FLORIAN MAUERER

THE ART OF LEADERSHIP

YOUR STRATEGY IS NOT THE PROBLEM

Clarity. Decisions. Execution.

Leadership problems rarely come from a lack of intelligence. They come from what stays unsaid, unresolved or unowned. That is where this work begins.

Sound familiar?

"we finally have to decide"

"we need to actually execute AI and transformation, not just talk about it."

"we are too slow. we are overloaded."

"our top team has to work better together."

"everyone nods in the meeting. then nothing happens."

Three ways in. One logic.

Clarity Sparring

one question

One question. Five hours. A clear path forward on the one thing you cannot solve alone.

Executive Decision Day

one decision

One leadership team. One day. One decision that has been stuck for months, finally made.

Executive Team Reset

one team

Two days to reset. Six months to make it hold. From a leadership group to a leadership team.

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Where to start

Start where it hurts most

You have a question, a decision or a team that is stuck.
We find what it is really stuck on, and we work there.
You leave with a result that lasts beyond Monday.



Future-proof Leadership.
Future-proof Business.

not another program; but real transformation.

Most programmes treat symptoms. The Art of Leadership works on the cause: the people who lead, and how they lead together. We go to the real levers beneath the business issue and create the space for the conversations, decisions and commitments that daily business keeps postponing.

That is where transformation actually happens. Leaders stay clear under pressure. Teams decide faster, take ownership and execute as one. No surface training. No standard framework. No quick fix.
Future-proof, built from the inside out.



Life & Leadership Strategist

Florian Mauerer

Ex-BCG. Head of Strategy at Carl Zeiss. Business Unit CEO.

Today he works with CEOs and leadership teams on the one thing no framework fixes: how leaders at the top decide, align and own.
He brings Soul + Strategy: the depth to get to the real issue, and the rigour to turn it into action.

Florian knows the room from the inside and brings an outside perspective with no agenda. Clarity is power.

Book your clarity call

→ 30 minutes. No pitch

We find out where it is stuck, and where to start:
one question, one decision or one team.

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Clarity • Decision • Execution

Soul + Strategy

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Two fast ways to create movement



When something important cannot stay stuck

Clarity Sparring

one question. five hours.
a clear path forward

Private sparring for one high-stakes question you cannot solve alone. Everyone around you has a stake in the answer. Five hours with someone who has none.

Built for these questions

- Our strategy is clear, but execution is stuck. What do I need to change?
- My leadership team keeps circling the same issue. How do I break the deadlock?
- A conflict with my board, CEO or co-founder is blocking progress. How do I move it?
- Transformation, AI and constant pressure are creating overload. What do I focus on, and !et go of?

The Five Hours

The real question.
Separate symptoms from the real issue.

The lever.
Find the blockage or leverage point that matters most.

The path forward.
Turn clarity into the next moves that matter.

5 hours · 3 sessions · online or on site · strictly confidential

→ 1,900 EUR · Includes 90-day check-in · One-page Clarity Note

Executive Decision Day

one leadership team.
one day.

There is a decision your board has been talking about for months. Everyone knows it has to be made. Nobody wants to be the one who forces it.

Built for these moments

- A strategic option that has been on the table for two quarters.
- A reorganisation, succession, key hire or key exit.
- An AI, investment or integration decision that keeps getting postponed.

The Day

Before
Three to five short interviews. We hear what the room does not say.

Morning
The real problem. Assumptions, interests and evidence separated.

Afternoon
Options, trade-offs and the price of waiting.

By 5 pm: the decision, in writing
The owner. First steps. What stops now.

1 day · up to 8 people · in person · 90-day check-in

→ 8,900 EUR · Counts in full toward an Executive Team Reset within six months

“ Florian works differently: at the point where decisions are truly made. ”

— **Andreas Mattivi** • CEO & Industrial advisor • Energy, Infrastructure & Technical Services

Clarity • Decision • Execution

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One team

Executive Team Reset

two days to reset. six months to make it hold. from a leadership group to a leadership team.

Not team building. A business intervention. Visible movement in two days. Sustainable change over six months.

Your leadership team hits its numbers. And still: silos, politics, meetings that end without decisions, responsibility distributed instead of carried, a transformation that exhausts everyone. The Reset works on the business and the team at the same time.

Built for these moments

- New strategy, new CEO or new board
- A transformation or reorganisation that does not translate into shared priorities at the top
- Silos, political friction, slow or unclear decisions
- Too many priorities, too little enterprise ownership
- An AI transformation that current roles and teams are not keeping up with

You leave with

- Three to five shared priorities, named identically by everyone
- Explicit decisions and one owner per priority
- Clear roles and interfaces
- Behavioural commitments the team holds each other to

Three phases

– 1 – Diagnosis

Interviews with every member. Critical tensions. Strategy check: what the team says it wants, and what it actually does.

– 2 – The Reset

Two days off-site. Day one: the truth. Day two: priorities, decisions, roles and commitments.

– 3 – The Hold

Three follow-ups over six months, inside your real business.

We measure what moved

decisions. priorities. ownership. execution. business impact.

Five questions now, the same five in 90 days. One page, answered by the CEO. That's how we both know the work moved the business.

→ **Format**
Diagnosis + 2-day off-site + 3 follow-ups over 6 months • Up to 12 people
• Investment on request



"Florian helped us grow visibily closer as a board, decide with more clarity, and lead with more impact. The change lasted, in me personally, and in our leadership system."

Dr. Norbert Rollinger • Chairman of the Board • R+V Versicherung AG