



# When Managers Sin

## 11 management sins: How to recognise and avoid them

### The speech

Duration	1 hour
Participants	Senior management, managers and entrepreneurs from all business fields and sizes
Participants' preparation	In advance of the speech it is advisable to heighten awareness of sinfulness as a management tool, keeping a sins diary or reading “11 Managementsünden, die Sie vermeiden sollten” (“11 management sins you should avoid”).
Transfer goal	From Saul to Paul. To convert the manager who is working himself to the bone answering 100 emails a day himself, who (unconsciously) demotivates his colleagues and (unintentionally) frustrates his family, to a manager who is on the virtuous road to effective action.

### Speech elements

1. Introduction: What management sins are and what they are not. The principle of the good and the bad: those who succeed are not the ones who do more, but those who make fewer errors.
2. A brief but creative run-through of the “11 management sins” with constant checks: Mine? How often? When? How intensively?
3. Negative examples from all management levels.
4. Solutions and practical examples of solutions to put into practice.
5. Participants locate their own personal “sin of the day”.
6. Optional: Self-Commitment – Temptations that I am now immune to.

### About “father confessor”: Klaus Schuster MBA

For many years, Klaus Schuster was the member of the management board of a big international financial institute. He travelled all over the world as a trouble-shooter and was in charge of setting up a bank in Eastern Europe. In the meantime he has his own company and advises, coaches and trains top managers and junior executives from all fields and branches. He is a highly regarded author of specialist articles and columns and has just published his first book. The first edition sold out almost immediately and caused a considerable stir in the business world. Even the BILD newspaper reported on it. Lots of companies are booking him for workshops, executive coaching and lectures for their leadership squads because he is practically the only person in Europe to convincingly put over the topic “Sins in Management”.

