



“Fully leveraging all available potentials – that’s the key to future success.”

Innovation	Effectively combining different perspectives & approaches
Competition	Reaching out to target groups and the mainstream
Cost	Boosting productivity and efficiency through inclusion
Globalisation	Utilising cultural differences through active integration
Ethics	Building and sustaining a responsible reputation
Future of Work	Mobilising individual talents by fostering inclusion

Ever since he was a European-minded student in industrial engineering, Michael Stuber, author, researcher and management consultant, has been focusing on the opportunities that change presents – and the necessity to pro-actively address it as a chance. Development processes provide a wealth of potential to be leveraged: employees with diverse backgrounds, views and strengths. With more than 20 years of experience, Stuber knows how to manage this. While working as a consultant in personnel- and organizational development he specialised in management development and cultural change. He developed this expertise to become a pioneer in European D&I and finally created the ‘Propelling Potential Principle’. This model enables organisations and managers to use existing resources productively. In order to ensure this, Stuber focuses on organisational culture and leadership.

## Use the Propelling Potential Principle for your benefit

Topics Covered	Corporate Culture & Change, Leadership, HR Policy & Strategy, Marketing & Communication, Diversity
Sample Offers	Key-notes, large-group interventions, moderation, interactive presentations, panel discussions
Languages & Context	English, German – in 14 countries on 3 continents

## Benefit from our international experience

European clients	Allianz, BP, Commerzbank, Credit Suisse, Deutsche Bank, Deutsche Post, Deutsche Telekom, E.ON, Henkel, Infineon, RWE, T-Systems, UBS, Volkswagen AutoUni, Volkswagen Bank
American clients	Air Products, Ford, Hewlett-Packard, Johnson Controls, Johnson & Johnson, Kraft Foods, Motorola, Stryker, Symantec
Non-Profit-clients	Ministries (e.g. Federal Ministry for Family Affairs), NGOs (e.g. IOM), foundations (e.g. Heinrich Boell Foundation)

## Surveys

International Business Case Report 2009, Work/Life Practice Survey 2006, European Diversity Surveys 2002 & 2004, several other surveys in German

## Media

TV interviews for N-TV, VOX & ARD, radio interviews, interviews for FTD, FAZ, die Welt, Berliner Morgenpost as well as British and American media

## Speaking Engagements

The Conference Board (New York, Budapest, Chicago, Paris), German Federation of Employers Associations, University of Stellenbosch, Webcasts, EU-projects and many more

## Publications

Books: “Diversity” (2nd edition), Anti-discrimination practices, Gay marketing. Contributions to German and European publications, professional articles, columns and quotes