

CHRISTIAN  
SCHWEDLER

# CHRISTIAN SCHWEDLER

KEYNOTE-SPEAKER  
BESTSELLING-AUTHOR  
BUSINESS-PIONEER





04 - 2012



REWE  
DIGITAL

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Woche

managerSeminare



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# THE BUSINESS PIONEER WITH PUNK ROCK IN HIS BLOOD

Christian is one of the most sought-after speakers on:

- courageous change (#BeBrave)
- ambidextrous leadership
- motivation for an exciting future

From punk rocker with a record deal at UNIVERSAL to keynote speaker and BMW-strategist: Christian unites opposing forces. With his business-experience and fresh ideas he shows companies new paths to success.

**Christian – a bridge builder between worlds:**

Big Business ↔ free creativity

Stability ↔ Change

Legacy ↔ Fantasy

# ENTHUSIASTIC CLIENTS

Allianz 

 ASKLEPIOS



*warema*

**EWE**

Frankfurter Allgemeine

 **FUNKE**

Handelsblatt

 Bundesagentur  
für Arbeit

 Deutsche  
Rentenversicherung  
Bund



*kelag*

**TAMOIL**

TARGO  BANK

**HARIBO**

Montag	Dienstag	Mittwoch	Donnerstag	Freitag
6	7	8	9	10
<ul style="list-style-type: none"><li>Aron Brigt</li><li>Wochenbericht am Platz</li><li>Black AP</li><li>Invest Vorbereitung DR Team 15, 16, 17</li><li>Uchling Produktivität</li><li>Wegweit</li><li>CC</li><li>Wochenbericht am Platz</li><li>AC Personal</li><li>CC</li><li>Durchsprache Teamfall 12/24</li><li>Account Peter Huber</li></ul>	<ul style="list-style-type: none"><li>Kennzeichen Simone W. Cafe 12, 13, 14 Nord</li><li>E.1 Sabine am Platz</li><li>Personalthemen</li><li>Guest Dinner</li><li>E-mails</li><li>China Strategic Q&amp;A</li><li>E.1 Claire Jordan Team</li><li>Wochenbericht am Platz</li><li>Durchsprache E-Offensive, weitere Teams</li><li>Algorithmen</li><li>Wochenbericht Orga</li><li>AL-Runde 12/18</li><li>Regelung</li></ul>	<ul style="list-style-type: none"><li>Unterlagen für VS</li><li>Durchsprache Vorlagengruppe</li><li>E-Mails</li><li>Budgetplanung PC</li><li>BE Kreis, Algorithmen</li><li>Leads</li><li>Transfer und get</li><li>Management Conference 2024</li><li>Transfer</li></ul>	<ul style="list-style-type: none"><li>BE Substanz Q1</li><li>Wochenbericht am Platz</li><li>E.1 Ode, Team</li><li>Agendaarbeit DR 1</li><li>Wochenbericht am Platz</li><li>Strategie Arbeit</li><li>Durchsprache</li><li>Migration neuer Projekte, MultiProjektLands</li><li>Wochenbericht am Platz</li><li>Wochenbericht am Platz</li><li>Wochenbericht am Platz</li><li>Wochenbericht am Platz</li></ul>	<ul style="list-style-type: none"><li>A. Montag</li><li>Wochenbericht am Platz</li><li>Wochenbericht am Platz</li></ul>



# THE KEYNOTES

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#02

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# KEYNOTE #01

## DISRUPTIVE AI MEETS OLD HABBITTS

**Target groups for the keynote:** leadership teams, employee events, customer events

**How do we master the break between disruptive AI worlds and old habits?**

AI agents and LLMs are sprinting ahead while in day-to-day business we're still polishing Excel spreadsheets. The key question: Are we losing touch with the future, or are we losing our people? In this keynote, Christian shows how successful companies implement AI without risking reliability and compliance. We create room for digital innovation while keeping the core business & routines on track.

→ Ready for a roadmap that takes AI out of the buzzword corner and brings it into daily work?

