

Personal Resonance- relevance Sessions

Turn your customer into the hero of your brand story

There are challenges we are aware of and have a solution, there are challenges we are aware of but don't have a solution yet and there are challenges we are not aware of yet. Most people believe business is mainly a cognitive topic and requires cognitive intelligence. But "all business is people", built, performed, owned by humans with all their multi-layered personalities, emotions, relationships, values, behavioural patterns, etc. Eventually top priority strategies, decisions and activities are effected.

I have experienced many sessions with young founders and seasoned business execs where people came with a defined cognitive agenda based on the obvious and left with different insights and topics which came up and seemed to have even more potential value.

The potential: While you follow a set of key priorities, strategies and beliefs in your business, other perspectives and topics may provide new insights, more consistency, a better "feel" and eventually a higher business value.

The principle: I listen to you, with as little cognitive or emotional bias and identify my "inner resonances". Those could be in the category of joy, trust, inspiration as well as concern, fear, unclarity. I will then share those with you so you can find out what resonates with you.

Why me: In order to create resonance to complex business related topics you have to have a wealth of own experiences under your belly. Successes, failures, cognitive & emotional learnings wrapped into stories you can tell where people find relevance for themselves.

Result: Ideally you walk out with new or re-focussed ideas, topics & formats you want to implement in (how you do) your business the next day because you can literally feel the relevance.



Till Kaestner | Startup Ecosystem Expert

As an executive changemaker and 5-time startup founder, Till has experience in corporate-startup collaboration, particularly in deep tech. → [in](#)

Ready for the next step? Contact us for an informal exchange at [+49 89 44 99 07 20](tel:+498944990720) or book us [here](#).