



“Anja Foerster and Peter Kreuz help organizations to look beyond conventional wisdom and to develop an innovative edge for themselves.”

**Die Welt**

**Förster & Kreuz**



## A passion for challenging

**Anja Foerster and Dr. Peter Kreuz** are definitely not your typical conservative management gurus in grey suits. They represent a new generation of European-based management thinkers. Their style: Entertaining and fun, provocative, and with a strong bias towards action. Their mission: to help organizations identify growth opportunities and game-changing strategies. It's all about innovation, energy and change.

In their internationally bestselling books Foerster & Kreuz demonstrate, that in order to succeed in an increasingly competitive world, individuals and businesses alike need to come up with new takes on old business models, fight commoditization and find unconventional avenues for growth.



## management orthodoxies

***“The average never wins. It never has and never will.”  
say the two management experts Anja Foerster and Peter Kreuz  
Financial Times Deutschland***

The client list of Foerster & Kreuz includes BMW, Deutsche Bank, Mars, Gore, IBM, Microsoft, Swisscom and SAP.

What's in it for you? A roadmap for your personal and professional future that is everything but ordinary. The courage to challenge management orthodoxies and to put your fresh ideas into action. Because, in a hypercompetitive world, innovation is the only way to out-perform the industry average. So, what are you waiting for?

# Förster & Kreuz live

## Keynotes with Foerster & Kreuz are...

### **...liberating people's thinking:**

Entertaining, thought-provoking and passionate, Foerster & Kreuz don't just talk about being different, they inspire people to be different.

### **...a roadmap for success**

in today's hypercompetitive world. Foerster & Kreuz challenge people to turn long-held industry conventions on their head, fearlessly challenge the old guard, and to amaze customers with innovative and unique products and services.

### **...a source of inspiration and encouragement.**

Foerster & Kreuz inspire you with the desire to move forward and carve out your own clear-cut profile.




**Innovations-Sessions** are power-packed with unconventional business best practices. Foerster & Kreuz unveil the secrets of unconventional thinkers' success, and help you understand what YOU can learn from them.

Using real-life examples of successful ground-breaking strategies, they provide the practical steps needed to create an innovative edge for your organization. You will walk away with sound business solutions and a determination to take action.



## **Innovation Sessions can be booked as**

- part of a leadership summit, vision project or innovation strategy programme your company is planning.
- a stand-alone exercise to shake up executives, marketing, sales and product development teams and/or partners and clients.



*“Inspiration and information  
at the highest level“*  
**Publicis advertising agency**

## **Anja Förster**

**She is a bestselling author,** management consultant and one of today's savviest business authorities on reinventing the logic of how business gets done.

Anja is a provocative and inspiring voice on management and innovation and will leave the audience with new, exciting, and deeply relevant ways to think about their companies, their leadership strategies and their own careers.

