

# Marcus Appelt

Knowledge can only unfold its heroic effect when the heart is ready for it. This is probably the reason why Marcus Appelt's trainings and lectures are so lively, emotional, humorous and, above all, light. Because simple and heroic knowledge transfer is his claim. At the age of 24, he was already leading employees with his own hero philosophy. He developed them into personalities and left his mark not only in the motivational fitness world, but also in the tough and structured food retail business. That's why today he belongs to an outstanding generation of trainers who not only impart knowledge with charm, practicality, experience and character, but also inspire and ignite the inner hero. Marcus Appelt accompanies entrepreneurs and employees on their way to heroic communication, strong leadership and successful fits of courage. Marcus Appelt says we need more heroic virtues in the business world, in leadership and in knowledge transfer. Are they in?"

„When knowledge meets character, heroic can arise“

TOPICS

+ **Happy Leading – from boss to hero!**

- Qualification versus motivation? How to find the right employees for your hero mission with the right strategy.
- Static versus dynamic? Are you and your team ready for the changes in the world?
- Nice boss versus consistent leader? How you stay true to yourself as a leader and your hero team fights for you.

+ **„The heroic performance – inspire rhetorically with charisma.“**

- The power of language – Unleash the power of words.
- Storytelling – Every hero has his story with which he can captivate his audience. What is yours and how will you package your story?
- Enthusiasm as a superpower - Awaken and grab the emotions of your audience!
- Content versus language - Is it the what or the how that I use to move my audience? Learn what really matters.

+ **From fighter to hero! – Do you have the right superpower to grow personally?**

- Raise your profile, because every hero knows what he stands for!
- Defeats are part of it! Get to know the art of getting back up again and use the energy of a setback.
- Future heroes! Tomorrow's hero overcomes today's limits!

REFERENCES & PRESS

„Many people have a passion for their profession, but only very few are able to transfer it to others. Marcus not only transfers his passion for what he does to the participants, but also gives valuable tips in his seminars on how to succeed yourself. He responds to the group individually and it was not boring for a second. Very important, it was fun!!! Even a week after the seminar is still working in my head, where to apply which learned technique. I can only recommend it!“ **Janina Miekisch**

„Again two super awesome seminar days! We had mega fun and have not lost sight of the goal! From my team & me many thanks for the top seminar!“ **Rene Schneider, REWE**

„Amazing what such a short seminar can change in you - Thank you! Absolutely recommend!“ **Carina Kaschner**

**Extract from other customers:**

L'Oréal, REWE, Burger King, UGW Sales GmbH, Gruner AG,...

INSPIRATION

„I thank heroes of our time like Matthias Steiner, Steffi Graf or Nelson Mandela. They show us that it is worth fighting despite setbacks. I thank John Strelecky and Dale Carnegie for the heroic works ‚The Big Five for Live‘ and ‚How to Win Friends‘. I thank the people who seek the positive.“

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