



## Serdar Lale

- Degree in Management from Middle East Technical University, Ankara, Turkey
- Professional experience in Henkel Turkey (sales, trade marketing) and Carl Kuhne Turkey (General Manager)
- Trainer and coach since 2004
- ICF, Professional Certified Coach
- CTI Co-Active Coaching training, CTI Leadership Training, Organization and Relationship Systems Coaching Training

### Focus of consulting and training work

- Leadership Development
- Talent Development
- Executive and Team Coaching
- Corporate Culture and Change
- Top Management Strategy Workshops
- Employee Engagement

### My message

- Doing inner work to know thyself is the number one responsibility of human beings.
- Being human is a combination of possibilities; we always have more choices than we can see and think.
- We are the authors of our life story and each one of us matters; we have to take our part and it is not our business to judge ourselves whether we are not competent enough or smart enough.
- The one and only thing we can be sure to change is ourselves.
- Free individuals create strong teams thus smart organizations.
- Organizations are organic complex systems and all kinds of conversations make them who they are.
- Leadership is about creating meaning and inspiring people around that meaning.

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