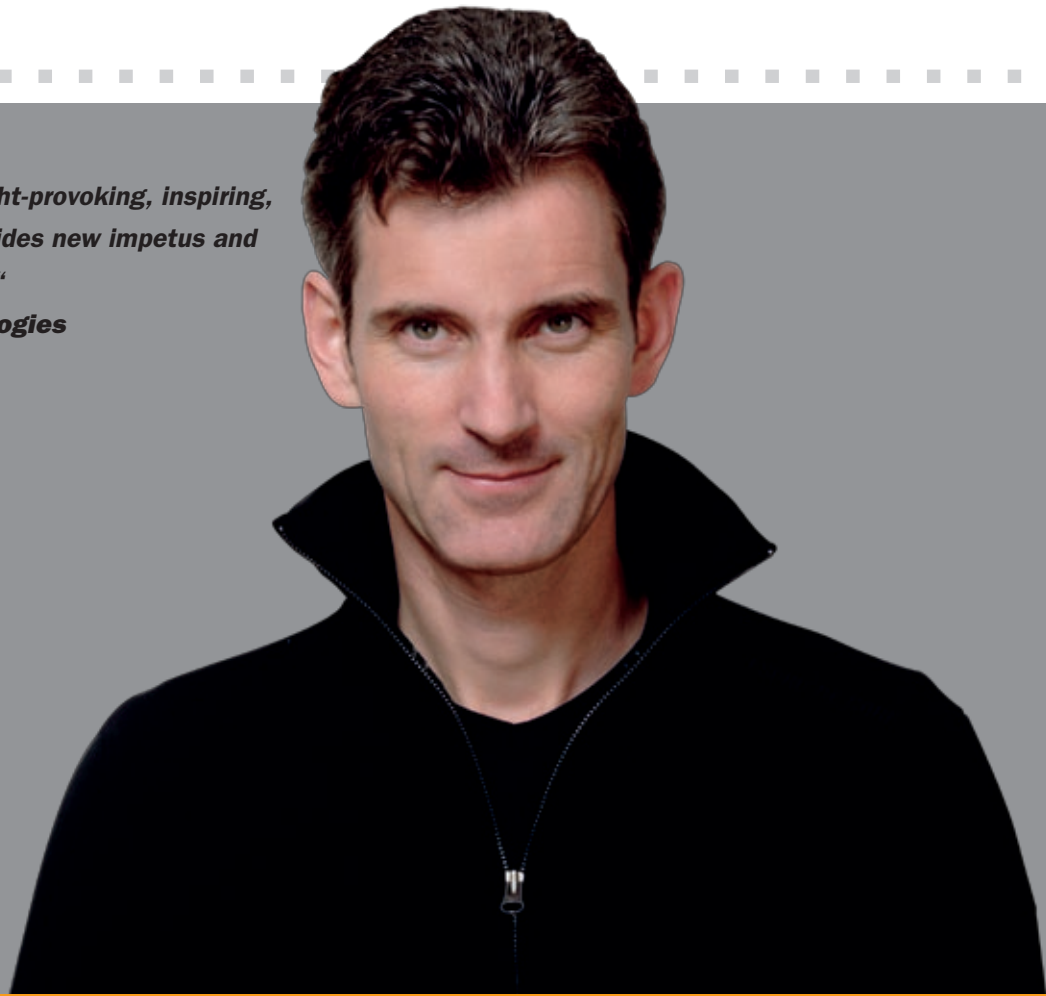
She is an acclaimed corporate advisor with five books to her credit. Her bestseller „Anything but ordinary“ is the winner of the Business Book Award 2007.

The German born consultant works with leading business enterprises and is among the most influential voices on the European speaking circuit today.

She studied business administration in Germany and the USA where she took her MBA. She subsequently lived and worked in the USA and Austria for several years. Before starting her own company, together with her husband, she was a manager at Accenture.

*“Fresh and thought-provoking, inspiring,  
polarizing – provides new impetus and  
clears the head.”*

**Agilent Technologies**



## **Dr. Peter Kreuz**

**The agenda-setting writer, speaker,  
and entrepreneur** is at the forefront of the new generation of European-based management thinkers. With his groundbreaking thinking, humour and a healthy disregard for established wisdom, he challenges management orthodoxies and shows how companies can achieve success by following unconventional paths.

Peter advises top executives at companies including BMW, HP, Mars, Microsoft and Siemens.

He holds an MBA and a PhD in business strategy. Formerly, he was a senior consultant at Andersen Consulting and an assistant professor at the Vienna University of Economics and Business Administration.

Peter is among the most influential voices on the European speaking circuit today. His book „Anything but ordinary“ is the winner of the Business Book Award 2007.

# Feedback

“Everyone felt energized with new ideas and motivated to challenge the old guard.”

**IBM**

“You were an absolute inspiration. You made our delegates happy, which means that you made us happy as well!”

**Schwarzkopf Professional**

“...You have clearly demonstrated that all it takes is the right input to shake up a team that is blinded by habit. You have helped us to tear off the blinkers and move ourselves toward capturing tomorrow’s market opportunities. Archimedes once said: ‘Give me but one firm spot on which to stand and I will move the earth’ - your workshop has more than proved the truth of that statement.”

**Colgate-Palmolive**

“Jeder im Raum ist nach Ihrem Vortrag mit neuem Energielevel beaufschlagt hat die Motivation der Teilnehmer für die nächsten 100 Tage gesichert.“

“Their workshops reveal how innovative business strategies can secure the lasting success of a company.”

**German newspaper ,Die Welt‘**

## Live Gigs in

France Russia Italy  
Spain Belgium Austria  
Switzerland Germany  
Liechtenstein Japan  
United Kingdom  
Slovenia Israel Estonia  
United Arab Emirates  
Netherlands

“It’s a sheer waste of time doing anything mediocre.”

**Foerster & Kreuz**

“In their power-packed workshops, Foerster & Kreuz reveal strategies for successful innovation...”

**Austrian newspaper ,Der Standard‘**

“We were impressed by your energy and enthusiasm for the subject matter. It’s definitely contagious!”

