

Dr. Michael Gerharz

Dr. Michael Gerharz coaches leaders to get the impact and influence they deserve. He is the author of the blog [“The Art of Communicating”](#) and publishes the [“Leaders Light the Path”](#) podcast. His book [“The Aha Effect”](#) (available in German) teaches us why we shouldn’t stop at wowing our audience but need to take them to a profound aha effect. His clients include Fortune 500 companies such as Johnson & Johnsons, Siemens et al. as well as hidden champions, start-ups, and entrepreneurs.



Background

Dr. Michael Gerharz has a Ph.D. in Communication Systems and he is a passionate guitarist. At the intersection of highly structured thinking and the pure joy for creative expression he makes you separate the signal from the noise and express it in a way that's true to who you are. At Fraunhofer, he pioneered the marketing of innovative research before he became an entrepreneur who founded three businesses. He lives near Cologne together with his wife, three children and a dog.



Some of my clients

:rhein-sieg-kreis

VEGA

conceito
Concepts Projects Software

CENTERDEVICE

@codecentric

IHK
Industrie- und Handelskammer
Lüneburg-Wolfsburg

Peek & Cloppenburg

UNIVERSITÄT
OSNABRÜCK

Experian
Marketing Services

Reifenhäuser

Johnson & Johnson

SIEMENS

FRESENIUS

item

Volksbank
Offenburg

ZenithOptimedia
The ROI Agency

WINIT
MEIN BÜRO.

SPITZMÜLLER AG

MEPA

KÄRCHER

SWR

Fraunhofer
LBF

MARCANT

KNOVA

sepago

rsc
RUHM SERVICE
CONSULTING

PRIMAGAS

BAUER
MEDIA GROUP

MARKETING CLUB
ORTENAU-OFFENBURG

BlackBerry

pilot
Von hier aus in die Zukunft

DR. KADE
PHARMA

Süwag

PAYBACK

united
internet

UNIVERSITÄT
BONN



What others have to say

Kathy Lemaire: „Your clarity of thought has been invaluable. I am using this daily in my work in the world right now in this public health crisis.“

Robert Henman: „We were able to close a deal as a complete nobody in our industry. Everyone said it’s not going to work, but it did. Highly recommended. It’s such an unusual approach that we have adopted for all of our presentations.“

Markus Schmitz: „I have never seen such a well-structured and meaningful coaching. It completely changed the way I look at my pitches.“

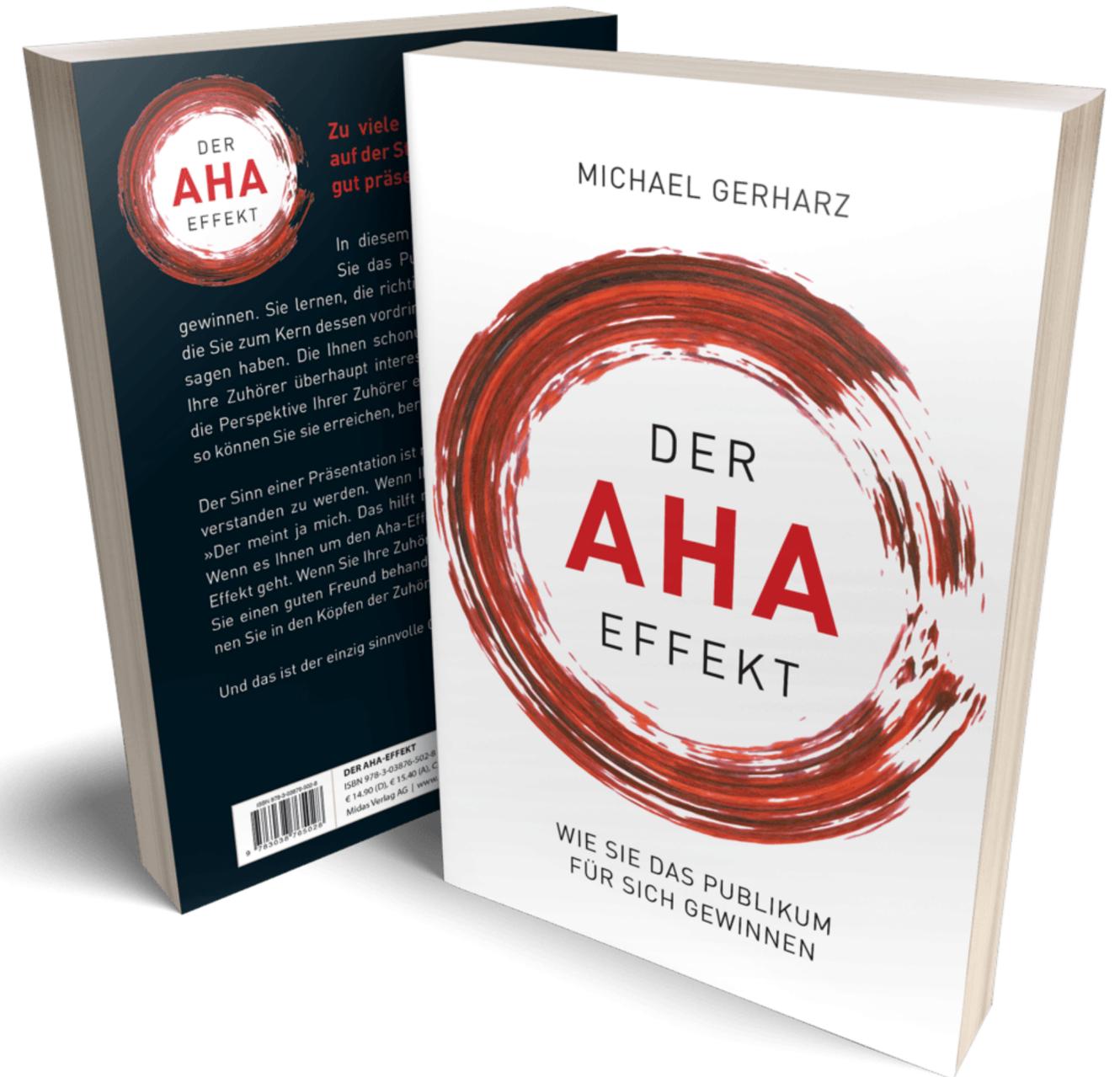
Anna Kohler Smith: „I am not sure how you crawl into these ideas so quickly, assess them so clearly and then make such helpful summative comments considering an arsenal of factors in such record time. “

Robert Neuer: „Michael is an absolute pro. Super professional tips that were so simple to understand that I easily apply them in my daily work. “

Magda Reiter: „Michael is a role model. He walks the talk.“

„What a great idea!“

This is what you want your audience to say. Sadly, most communicators focus on the wow effect instead. They are in it for the applause rather than the impact. But what use is a great show or a fancy slogan when it doesn't change your audience's mind? The aha effect beats the wow effect every single time. And it's much more sustainable. That's what this book is about. Finding and crafting messages that are so strong that it leads to change.





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THE ART OF
COMMUNICATING