



#perfectpurposepitch

“Dear future Brand Buddy! How do you communicate your corporate culture today? And if you do it well, are you choosing the right messages? And the right channels? Do you win the war for GenZ? Really?” Flo & Chris

1 – CULTURE ASSESSMENT

Revealing the true DNA of your company.

1-day workshop: tools, speeches, feedback

2 – HIGHER PURPOSE

Finding and defining your reason why.

1-day workshop: tools, speeches, feedback

3 – CULTURE KICK

Turning your values into action.

1-day workshop: tools, speeches, feedback

4 – ONLINE MARKETING

Outpacing your competition in the war for GenZ.

1-month coaching



Florian "Flo" Mueck from Germany, based in Barcelona, worked as a consultant and business development manager for almost a decade for KPMG, the global advisory firm. Since 2009 he has dedicated himself to helping companies improve their performances by teaching them the power of persuasive, inspiring, and charismatic communication. Together with John, Flo co-created the world's first public speaking board game RHETORIC. A collaborator of IESE Business School Barcelona, and author of five books, Florian offers transformational communication seminars, keynote speeches, and pitch coaching, in English, German and Spanish mainly to entrepreneurs and international brands like Banco Santander, Intel, Microsoft, Roche, Viessmann, and Jägermeister.



Chris Erthel is also from Germany, and he is also based in Barcelona. That's how he met Flo. Chris is one of the leading video ads experts in the world. His clients include VISA, Desigual, Mindvalley, and the United Nations. His specialty as a marketer and public speaker is ethical online marketing. In his role as CMO and co-founder of mellerbrand.com he generated 22 million euros in revenue from Facebook and Instagram ads. Chris has pioneered in the realm of video ads since 2014 and has since consulted 83 brands with a combined ad spend of 190+ million euros and this ad spend generated 840+ million in revenues. The creator of The Happiness Podcast is full of enthusiasm and passionate about helping you and your projects to scale your full potential.

Flo's feedback approach of PLUS and PLUSPLUS has transformed both the mindset and attitude of my team and reformed our way of working.

Christopher Ratsch, Member of the Board at Mast-Jägermeister

Facebook books Chris Erthel because Chris Erthel knows more than Facebook.

Carsten Knauer, CEO Corvis