**Some takeaways:**

- AI is demystified; you get an overview of the most important trends
- we spark excitement for this digital future
- you get concrete approaches to create room for progress, and use AI in everyday work

*"Thank you for the energetic talk!"*  
*Ralf Sambeth, SVP & GM Infineon*





# KEYNOTE #02

## OVERTAKE WHILE STAYING IN YOUR LANE

**Target groups for the keynote:** leadership teams, customer events

### **Leadership between stability & change**

Stuck in the daily grind? Do progress and transformation always end up last?

Leaders face more and more contradictory demands:

Secure the business efficiently, and at the same time reinvent the future radically?

That's like a weightlifter doing ballet at the same time!

This keynote shows how you can decisively influence leadership roles, organizational design and company culture. It's about the impossible all-rounder and the distinction between management and leadership.

→ Want to level up your leadership?

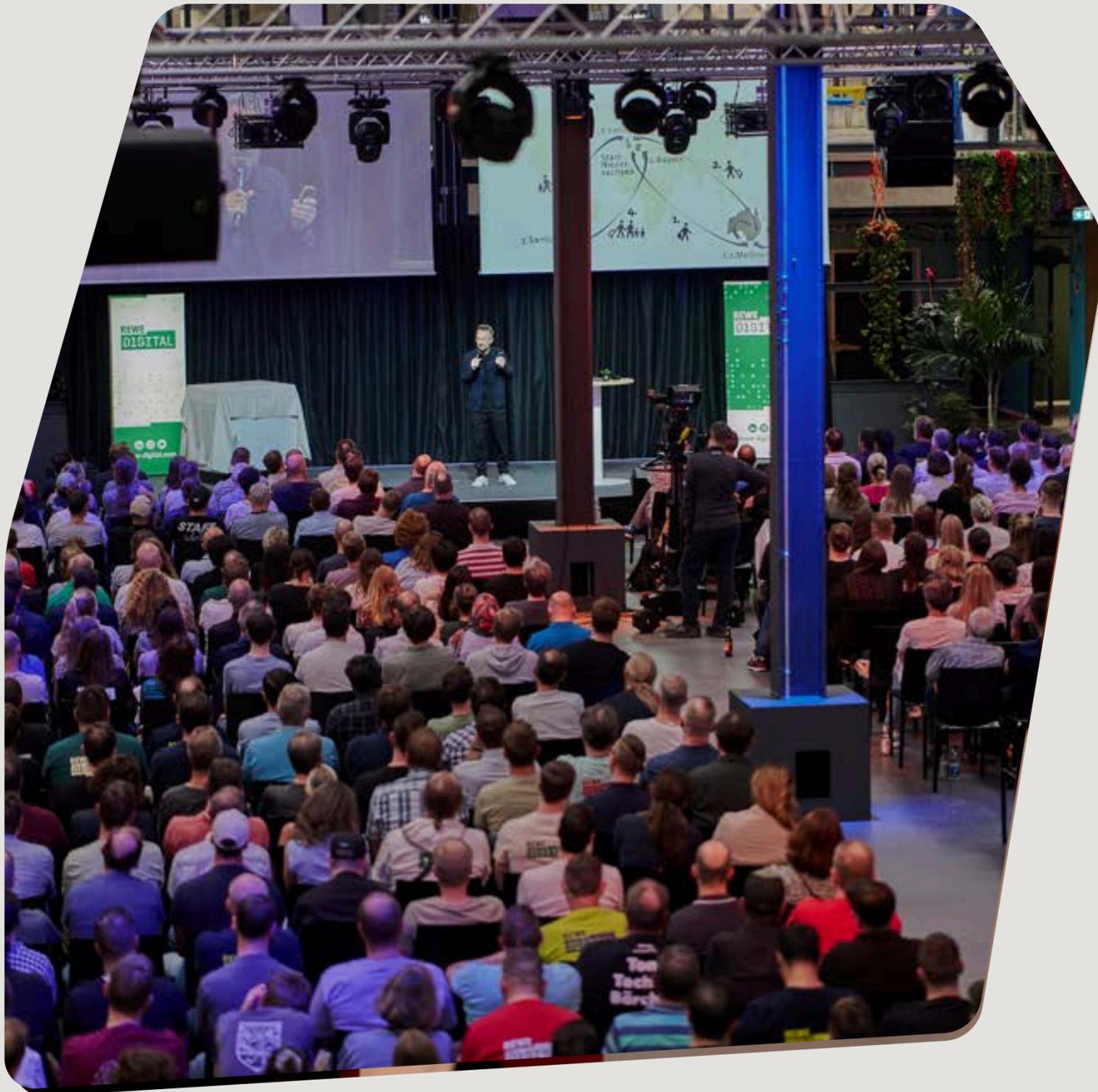
### **Some takeaways:**

- insider insights into how top performers deal with the tension
- proven levers for what ambidextrous leadership looks like (and what it doesn't)
- a fresh energy boost for leadership in a world of rising dynamics

*"Christian got 140 leaders of the German Pension Insurance thinking and sparked an appetite for change."*

*Marko Haas, Head of Corporate Development & HR, DRV*





# KEYNOTE #03

## TRANSFORMING WHILE PERFORMING

**Target groups for the keynote:** leadership teams, employee events, customer events

**Mastering transformation and daily doing at the same time:  
#Ambidexterity**

Companies are increasingly caught in a tug-of-war: they must keep managing the core business efficiently and at the same time innovate radically. Legacy meets Fantasy. Christian's impulses reveal the proven building blocks that make this split possible. His "Magic Triangle" model creates orientation and provides a clear roadmap. Surprising examples and entertaining analogies create eye-opening moments.

→ Want to benefit from the insider know-how?

### **Some takeaways:**

- a shared understanding of ambidexterity (as an answer to our challenges)
