



THOMAS LURZ

ECONOMY, MANAGEMENT, HR MANAGEMENT

With 12 world championship titles, Thomas Lurz is the most successful open water swimmer in the world. In addition to being a silver medalist at the 2012 Olympics, he is a two-time recipient of the German President's Silver Laurel Leaf. Thomas has two degrees as a Dipl. Soz. Päd. (certified social pedagogue) and an MBA from WHU. He is HR Director at S. Oliver, where he is responsible for HR for the entire S. Oliver Group. Thomas Lurz has also founded his own foundation and supports people with disabilities. He is a member of the Rotary Club and an author. The title of his book: „Auf der Erfolgswelle schwimmen“ („Riding the wave of success“).

LEADERSHIP MOTIVATION SUCCESS PERSONALITY LEADERS RESILIENCE SPORT
HEALTH HIDDEN CHAMPION DIET TEAMBUILDING CONSULTING

LECTURES

Breaking boundaries – motivation for top performance

- How you can overcome your weaker self again and again with a clear focus on your goal and a lot of willpower and fighting spirit.
- How to become a consistent winner using success factors such as discipline, humility and perseverance.

The world champions MENTALITY – Giving up is not an option

- How to program yourself for success despite pressure and take control of your thoughts and feelings.
- You will learn concrete facts on how to become mentally strong.

Turn your employees into world champions!

- What skills you can use as a manager to lead your team to the top.
- How to develop your employees into winners with the right framework conditions.

„Staying on top“ - avoiding the success trap

- You got to the top thanks to discipline, the will to succeed and strength and you want to stay there.
- Becoming world champion once is hard, remaining world champion is much harder.

SEMINARS / COACHING

Mental strength – Learn world champion mentality - Workshop format

- Presentation and application of 13 relevant points to become mentally strong
- You will learn how to control your thoughts and feelings.
- Aim of the workshop: Understanding what mental strength is and learning concrete facts that can be implemented immediately after the session. The behaviour required to be mentally strong can be learned but only if you are ready to do it!

OKR - Objective Key Results Workshop

- Teaching the technique of setting goals
- The OKR method originated in Silicon Valley and is used to set quarterly targets
- Many companies practice this method

Team building workshops based on personality tests

- Individual tests (DISG)
- Splitting into teams
- Team building as it applies in sport / What can economics learn from it?

INFORMATION

Fees: on request

Travel expenses from/to location: Würzburg

Languages:  

- Individual content customisation possible
- Handout / further documents

FORMATS

- | | |
|---|--|
| <input checked="" type="checkbox"/> Lecture | <input type="checkbox"/> Moderation |
| <input checked="" type="checkbox"/> Interview | <input type="checkbox"/> (One-to-one)Coaching |
| <input checked="" type="checkbox"/> Seminar | <input checked="" type="checkbox"/> Online/Web based |
| <input checked="" type="checkbox"/> Consulting | |
| <input checked="" type="checkbox"/> Talk/discussion | |



ADVICE / CONSULTING

OKR - Introduction - Objective Key Results Consulting

HR Management – How to generate added value for the company in the HR department

- Structure of the various subsections
- Building an HR team with business value

Talent development

- Employee evaluation
- Employee development
- Employee retention

SPECIAL TOPICS

Swimming seminars for „Triathlon-CEO`s“

High end seminar under the best conditions for sports-minded CEO's who want to learn proper swimming technique from the best open water swimmer. Professional analysis of technique and exchange of experience on how to swim properly in open water. Over 2 days, we will train and learn in the Olympic pool and Thomas Lurz will give a lecture on what is important in competitive sports to achieve ambitious goals.

NUMBERS, DATA AND FACTS

- HR Director at S. Oliver Group, 6000 employees with 1.3 billion turnover - Head of HR department
- MBA from WHU
- Business Developer / Assistant to Owner
- Certified social pedagogue
- 2008 Bronze medal at the Olympic Games in Beijing
- 2012 Silver medal at the Olympic Games in London
- 12 times world champion
- 5 times European Champion
- 27 times German Champion
- 2 times recipient of the German President's Silver Laurel Leaf

REFERENCES

References of keynotes and workshops:

Allianz, Knauf, Brose, s. Oliver, BVUK, CWS Bocco, Sparkasse, Fyleralarm, WEGMANN automotive, Daimler, Aareal Bank, IHK, DZ Bank, Lufthansa, Kaspersky, Gildemeister, Universa, Helvetia, PKF, Vogel Verlag

- „Every executive should listen to this. If someone can motivate himself to swim 3,500 km a year, he can also motivate employees to achieve top performance.“
Dr. Walter Jochmann, CEO Kienbaum
- „If you want to know how to become world champion 12 times through will and discipline, you should listen to Thomas Lurz's lecture. You leave with so much of his energy.“ Dr. Jürgen Otto, CEO Draxlmeier
- „We are excited about what we learned about management from extreme athlete and human being Thomas Lurz.“ Michael Reizel, CEO BVUK GmbH

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MEDIA

