

2003

- Lecturing post for negotiation techniques and sales management for the Executive MBA in Entrepreneurial Management at the *Steinbeis-Hochschule* Berlin in cooperation with the



DePaul University in Chicago and the *Kelly School of Business*, Indiana University.

- Start of the lecturing post for marketing for the St. Gallen management seminar at the *Steinbeis-Hochschule* Berlin and the University St. Gallen

- Book »Die kleinen Saboteure« *(The Little Saboteurs)
- Book »Ganz einfach verkaufen« *(Selling Made Simple)
- Book »30 Minuten für gezielte Fragetechnik« *(30 Minutes to a Targeted Questioning Technique) Volume 3
- Book »Von den Besten profitieren« *(Profit from the Best) Volume 4
- Book »Jetzt komm ich!« *(Now I am Coming!) published in Estonia

Awards

- »The best trainers« Cum Nobis
- Q Pool 100 · 2003

2004

- Book »Die Erfolgsmacher – Von den Besten profitieren« *(The Success Makers- Profit from the Best)
- Book »Jetzt komm ich!« *(Now I am coming) published in Korea
- Audio book »Die kleinen Saboteure« *(The little Saboteurs)
- Audio book »Die Erfolgsmacher« *(The Success Makers)

Awards

- Top 100 Excellent Speaker 2004
- Q Pool 100 · 2004

2005

- Lecturing post at the Center for Ethics at the *Friedrich-Schiller-University* in Jena
- Book »30 Minuten für erfolgreiches Verhandeln im Verkauf« *(30 minutes for successful sales negotiations)
- Buch »Unternehmerführerschein« *(An Entrepreneur's Driver's License)



- Buch »Die Erfolgsmacher II« *(The Success Makers)
- »30 Minuten für erfolgreiches Verhandeln im Verkauf« *(30 minutes for successful sales negotiations)
- Book »Unternehmerführerschein« *(An Entrepreneur's Driver's License)
- Book »Die Erfolgsmacher II« *(The Success Makers) published in Korea
- Book »Die kleinen Saboteure« *(The little Saboteurs) published in Japan
- Book »Die kleinen Saboteure« *(The little Saboteurs) published in Korea
- Book »Die kleinen Saboteure« *(The little Saboteurs) published in the Netherlands
- Books in a box »30 Minuten – Von den Besten profitieren« *(30 minutes - Profit from the Best)
- Book »Wie man Bill Clinton nach Deutschland holt« *(How to get Bill Clinton to come to Germany)

- Audio book »Spielregeln für die Pole-Position« *(Rules of Game for Pole Positioning)
- Audio book »Die Erfolgsmacher II« *(The Success Makers II)

Awards

- Top 100 Excellent Speaker 2005
- Q Pool 100 · 2005
- Professional Member GSA, German Speaker Association
- IFFPS

2006

- Book »Das überzeugende Angebot« *(The convincing offer)
- Book »30 Minuten für cleveres Einkaufen« *(30 minutes for clever shopping)
- Book »Die Erfolgsmacher II« *(The Success Makers II) published in Brazil
- Book »Die kleinen Saboteure« *(The little Saboteurs) published in Taiwan
- Book »Die kleinen Saboteure« *(The little Saboteurs) published in Thailand
- Audio book »Sie bekommen nicht, was Sie verdienen, sondern was Sie verhandeln« *(You don't get what you deserve but what you negotiate)

Awards

- Top 100 Excellent Speaker 2006
- Q Pool 100 · 2006
- Professional Member of the GSA, German Speaker Association
- IFFPS

2007

- Master of Business Administration Start of research work at the *Friedrich-Schiller University* in Jena
- Foundation of a scientific advisory board
- Start of Trend Scouting, competitor analysis in competitive markets
- Member of the Competence Board of *FOCUS MediaLine.de*
- Lectureship at the *Hasso-Plattner-Institute* in Potsdam
- Book »Verkaufen mit dem



- inneren Schweinehund« *(Selling with Your Inner Swine)
- Book »Die kleinen Saboteure« *(The little Saboteurs) published in Spain
- Book »Wie man Bill Clinton nach Deutschland holt« *(How to get Bill Clinton to come to Germany) published in Korea
- Audio book »30 Minuten für eine gezielte Fragetechnik« *(30 Minutes to a Targeted Questioning Technique)
- Anthology »Von den Besten profitieren« *(Profit from the Best) Volumes 1-4