- a practical model ("Magic Triangle") for orientation
- insider insights into what makes successful teams in the field of tension: stability vs. change
- momentum through real-world examples: it's doable!

*"On our annual conference, Christian created a real sense of momentum."*

*Dr. Ulrike Düwel, Managing Director, Competence Center Digital Water Management*





# KEYNOTE #04

## BE BRAVE!

**Target groups for the keynote:** leadership teams, employee events, customer events

### Unleash entrepreneurial courage and momentum for real change

While most established companies are still perfecting, calculating and safeguarding, few others are rushing past: bolder, hungrier, more rebellious.

This keynote invites you to rediscover true entrepreneurship and pioneering spirit. Less Excel, more action. Too much perfection and risk-avoidance blocks our creative forces. Uncertainty is not a flaw, it's the prerequisite for progress. If you want to shape the future, you have to risk it.

→ Ready to get moving?

### Some takeaways:

- we challenge outdated beliefs
- we ignite pioneering spirit and entrepreneurial courage
- create room through exnovation for "BE BRAVE"
- actionable measures to unleash "BE BRAVE mode"

*"Your keynote was a massive value add for our event!"*  
*Chiara Bacchiocchi, European Office for Economic Development*





# KEYNOTE #05

## AN INVITATION FOR TOMORROW

**Target groups for the keynote:** employee events, customer events

**Change often feels like headwind.**

Crisis, pressure, AI, cloud --- no wonder many people switch into "energy-saving mode." This keynote says: You're not alone.

Here you get relief and orientatio plus concrete levers for how teams can move forward again.

Let's turn exhaustion back into movement.

**Some takeaways:**

- demystifying fear: why change often feels like danger and how to flip it
- igniting curiosity: questions & perspective shifts that turn resistance into room to play
- looking beyond your own bubble: what others are doing right now
- trend outlook that sparks courage and appetite for the future

*"Christian fired up and inspired my team."  
Samuel Canter, Head of Production System, BMW Group*

