



Christopher Spall

Identity Developer | Change Maker |
Positioning Expert | Plain Talker | Book
Author

Christopher Spall has always searched for the unmistakable. With his team at **Spall.macht.Märke**, the brand expert has been developing the DNA of people and organisations, among them world market leaders, ministries and public figures, for over 10 years. He is also a member of the international think tank “The Medinge Group” and director of the Peak Performer Foundation. He regularly shares his experience through his lectures, in professional journals and in his own books. The common factor behind all of his commitments? The will to enable people and organizations to grow through their own strength.

His key question: What do you unmistakably stand for in a single sentence?

Vita.

Growing up in a working-class family in the German region of Franconia, Christopher learned at an early age what it means to work hard. After his business management studies, he became the marketing manager of a German investment firm at the age of 24, moving on to the position of Brand Manager of the Allianz Group. In 2010, his search for meaning led him from financial marketing to identity development. Today, he helps organisations and individuals use their DNA to master transformation processes and build a meaningful culture. His Book “Personal Branding – Was Menschen zu starken Marken macht” (What turns people into strong brands), released by Springer Gabler in 2019, is considered standard reading for personal brand development.

At home, his two children keep him on his toes by showing him how far he is from the best version of himself.

Inspirational talks for real life - by Christopher Spall

Success factor employer brand: Five steps to retaining employees and attracting talent



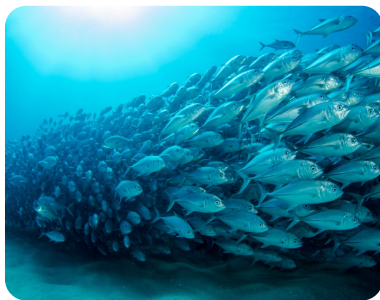
Lots of companies try to keep their employees or attract new ones with fruit baskets, table football and social media ads. But people usually change jobs not because of a fruit basket or an ad, but because of the working climate. This talk gives instructions for building a unique culture. And it shows you why you should absolutely avoid being attractive to every applicant. You'll find out how mid-sized companies can improve their reputation as an attractive employer, reduce employee turnover and compel the right talent – all in five easy steps.

Compass amid transformation: Six ideas for making transformation work in a company



The key competence for the 21st century is the ability to transform. AI, war and climate change are confronting companies with enormous changes. This talk provides six principles based on the experience gained in over 100 transformation projects. It shows how to guide the transformation process to foster employee identification and strengthen brand attractiveness with long-term customers. Christopher Spall also reveals how the DNA of a company is essential as a compass to point the way, especially during times of growth.

Natural intelligence instead of KI: Successful by following nature's example



Not a talk about AI? This talk shows the problem-solving merits of natural intelligence (NI). You'll learn about the problem-solving techniques of the oldest living systems on the planet. What's unique about it: Christopher Spall translates these bionic success principles of four billion years of evolution to the development of organisations and individuals – from swarm intelligence to oak leaves. He shows how we can use these bionic principles to build resilient and innovative organisations. And he provides tips on how to gain meaning and value from intuition and personality in this age of AI.



Selected lecture clients



What our clients are saying about us

“Spall not only makes brands, he makes you smarter. Valuable insights meet crisp, concise assessments – without fear of big names.

- *Handelsblatt GmbH*

“Spall.macht.Spaß (Spall is fun). I liked the lecture a lot. Most of all, it stuck with me... I haven't stopped thinking about the topic since.”

- *Stefan Hoff, Managing Director nobeo GmbH, member Group Executive Committee Euro Media Group, Chairman of the Board of VTFF e.V.*

„The resonance exceeded anything we have seen before.“

- *Jens Rauch, Executive Sparkasse Mainfranken Würzburg*