Awards

- Top 10 Speaker Conga Award
- Top 100 Excellent Speaker 2007
- Platinum Speaker Award 2007
- Q Pool 100 · 2007
- Professional Member of the GSA, German Speaker Association
- Qualitätsexperte-Erfolgsgemeinschaft.com 2007
- IFFPS

2008

- Research at the *Friedrich-Schiller University* in Jena
- Audio book »Wie man Bill Clinton nach Deutschland holt«
*(How to get Bill Clinton to come to Germany)
- Book »Wie man Bill Clinton nach Deutschland holt«
*(How to get Bill Clinton to come to Germany) published in China
- Contribution to the book »Das große Karrierehandbuch« *(The Career Manual)
- Many books repeatedly made it to the top 10 bestseller lists of the *Wirtschaftswoche*, the *Manager Magazin*, and the *Financial Times Deutschland*

Awards

- Top 10 Speaker Conga Award
- Top 100 Excellent Speaker 2008
- Platinum Speaker Award 2008
- Q Pool 100 · 2008
- Professional Member of the GSA, German Speaker Association
- Qualitätsexperte-
Erfolgsgemeinschaft.com 2008
- IFFPS



2009

- Audio book »Ganz einfach verkaufen« *(Selling made simple)
- Book »Jenseits vom Mittelmaß«
*(Beyond Mediocrity)
- Box »Jenseits vom Mittelmaß«
*(Beyond Mediocrity)
- The book »Jenseits vom Mittelmaß«
*(Beyond Mediocrity) was awarded the title of Test Winner for Business Management 2009 by *managementbuch.de*
- The *Hamburger Abendblatt* places the book »Jenseits vom Mittelmaß«
*(Beyond Mediocrity) at first place in their top ten books of the year 2009



Awards

- Top 10 Speaker Conga Award
- Top 100 Excellent Speaker 2009
- Q Pool 100 · 2009
- Professional Member of the GSA, German Speaker Association
- Qualitätsexperte-
Erfolgsgemeinschaft.com 2009
- IFFPS

2010

- 25 years of experience as speaker -
Acquisition of the company
Vortragsimpulse GmbH
- Book »Deutsches Rednerlexikon«
*(German Encyclopedia of Speakers)
- Double-DVD ROM
»Jenseits vom Mittelmaß« *(Beyond Mediocrity)- DVD-Schuber
»Jenseits vom Mittelmaß« *(Beyond Mediocrity)

Awards

- 5-Sterne-Redner (5 star speaker)
- Best-of Semigator
- Speaker/Expert
- Deutsches Rednerlexikon 2010 *(German Encyclopedia of Speakers)
- Top 10 Speaker Conga Award
- Top 100 Excellent Speaker 2010
- Q Pool 100 · 2010
- Rotary Foundation Paul Harris Fellow
- Professional Member of the GSA, German Speaker Association
- Qualitätsexperte-
Erfolgsgemeinschaft.com 2010
- IFFPS

Hermann Scherer is preparing the sale of all of his companies and shareholdings in order to fully focus on his core competence as a "Speaker"

2011

- Book »Glückskinder« *(The Lucky Ones)
- Book »Glückskinder« *(The Lucky Ones) is in first place on *Amazon*, appears on the bestseller list of the magazine »*Stern*« (among others) and is considered one of the 10 best books about careers in 2011 according to *Hamburger Abendblatt*.
- Partner of Miles & More
- Joins UN Global Compact
- Member of the Global Business Oath

Awards

- 5-Sterne-Sprecher (5 Star Speaker)
- Best-of Semigator - Speaker/Expert
- Deutsches Rednerlexikon 2011 *(German Encyclopedia of Speakers)
- Top 10 Speaker Conga Award
- Top 100 Excellent Speaker 2011
- Q Pool 100 · 2011
- Professional Member of the GSA, German Speaker Association
- Qualitätsexperte-Erfolgsgemeinschaft.com 2011
- Energy Speaker Award 2011
- Top Speaker 2011
- GSF



2012

- Book »Kleines Lexikon der Karten, Meilen, Punkte & Rabatte« *(Pocket Encyclopedia of Maps, Miles, Points & Discounts)
- Book »Der Weg zum Top Speaker Wie Trainer sich wandeln, um als Redner zu begeistern« *(The Way to the Top - How Trainers Can Transform to Become an Exciting Speaker) - Book »Hermann Scherer · Speaker und Business Expert *(Hermann Scherer Speaker and Business Expert)
- Book »Denken ist dumm - Wie Sie trotzdem klug handeln« *(Thinking is Stupid - How You Still Can Act Intelligently)
- Special Edition »Glückskinder« *(The Lucky Ones)
- Audio book »Glückskinder« *(The Lucky Ones)
- Book »Glückskinder« *(The Lucky Ones) published in Poland
- Book »Glückskinder« *(The Lucky Ones) published in Russia
- Book »Glückskinder« *(The Lucky Ones) published in Taiwan
- Book »Glückskinder« *(The Lucky Ones) published in Korea
- Book »Ganz einfach verkaufen« *(Selling Made Simple) published in Czechia

