



KNOW THYSELF



17,117

Speech Evaluations

200

Brand Buddies

42

Industries

18

Countries

“Socrates lived it. Plato understood it. Aristotle championed it:
Know thyself.

One timeless idea: If you don’t truly know yourself, how can you
lead others?

Yet most leaders spend far more time analyzing markets,
competitors, and strategies than understanding themselves. And
still—great leadership begins with self-knowledge.

This private leadership experience is designed exclusively for C-
level teams. One day. 6–9 leaders. Zero superficiality. You will
explore—and reveal—who you truly are. You will leave with a
deeper understanding of yourself, your leadership, and each other.

Goosebumps included. Tears guaranteed.

Prepare for a deep journey into yourself.” — Flo

THE DAY

THE DNA OF LEADERSHIP COMMUNICATION Logos, Ethos, Pathos	9:02
THE AUTHENTIC COMMUNICATOR Pearls of Personality, Presentations	9:33
YOUR VALUE STORY Tool: CSI Story Builder, Preparation, Speeches, Evaluations	10:21
LUNCH + VALUE STORY CONT'D	12:41
THE VISIONARY LETTER Deep Reflection	14:44
THE MOTIVATIONAL SPEECH Preparation, Speeches, Evaluations	16:01
GRAND FINALE	17:53



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“Flo” 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 performance by teaching
them the power of persuasive, inspiring, and
charismatic communication. His specialty is moving
people to action in an **energetic, unconventional,
memorable** way. Florian is the co-creator of the world’s
first public speaking board game **RHETORIC**. A
collaborator of **IESE Business School Barcelona** and
author of six books, Florian offers **transformational**
communication trainings, keynote speeches, and
speech coaching, in **English, German and Spanish**
mainly to **entrepreneurs** and **international brands** like
Banco Santander, Black Semiconductor, Intel,
Jägermeister, Microsoft, Roche, SAP, Schwarz Group,
Scopely, and Viessmann.

PARTICIPANTS: C-level leaders

PRIVATE FORMAT: One leadership team

GROUP SIZE: 6–9

LANGUAGE: ENG/DEU/ESP

OUTCOME: Self-knowledge + Connection

INVESTMENT: €20,000



There are training courses like a dime a dozen. Flo,
however, takes training to a new level. They are not
only rhetorical insights and charisma boosters, but, at
the same time, the portal to a joint team journey that
brings the team together. The perfect match of
personal development and team growth.

MAŠA SCHMIDT

Head of Marketing Germany at SAP

—
This training is not a training. This training is an
experience. It has logos, ethos, pathos; it is so full of
energy and fun and it is the best team-building
without being called team-building. Forget about
taking notes, just listen and let yourself immerse. What
Flo delivers will go straight into your hearts, souls, and
minds.

KAI BEHRMANN

Director Supply Chain at Mast-Jägermeister

—
Florian is a spectacular speech trainer. He is a master
of the material, extremely good at bringing out the
best in people and getting them to confront their own
inhibitions, and incredibly funny and engaging and
utterly effective. Highly recommended!

ERIC BOWNMAN

CTO at King.com