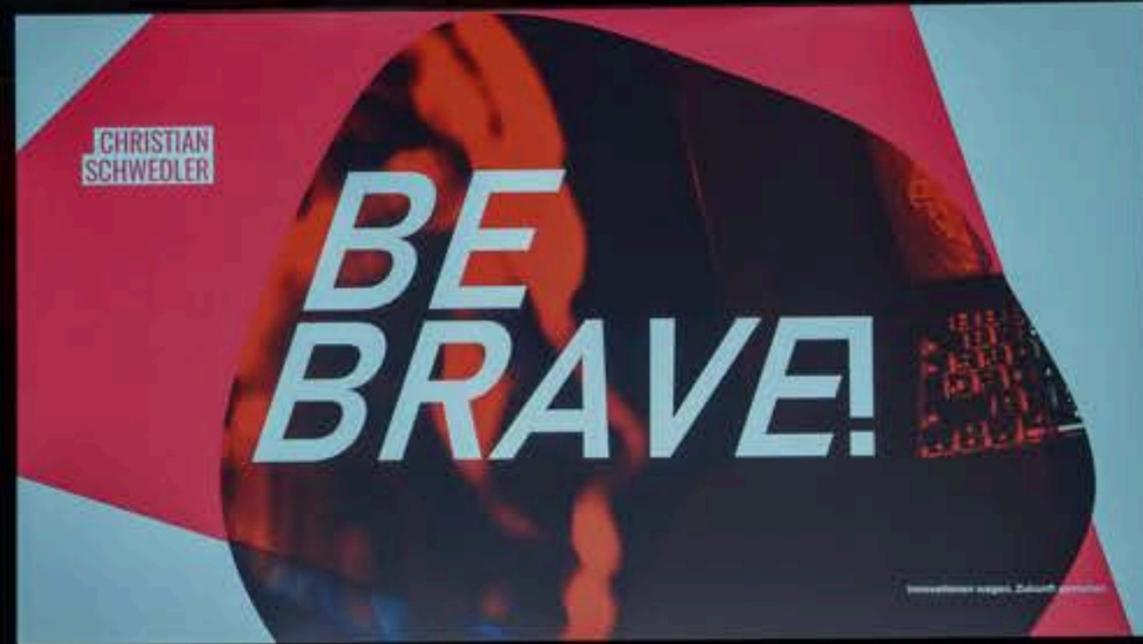


# SPEAKER-REEL



THE SPEAKER-REEL IS ALSO AVAILABLE ON MY WEBSITE:  
[WWW.CHRISTIANSCHWEDLER.COM/EN](http://WWW.CHRISTIANSCHWEDLER.COM/EN)

CHRISTIAN  
SCHWEDLER



**“THE EXCITEMENT  
WAS HUGE!”**

SINA MÜLLER, SAP



# SPEAKING STYLE

Christian's appearances are full of infectious energy, awakening and encouraging. He likes to package complex connections into vivid metaphors and images, because those stick in people's minds. Surprising links and cheeky claims don't just create laughs, they also create depth and self-reflection.

Christian is on fire and you feel it. His expert status and his strategic role at the BMW Group give him 100% credibility. Everyone senses: he knows what he's talking about. His keynotes address the big picture and meta level, while also delivering impulses that translate directly into the daily doing



**CHRISTIAN  
SCHWEDLER**



Handelsblatt  
**AUTO  
GIPFEL  
2024**

**CHRISTIAN'S KEYNOTES CHANGE HOW YOUR  
AUDIENCE THINKS, FEELS AND ACTS!**

**CHRISTIAN  
SCHWEDLER**

"Christian Schwedler is definitely a soul-catcher and an eye-opener. He brought clarity to complex topics in a very unique way and gave us great tools from ambidexterity. Definitely recommended!! Rating: 11 out of 10 stars."

**Stefan Sorce, Managing Director,  
HARIBO**

"Christian's keynote was excellent! It hit exactly the pain points and challenges that keep us busy as CEOs and leaders. Short, to the point, punk and inspiring. Thank you for that, and definitely not the last time we'll raise a glass of 'Explore' with Christian."

**Marco Walker, CEO Asklepios**

"All attendees of our leadership conference were truly enthusiastic about Christian's keynote. That really made an impression!"

**Laura Blankenburg  
Corporate & Public Affairs, Funke**

# VFROM PUNK ROCKER TO STRATEGIST

As long as I can remember, I've been bringing opposites together: I financed my architecture studies as a punk musician with a record deal at Universal Music. While planning my university career and producing glossy drawings, I toured the country in a rusty band van and rocked stages.