Awards

- 5-Star Speaker
- Best-of Semigator
- Best-of-Best Award - Speaker/Expert
- Deutsches Rednerlexikon 2012 *(German Encyclopedia of Speakers)
- Q Pool 100 · 2012
- Professional Member of GSA, German Speaker Association
- Vortragsredner.de
- Qualitätsexperte-Erfolgsgemeinschaft.com 2012
- GSF



HERMANN SCHERER

SPEAKER + BUSINESS EXPERT

RHETORICAL FIREWORK THREE SPEAKERS IN ONE

"Looking back on more than 20 years of holding or attending seminars I dare to say that I have gained considerable experience in that field - and I have never been so excited by a speech! Your lecture was interesting, informative, efficient, lively, and humorous – pure motivation and joy!"

ILENA SCHNELL

Cosmetics GmbH

You are planning an event with maximum visibility, an innovative kickoff meeting, an interesting congress, or a formative customer event, a meeting, a trade fair, or perhaps a seminar? And now all you need is a speaker - or perhaps three?

Numerous companies employ the lectures of Hermann Scherer to significantly increase motivation, excitement, customer relations, initiative, personal commitment, and activities on a long term basis.

Plan the highlights of your events with Hermann Scherer and discover how valuable content can be presented in an exciting and funny manner - combined with impulses that make people want to get up, get started, and start to act.

ARE YOU LOOKING FOR AN EXPERT?

But what good does the best expert do if he/she is unable to captivate the audience?

LOOKING FOR A MOTIVATING AND ENTERTAINING SPEAKER?

What good is a good atmosphere if it is without direction?

LOOKING FOR SOMEONE WHO SPEAKS YOUR SPECIFIC BUSINESS LANGUAGE?

Because: What is the benefit of the best content if it does not fit in with your company?

How about someone who will fulfill all three requirements in one person?

HERMANN SCHERER THREE SPEAKERS IN ONE!

Hermann Scherer stands for:

- An absorbing topic
- A moving lecturing style
- Lively examples and effective demonstrations
- Exciting speech techniques, rich in substance
- The use of analogies or metaphors
- Commitment and contagious enthusiasm
- Guarantees an enthusiastic audience

I was so happy to receive your packages today. I want to sincerely congratulate you to your new book ›Jenseits vom Mittelmaß«
*(Beyond Mediocrity)! Simply fantastic! It is still beyond me how you know so much about mediocrity because in my opinion, you, with your ideas and your vision, are so from mediocrity. Again and again, it is a pleasure for me to see and hear you live or be read one of your excellent and insightful books.

Peter Hitzler, La Biosthetique, Switzerland

Again, my compliments to you - your speech at the hotelier ›rocked«. As you can see below I teach at a training center for tourism and it would be phenomenal if you could find the time to visit our training center

to hold a speech one day.
*Prof. Mag. Sabine Wechselberger,
Training Center for Tourism, Villa
Blanka Pädagogische Hochschule
Tirol/Austria*

I would like to use this opportunity to give my special thanks to you, Mrs. Rebling, also on behalf of my team, for your excellent customer oriented organization at the Freisinger Hof.

You are an extremely skilled contact partner.

Peggy Pleines, Nash & Nunki AG

Dear Mrs. Rebling, it was fantastic how you drove things with such energy. It is pure pleasure working with you. Hermann Scherer must be a lucky guy.

Frank-Michael Rommert

...the interesting performance of ›top trainer‹ Hermann Scherer.
Kosmetik International

I have been able/permitted/forced to experience many trainers, but after having heard your introductory speech at the leadership meeting there is only one word that properly describes you: Sensational! Direct, exciting, pragmatic, rhetorically skillful, outstanding, meaningful and purposeful at all times - an exciting speech that showed us how simple selling can be.

Christian-Peter Witt, Raab Karcher Baustoffe GmbH

HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

CHANCEN BLICK

*(AN EYE
FOR OPPORTUNITIES)

The Newsletter for your personal and business success.