**Migros, Switzerland**

“Your workshop was a huge success. We had twice as many participants as expected!”

**Swiss Economic Forum**

“Ihr Workshop fand einen riesigen Anklang: Wir hatten doppelt so viele Teilnehmer wie geplant!” Swiss Economic Forum

“Einmal mehr hat es mir gezeigt, dass durch einige Inputs eine eingefahrene und/oder firmenblinde Gruppe in kurzer Zeit in ganz anderen Dimensionen denken und handeln kann. Archimedes sagte: ‘Gebt mir eine Stütze und ich werde Euch die Welt heben.’ Sie haben das mit Ihrem Workshop mehr als bewiesen.“ Colgate-Palmolive

“Beeindruckend war Ihre Energie und Begeisterung, welche Sie für das Thema in sich tragen. Sie wirken auf jeden Fall ansteckend!” Migros



Anja Foerster & Peter Kreuz scan all five continents to track down unconventional and successful business concepts and the people behind them. All that with one goal: to help YOU fight commoditization and find new avenues to growth.



***“All you achieve by constantly comparing yourself with others is that you become more and more alike!”***

**Foerster & Kreuz**

# The bestselling books by Foerster & Kreuz

Anja Förster,  
Peter Kreuz

**Spuren statt Staub**  
(Leaving marks - not  
just dust)  
Econ Verlag, 2008



**Amazon No.1  
Bestseller**

**NEW**  
in German

The only sustainable form of leadership is thought leadership. The old question was: What business are we in? The new question is: What ideas do we stand for? The future belongs to those who create a compelling cause and not just a business - and leaders who leave behind marks and not just dust. Meaning is the acid test of strategy.

„Best of Business“  
**Financial Times Deutschland**



Anja Förster,  
Peter Kreuz

**Alles, außer gewöhnlich  
(Anything but ordinary)**

Provokative Ideen für  
Manager, Märkte,  
Mitarbeiter

*Econ Verlag, 2007*

**Business  
Book of the  
Year Award**

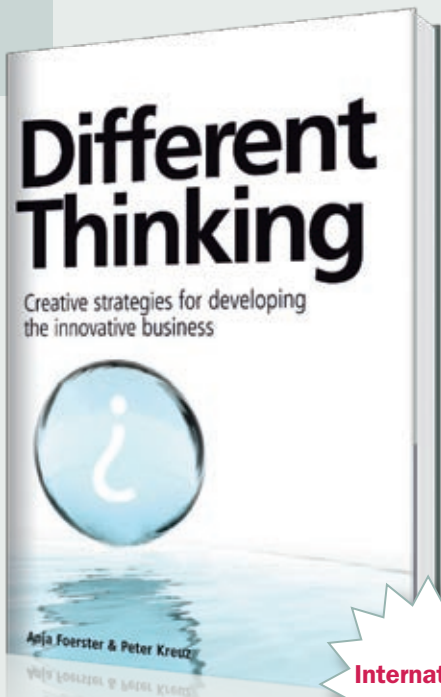
- Business book of the year award
- Financial Times bestseller
- Amazon bestseller
- Handelsblatt bestseller
- Manager Magazin bestseller

„‘Anything But Ordinary‘ is like a torch.  
And it is a match that ignites breakthrough  
thinking and creativity.“

**Financial Times Deutschland**

„A passionate call for entrepreneurs at heart“

**Süddeutsche Zeitung**



Anja Förster,  
Peter Kreuz

**Different Thinking!**

Creative strategies for  
developing the innovative  
business

*Kogan Page, 2007*

**International  
Bestseller**

- international bestseller
- also available in german, chinese and many other languages

„The high art of thinking differently!“

**Die Welt**

„This book is a revelation for those seeking  
to make a difference and having the  
courage to move forward and try something  
new: Different Thinking!“

**Manager Magazin**

„The fourteen rules stimulate  
management’s grey cells.“

**Daily Herald**

# Förster & Kreuz

Foerster & Kreuz represent a new generation of European-based management thinkers and are sought-after professional speakers.

If you would like to book Foerster & Kreuz for an event or if you would like further information, please contact:

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**[www.Foerster-Kreuz.com](http://www.Foerster-Kreuz.com)**

*No animals were harmed during the production of this brochure.*

*It was produced entirely without the use of preservatives, artificial flavourings and superlatives.*

*Foerster & Kreuz do not claim to be the greatest, the best, the most frequently booked, most popular etc. etc. etc.*

*They are simply different: Anything but ordinary.*