The highlight: performing on New Year's Eve in front of 100,000 people at the Brandenburg Gate, live on National Prime TV.

## **Australia calling**

When the construction industry hit a recession after graduation, I packed a small suitcase and flew to Australia. No fixed plan, no job. There it was again: the punk attitude, just do it and break boundaries. My first job as an architect happened on the Sunshine Coast.

## **The world trip**

That was the start of an eight-year professional world journey through different jobs and adventures. After a stop in Sydney, I moved to London to work for star architect Norman Foster. At a time when many dismissed it as a niche topic, I engaged deeply with digital progress—an early adopter of 3D printing and 4D design.

## **Near-death experience**

After meeting my Chilean wife in London, we moved to Santiago de Chile. Alongside a permanent role, I founded a digital visualization studio and survived the second-strongest earthquake in the country's history.

## **The return**

In 2012 I returned home, packed with fresh impulses and unusual experiences. Today I support the BMW Group in its transformation from a mechanical engineering corporation into a tech company. At the same time, I work as a "free radical" keynote speaker and business mentor.

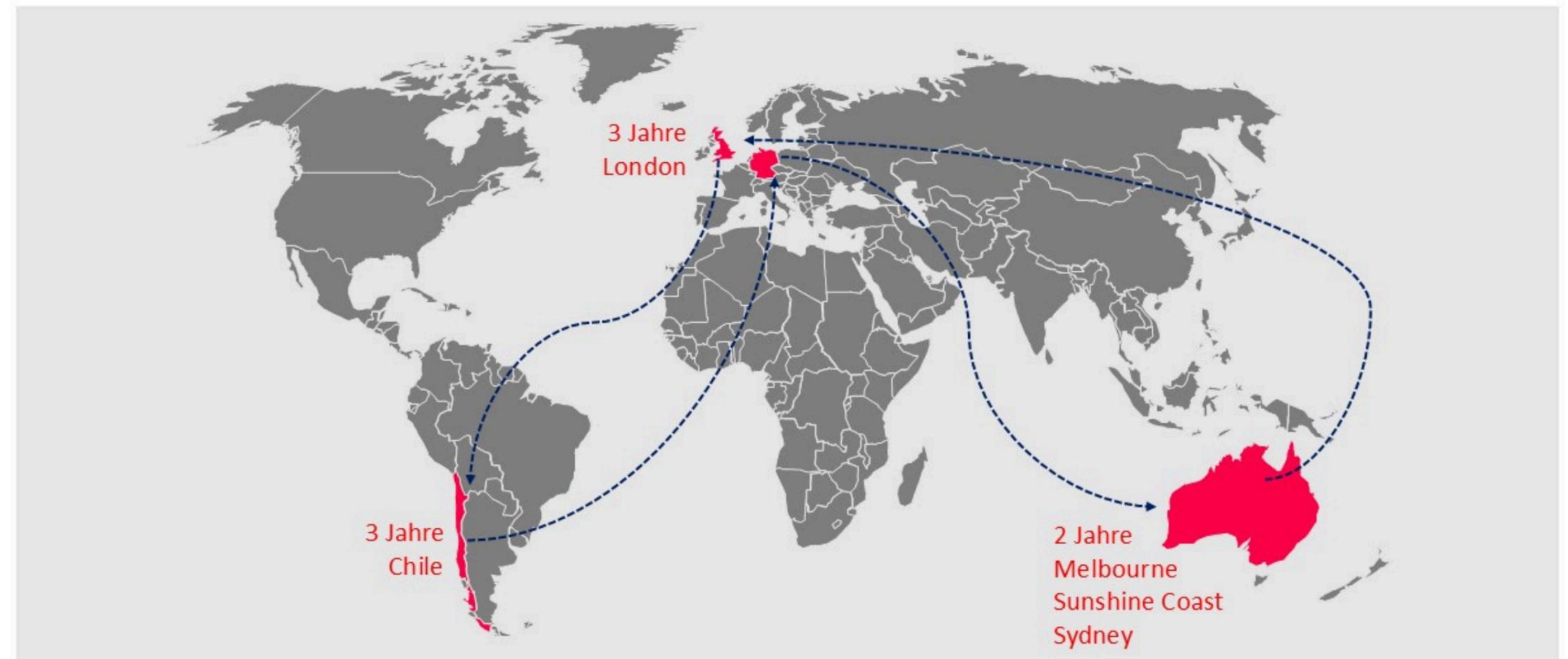
## **The common thread?**

Saying no to status-quo worship and comfort-zone dullness. Instead: constant shifts of perspective and a deep belief in opportunity. My mission: to pass on this mindset and insider expertise which is why I'm among the most sought, after transformation experts, whether on top congress stages or as an author for leading media.