Would you like to receive valuable practical tips and up-to-date information
on all topics concerning »personal success«, »business success« and »opportunity intelligence«?

It would be a pleasure for us to regularly send you Chancenblick free of charge and without any further
obligation. Let these inspiring articles move you, shake you awake and excite you! Hermann Scherer
shows how you can become opportunity intelligent, meaning, you learn how to see and seize
opportunities in an efficient way - every day.

If you would like to subscribe to Chancenblick regularly please send an email with the subject »Letter« to
info@hermannscherer.com or go to www.hermannscherer.com.

Take advantages of your opportunities for your personal and business success.

"Yesterday evening with Mr. Scherer
was the absolute highlight."

*Barbara Schwarz, Lübeck und Travemünde,
Tourist-Service GmbH*

"We have just now received the evaluation
feedback questionnaire forms for the Automotive
Symposium 2008 Your keynote was rated 1.37. You were
the best."

Melanie Schmitz, SAP Deutschland AG & Co. KG

"I had the pleasure attending your lecture
yesterday in Nuremberg. It was absolutely
fantastic and very helpful for me."

Michael Schulte

"I had the pleasure attending
your presentation yesterday evening during a series of
presentations from "Unternehmen Erfolg" (The Success
Company). All the preceding presentations were also
very interesting but I have to admit that yesterday evening
topped them all. Thank you very much for your lively lecture
and the instructive words."

Robert Metz

Jens

"Thank you very much for the most
entertaining
105 minutes of my professional
life."

Jens Thewke

"With his speech, Mr. Scherer contributed to
sensitizing or participants toward the theme of the event and
got in the "right mood". Everyone was totally enthusiastic!"

*Ursula Grünes, Head of Public Relations,
B.A.D Gesundheitsvorsorge und Sicherheitstechnik GmbH*

EXCELLENT

"I really should keep all the thoughts I that I noted down from this presentation and highlighted for immediate implementation to myself. Those, who heed what Hermann Scherer tells us with such passion, convincing arguments and emotional ›background information‹ will be able to assert themselves in the market.

As of yesterday, the name Scherer stands for top quality for me and two other participants from our company. We rank him above of all of the other trainers we've experienced so far."

BERNHARD HELBING

Managing Director, TMP Fenster + Türen – Wintergärten



5-Sterne Redner (5 star speaker)

Inspirational speakers and presenters from the fields of motivation, future, trends, innovation, economics, leadership and sales - competent in the subject matter and rhetorically superb.



Best-of-Semigator 2010 - 2011

Semigator is an internet portal for seminars and continuing education. Best-of-Semigator is an award given to top trainers and coaches in Germany.



Brainguide Premium-Experte (Brainguide premium expert) 2005 2006 2007 2008 2009 2010 2011

A portal of economics experts where you will find top-class know-how and speakers.



Comenius Seal

Die Gesellschaft für Pädagogik und Information e. V. (GPI) (Society for Pedagogy and Information SPI) has awarded the Comenius Seal since 1995. By funding the Comenius awards, the SPI fosters, in particular, didactic products which are outstanding from a pedagogical, content, and creative point of view. The Comenius awards are honorary prizes.



Cum Nobis Die Trainervermittler (The Trainer Agency)

A trainer agency which has specialized in consulting and supporting medium sized, family-owned businesses in training their employees and strategically positioning their businesses in the market. It also designs and organizes seminars for companies and organizations.



Dale Carnegie Courses Reporting Award

American and world's largest training and consulting organization. The »Dale Carnegie Courses Reporting Award« honor for the highest quality and highest revenue.



Emerald Club Award

The »Emerald Club Award« is an award for the highest quality. Hermann Scherer reached the Top Ten of more than 10,000 sellers in the global ranking of the biggest training and consulting organization.



Energy Speaker Award 2011

Hermann Scherer succeeds in conveying information with an exceptional mix of great entertainment and real awakenings. Congratulations!



German Speakers Association (GSA)

The German Speakers Association is an international platform for all German speaking trainers, lecturers, coaches and all other performers in the educational domain.



Global Business Oath

The YGL Global Business Oath aims at transforming the currently predominant value of leading personnel in the world.



GSF

The Global Speakers Federation GSF is a global network of independent speaker organizations that want to serve the interests of its individual members and at the same time foster professional speaker communities.



IFFPS

The International Federation for Professional Speaker – IFFPS, today better known as the Global Speakers Federation GSF is a global network aimed at serving the interests of its individual members and at the same time fostering professional speaker communities.



