



**Anna-Maria
Steyer**

Areas of expertise:

- Psychological Brand Development and Strategic Support
- Innovation Consulting
- Employee Development
- Team Building

Languages:

- German
- English
- Croatian
- Italian

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Anna-Maria Steyer is a psychologist with 20 years of expertise in organisational and leadership development as well as marketing consulting.

Her specialty is innovation consulting. She is the creator of the SPACE-Balance Analysis (SBA), an innovative and highly effective method for answering complex issues and for facilitating innovation. SBA goes further than traditional research methods, and provides an understanding of the psychological patterns between consumers, product and other market factors.

Anna-Maria draws from her own multi-cultural background and combines her wide spectrum of knowledge in psychology and coaching with her many years of business experience. This enables her to empower people to look at issues from a different point of view and to find solutions to issues that initially seem unsolvable. She enjoys creating an inspiring atmosphere which allows clients to utilise their full potential and develop surprising results.

After studying psychology and business administration, Anna-Maria began her career at Procter & Gamble. She was responsible for supervising and organizing market research studies for different brands in order to support strategic marketing decisions. Starting with feminine hygiene, then moving to baby diapers and to fruit drinks, she gained profound knowledge in the sophisticated P&G market research and brand marketing. Total Quality Management, leadership and customer focus became part of her daily responsibilities.

In addition, she began to conduct in-house training programmes to develop greater communication, collaboration and self-management skills at P&G. She felt passionate about helping business people to develop their intra- and interpersonal skills and thus be able to unlock their hidden potential. This became the beginning of her second career as self-employed consultant and trainer. Her first clients were former business partners, such as advertising agencies DMB&B and Saatchi & Saatchi, and market research companies. She then expanded her client base from consumer goods and pharmaceutical companies (Johnson & Johnson, Beiersdorf) to capital goods industries (Siemens, Cadence Design Systems) and to hospital operators (University Hospital Jena).

Anna-Maria is also experienced in developing and conducting customised assessment centres for executives.

Anna-Maria has a Master degree in Psychology and is a registered mediator and facilitator of Organisational Systemic Constellations. She is accredited in Solution Focused Therapy, is an NLP Master Practitioner and is certified in ValuesOnline, a tool that helps leaders and organisations to become more values-driven.