# 8 YEARS PROFESSIONAL WORLD JOURNEY 2004-2012

FOR REAL EXPERIENCES, ADVENTURE  
STORIES AND EYE-OPENING MOMENTS

2004 - 2012



Ihre Keynote  
erhielt die Top-  
Bewertung, Danke!  
\*\*\*\*\*"

Niels Köstring,  
Geschäftsführung  
AUBI-plus GmbH

**“YOUR KEYNOTE RECEIVED THE  
TOP RATING, THANK YOU!”**

NIELS KÖSTRING, CEO AUBI-PLUS GMBH

# THE TOP5- BESTSELLER

While most companies are still perfecting, calculating and safeguarding, a few firms are rushing past - bolder, hungrier, more rebellious. Christian turns the management world upside down: it's not always an advantage to be "the smartest." Because perfection and expertise can make you blind over time. Uncertainty is not a flaw, it's the prerequisite for progress.

We need to unleash the forces we've suppressed, discarded and laughed off for far too long:

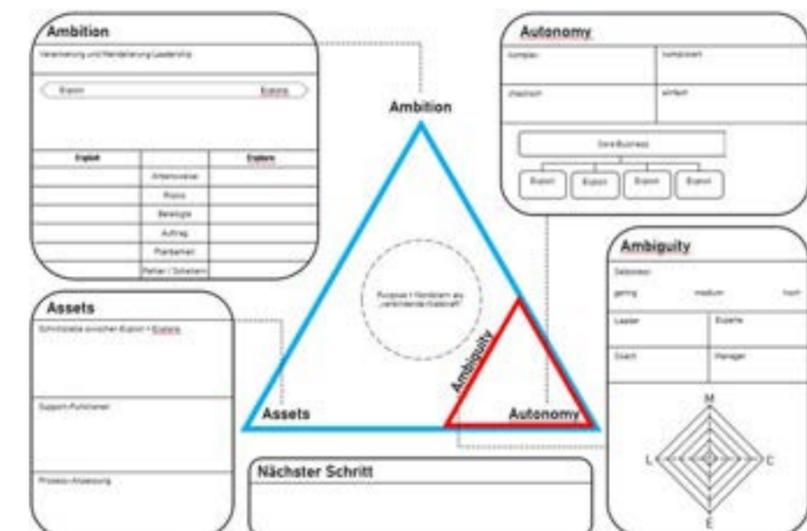
- the naïve, who ask the unthinkable
- the daredevils, who simply start
- the pirates, who bend rules

**BE BRAVE** encourages you to rediscover real entrepreneurship. Less Excel, more action. If you want to shape the future, you have to risk it. Are you ready?



# THE BOOK ABOUT AMBIDEXTERITY

Christian Schwedler reveals how to master the split between day-to-day business and transformation work. Unusual case examples, proven methods and insider knowledge give leaders and organizational designers a clear roadmap. Because one thing is certain: The future belongs to those who skilfully combine stability & change.



CHRISTIAN  
SCHWEDLER

FORTSCHRITT

2035

**“11 OUT OF 10 STARS!”**

STEFAN SORCE, MANAGING DIRECTOR HARIBO

**LET'S MAKE**

**AN AMAZING  
EVENT**

**TOGETHER!**



CHRISTIAN  
SCHWEDLER

I'M LOOKING  
FORWARD TO  
YOUR  
MESSAGE.

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