Member of the European Trainer Alliance

Hermann Scherer has committed himself to acting according to the ethical guidelines and professional code for training as set forth by the European Trainers' Alliance and is therefore entitled to hold the signet of the Trainers' Alliance.



NSA

The NSA is a leading association for speakers that offer resources and training for improving capabilities, integrity, and values of its members and speakers.



Perfect Speakers

Perfect Speakers.eu is a network focusing purely on quality positioning with selected and high quality keynote speakers.



Platinum Speakers

2007 2008 2009

A Speaker agency with the best speakers in Europe



Platinum Speakers Award

Award from the speakers' agency, Platinum Speakers.



Q-Pool 100

2003 2004 2005 2006 2007 2008 2009 2010 2011

The Official Quality Association of International Management Trainers and Consultants e. V. Q-Pool 100, founded in 1998, is a network and professional association of experienced trainers and consultants. Their goal: Ensuring the highest possible transparency and thus higher reliability of decisions in HR management by employing the highest standards in professionalism, competence and integrity.



Qualitätsexperte Erfolgsgemeinschaft.com

2010 2011 2012

Only selected and specially qualified experts are granted access by means of targeted eligibility criteria. Such a quality seal provides companies and interested parties with support in pre-selection when having to sort the good experts from a mass market. Both sides thus achieve more reliability in their decisions and investment.



Speaker/Experte Deutsches Rednerlexikon

2010 2011 2012

The first encyclopedia of its kind in Germany. More than 700 speakers, lecturers, keynote speakers, leading management experts, professional leaders, politicians, scientists, thinkers, decision-makers, visionaries, and exceptional individuals are presented in a very compact and well-structured manner.

Top 10 Referent Conga Award 2007



The »Oscar of the event sector« is not a jury prize but is awarded by votes from all German event planners. 10 out of 10,000 trainers and speakers from GER/AUS/CH are nominated following a professional, multi-level pre-qualification performed by a committee of 250 experts.

Next, more than 25,000 event organizers choose their favorite candidate and thus determine the final ranking.

Top 10 Referent Conga Award 2008 - 2009



The »Oscar of the event sector« is not a jury prize but is awarded by votes from all German event planners. 10 out of 10,000 trainers and speakers from GER/AUS/CH are nominated following a professional, multi-level pre-qualification carried out by a committee of 250 experts.

Next, more than 25,000 event organizers will elect their favorite candidate and thus determine the final ranking.

Top 10 Referent Conga Award 2010 - 2011



The »Oscar of the event sector« is not a jury award but the result of the votes from all German event organizers. 10 out of 10,000 trainers and speakers from GER/AUS/CH are being nominated following a professional, multi-level pre-qualification carried out by a committee of 250 experts.

Next, more than 25,000 event organizers will elect their favorite candidate and thus determine the final ranking.

Top 100 Speakers Excellence 2004 2005 2006 2007 2008 2009 2010 2011



It is an honor in itself to be counted among the 100 best speakers in Germany: The speaker's agency »Speakers Excellence« publishes the annual Top 100 Excellent Speakers Catalog and considers itself the mediator in the dialog between companies and the competence of selected speakers in the fields of economics, politics, education, and sports.



Top 100 Speakers Excellence 2004 2005 2006 2007 2008 2009 2010 2011

The speaker's agency »Speakers Excellence« is part of a specialized and success-oriented network in the German educational market and refers selected top speakers.



TOP SPEAKER 2011 at www.top-speaker.com

The quality seal »Top Speaker« is only awarded to selected »Speakers« which, among other things, are able to show a number of qualified references.



UN Global Compact

Global Compact, also known as United Nations Global Compact is the English name for a global pact (in German: Globaler Pakt der Vereinten Nationen) between companies and the UNO in order to shape globalization in a more social and ecological way.



Unternehmen Erfolg Excellence Award

Unternehmen Erfolg (The Success Company) awarded Hermann Scherer in cooperation with leading newspaper publishing companies in Germany (Berliner Morgenpost, Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Stuttgarter Zeitung, Focus, etc...) the »Excellence Award« as a result of the extremely positive feedback of his participants and his professional collaboration during the presentation series.



Vortragsredner.de

Award for selected and prized presenters.



Best-of-Best

Award for the bestseller Glückskinder *(The Lucky Ones) by the Best-of-Best Academy.

"The audience was excited which can be seen in the excerpts from our secretary's minutes... And to make one thing perfectly clear: the top notch speaker who had been announced by the president has fulfilled if not exceeded the expectations of the audience. However, on the whole, it is rather difficult for the person keeping the minutes to adequately summarize Hermann Scherer's highly vibrant and entertaining speech. And that's a pity for all those who could not attend this evening!"

Dr. Klaus Tiedemann, President of the Lions Club, Freising (Germany)

"I take my hat off - you gave a first class and truly powerful performance I think about this speech on a daily basis."

*Isolde Fischer
Business Development, Elektror*

"The overall response to this event was very positive. Almost all of the invited customers called shortly after the event and explicitly thanked us for the excellent evening. You have made a considerable contribution to the success of this event."

Diana Schmidt-Dühr, Marketing, VR-Bank Stuttgart eG

"Now that I have overcome my speechlessness, I would like to thank you from the bottom of my heart for the day and your excellent work. Simply first rate! For the valuable stimulation, your inspiration and motivation for attacking things which I never understood until now. With your lively and and refreshing attitude you made the day fly by."

Iris Dieterich, Unternehmen Netzwerk

"I have already attended many events but I never got much out of them. With you it was more than the famous 5% that stick with you."

*Sven Wulf, Schneider & Wulf
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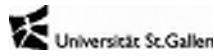
"As a speaker, Hermann Scherer is in a class of his own. He truly understands how to portray facts in a funny and entertaining way something which made a great impression on me. I will integrate the impulses and ideas from your speech."

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In addition to the motivating impulses that make people get up, get started and start acting, the content of his lectures is of particular concern to Hermann Scherer.

He wants the examples and studies to be pragmatic, relevant, and verified. For this reason, Hermann Scherer has founded a scientific advisory board which guarantees the quality of individual content in future cooperation and ensures that its members also are giving lectures in their field of expertise.

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"Hermann Scherer is a charismatic personality. Everyone who sees him for the first time wants to see him again. Because he is a fantastic speaker. And because the things he talks about have substance. Because they make you think.

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HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

ROAD SHOW

"A very successful event to which persona service invited me. (...) Even if you were very tired, there was no way you could have fallen asleep. Mr. Scherer's speech felt like fireworks. Even while he was still presenting I swore I would go straight to a bookstore after the event and buy Hermann Scherer's book. What a nice surprise to learn that after the speech every participant received a signed copy of his book. Thank you very much for this invitation and a very successful afternoon!"

KERSTIN FOLGER

AAI Pharma Deutschland GmbH & Co. KG, Neu-Ulm

Do you want your customers
in all of Germany get excited, as well?

ROADSHOW PERSONA SERVICE VERWALTUNGS AG & CO. KG

Go ahead and excite your customers throughout Germany! persona service made productive use of the difficult fiscal year 2009: With an exclusive series of events »Chancenmanagement - Anders als die Anderen!« (Opportunities Management - Different than the Others!) the personal service provider prepared its customers for the opportunities of 2010. So they could make the most of the boom. In a roadshow with 27 venues, more than 2,800 excited participants of persona service's management experienced the top speaker Hermann Scherer live.

9/1/2009	Münster
9/2/2009	Gelsenkirchen
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11/24/2009	Hamburg
11/25/2009	Donaueschingen
11/26/2009	Ulm



ROADSHOW PERSONA SERVICE VERWALTUNGS AG & CO. KG

Dear Mr. Scherer,

between September 1 and November 26, 2009 you made twenty seven times presentations in the expert forums »Chancenmanagement - Anders als die Anderen (Opportunities management - Different than the Others) in front of an excited audience. And twenty seven times, we receive tremendously positive feedback afterwards in personal conversations and via email. Representing many other statements here are only three excerpts from feedback statements:

»Thank you so very much for the wonderful event with Mr. Hermann Scherer (...)! I took away not only valuable stimulation for my daily work but also many positive insights for my personal development.«

»Thank you very much for this wonderful afternoon. Wow! Now it is up to us to move mountains because now we know we can do it - if we want to!«

»Mr. Scherer and his speeches have left a lasting impression on me. I will read his books.«

These feedback statements are the proof: We actually »hit home« when we decided to adopt your topic »CQ Chancenmanagement – warum manche lebenslang Chancen suchen und andere sie täglich nutzen« (Opportunity Management - Why some people seize opportunities every day, while others never find them), and hire you, my dear Mr. Scherer, as the speaker. The persona service specialist forums which we held for the eighth time in 2009, turned out to be the highlight for our customers and our attending employees alike. In total we were able to welcome 2,800 participants from all over Germany.

Your first-rate stage performance taught us, the event organizers, this: You are an expert in your field, a distinguished speaker and an entertainer who inspires his audience. Moving »beyond mediocrity«: The message you convey to your audience and readership - you, yourself, practice it with the greatest intensity.

These superlatives assigned to you notwithstanding, you collaborated with us on the preparation and realization of these exclusive events in a constructive, forthcoming, pragmatic, and unpretentious manner at all times. We especially appreciated that you actively strove for and succeeded in making contact with our customers from the very beginning of the expert forums. In our opinion, your »pleasant nature« is the result of your top-notch »service provider mentality«. Leading persona services` expert forums to success was always your primary focus. In addition, we were able to profit from your excellent knowledge in other matters. You were there for us at all times and in all matters.

In conclusion, we would like to once again sincerely thank you for your commitment. It goes without saying that we will recommend you.

We wish you all the best for your personal and professional future and hope that you will remember persona service fondly, the way we will remember you.

With best regards,

persona service Verwaltungs
AG & Co. KG, board of
management.

HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

SATISFACTION GUARANTEE

"Your contentment and enthusiasm lie beyond mediocrity!

I would like to convey valuable, pragmatic ideas and information and motivate every listener. Stirring and contagious - an eventful speech that will lend you lasting energy and momentum."

"»Dieser Erdenkreis gewährt noch Raum zu großen Taten.« (This Planet Still Makes Room for Great Deeds) Goethe, Faust I personally wish for you to give up your usual thought patterns and strive toward new goals and new ideas courageously and passionately."

"I personally guarantee that you will be (more than) satisfied."

"The speech you held
was brilliant - Congratulations!"

*Gerd Rathmayer, bbe Handelsberatung
GmbH*

"The lecture was extremely interesting and all of
our guests rated it in our questionnaire as sensational.
93,94% of the seminar participants rated Mr. Scherer as very
good, 5,7% as good and 1,01% did not vote at all."

We never had such great results.

Elisabeth Rhornberg, Vorarlberger Medienhaus

"84 participants out of 99 questionnaires sent out were completed and returned.

Your speech was rated with the highest rating of 5.7."

(In Switzerland 6 is the highest school grade).

*Tamara Leu, Assistant of CEO/Secretary General,
Neue Argauer Bank AG, Schweiz*

"I never laughed so much during a lecture"
Dubravka Milz, Visteon Deutschland GmbH.

"It rocked!!!! A super start!"
Christiane Lohrmann, FOCUS

"Mr. Scherer's speech more than enriching."

Ulrich Zimmermann, General Manager, Mövenpick Hotel Ulm/Neu-Ulm

"Sadly now, the last evaluation
from your lecture in Überlingen. As usual you mesmerized the
attendees and I have no words to top what I have already said
over and over again. Simply fantastic. With an average of 1.4
you may - as always - add the performance bonus of 35% to your
invoice."

Gülcan Arslan, Steinbeis Career Center

"I love remembering your moving speech
and the positive lasting effect it had on
me. You were a true
asset to the 2-day event!"

Jörg Peter, Robert Bosch GmbH

"This is the second time I was fortunate enough to listen to your entertaining and instructive examples and to verify, rather amused, how right you are in so many ways."

*Dipl. Kfm. Marc Zabel, General Manager,
Baseline Communication GmbH*

My congratulation on your fascinating performance at the Kongresshalle in Augsburg last Monday evening! I am 20 years old and currently studying at the LMU in Munich. Your rank among the top 100 speakers is absolutely deserved. I have listened to 5 fantastic Top 100 speakers but your speech was definitely the highlight."
Nicole Schürmann

"Thank you so much for your help! Everything worked out very well and our guests were enthused by Mr. Scherer (we were too...)"
Nicola Beck, Ivoclar Vivadent GmbH

"Feedback: Your speech yesterday was well received by our guests!"
Thomas Andreas, WWK

"The event was absolutely first-rate. Mr. Scherer and his speeches have left a lasting impression on me. I will read his books."
Detlef Brilling, Wohnbau GmbH (Bonn)

"This was an overwhelming sales seminar for me and I continued to think about it until the following Sunday – I rode out my trains of thought, continued to do some mental exercises and I feel like I'm in top form. With best regards, from a sincerely excited seminar attendee!"

Wolfgang Kempfner, Überreuter Print und Digimedia GmbH

"Please give my sincere regards to Mr. Scherer and let him know that his speech was fantastic."
Arcangela Moriello, Club Service Center

HERMANN SCHERER
SPEAKER + BUSINESS EXPERT

BOOKS AND AUDIO BOOKS

"After having listened to your audio book, it really paid for me to
experience you again live on the topic of networking."

DANIA KEUSCH

Owner and Managing Director,
keda



Denken ist Dumm

Wie Sie trotzdem klug handeln
*(Thinking is Stupid - How You
Still Can Act Intelligently)
Hermann Scherer
Gabal Verlag 2012, 184 pages
24.90 Euros



Jenseits vom Mittelmaß

Unternehmenserfolg im
Verdrängungswettbewerb *(Beyond
Mediocrity - Success in Business
Against Cutthroat Competition)
Hermann Scherer
Gabal Verlag 2009, 352 pages
49 Euros



Der Weg zum Top Speaker

Wie Trainer sich wandeln, um
als Redner zu begeistern *(How
Trainers Can Transform to
Become Exciting Speakers).
Hermann Scherer, Gabal Verlag
2012, 340 pages
49.90 Euros



Jenseits vom Mittelmaß *(Beyond
Mediocrity) The Box
Hermann Scherer
2009
249.- Euros



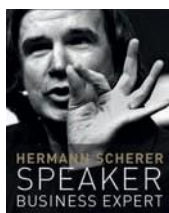
Kleines Lexikon der Karten, Meilen, Punkte & Rabatte

First Class unterwegs *(Small
Encyclopedia of maps, miles,
points & discounts- On the road
first-class at economy rates),
Hermann Scherer, Gabal Verlag
2012,
222 pages, 11.90 Euros



Jenseits vom Mittelmaß

Die Folien zum Vortrag
*(Beyond Mediocrity - Presentation
slides from the speech), Hermann
Scherer Gabal Verlag, 2010,
199 Euros



Hermann Scherer

Speaker und Business Expert
*(Speaker and Business Expert)
Hermann Scherer
Gabal Verlag 2012, 224 pages
29.90 Euros



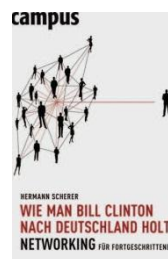
Jenseits vom Mittelmaß

Die Folien zum Vortrag
(Presentation slides for
the speech) DVD,
Hermann Scherer Gabal
Verlag, 2010
249,- Euros



Glückskinder

Warum manche lebenslang
Chancen suchen - und andere
sie täglich nutzen *(The Lucky
Ones - Why some people seize
opportunities every day, while
others never find them)
Hermann Scherer Campus
Verlag 2011,
237 pages, 19.99 Euros



Wie man Bill Clinton nach Deutschland holt

Networking für Fortgeschrittene
*(How to get Bill Clinton to come to
come to Germany - Advanced
Networking) Hermann Scherer
Campus Verlag 2006,
216 pages, 24.90 Euros

"My colleague and I were avid listeners at the opening event yesterday evening ›Von den Besten profitieren‹ (Profit from the Best) in Chemnitz and Hermann Scherer's presentation. Everything was well organized by everyone involved and Mr. Scherer's speech was excellent – with regards to both content and performance."

Kerstin Weißmann, Head of Interdisciplinary Qualification/Languages & Intercultural Management, Volkswagen Bildungsinstitut GmbH

"Your speech yesterday at the tecis Investment Congress in Hamburg was the by far best speech I have ever seen. It is a rare pleasure to have knowledge presented by someone in such funny and upbeat manner. Thank you very much! Please keep it up!"

Volker Necker, tecis Finanzdienstleistungen Aktiengesellschaft

"We have now evaluated the feedback from the forum participants. Mr. Scherer received by far the best reviews of all of the speakers."

Janina Hopfer, Education & Events, Immobilienscout24

"We were able to watch you at Roomy in Stuttgart last week and my colleagues and I agreed that your speech was the best we saw at the event."

Norbert Wurth, Head of Sales Forbo Flooring GmbH

"We were impressed by your hospitality and the great atmosphere in your house. We had fun and were very impressed by the professionalism and passion you invested in speaking our texts into the cameras. With these texts we will be able to convince our AKUBIS participants and motivate them.

Thank you for that! I am already looking forward to further future cooperation!"

Willi Murin, Mercedes Benz AG

"I just received my copy of ›Jenseits vom Mittelmaß‹ *(Beyond Mediocrity) and love the design, format, print quality, cover! Everything just seems to fit. It will be difficult to top that."

Dr. Petra Begemann, Books for Economics and Management