



LEADERSHIP
INSTITUT

INSTITUTE DOSSIER · SEPTEMBER 2026

What we do, how we work and how you can measure us.

*“Organizations develop strategies and leadership capabilities. But there is a bottleneck: **attention.**”*

EXPERTS IN STRATEGY **ACTIVATION**

leadership-munich.org



Sebastian Morgner

Managing Partner
MLI Leadership Institut

“Leadership is like an expedition. You need a destination worth striving for and a joy in adventure.”

FOREWORD

Strategies rarely fail because of the plan.

They fail because, in day-to-day work, other things become more important.

Dear reader,

For fifteen years in the financial industry, I watched strategies being developed and communicated at great effort — most recently as Global Head of Marketing at UniCredit in Milan. Six months later, remarkably little of it had reached the people who were supposed to execute them. Not because they were unwilling, but because their attention was bound up elsewhere.

MLI Leadership Institut grew out of that observation. Since 2013, we have worked with leadership teams at precisely the point where strategy has to turn into behavior. We combine insights from neuroscience and psychology with goal-oriented management — and we let ourselves be measured by results, not by the number of workshops.

Today, some one hundred coaches and experts stand behind the institute. All of them have carried responsibility themselves. For every initiative, we assemble the team your situation calls for, and as an institute we remain accountable for quality, course and result.

This dossier is meant to travel through your organization: to the board meeting, to leadership development and to procurement. It shows how we think, how we work and what it costs. If you then want to find out whether we are the right partner for your situation, we are glad to talk with you — openly, even if the answer is no.

Sincerely,

Sebastian Morgner

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WHAT YOU WILL FIND IN THIS DOSSIER

Four parts. Each answers a question that comes before working together.

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WHO WE ARE

Personally selected. Jointly accountable.

MLI is an owner-managed leadership institute with a network of experienced leaders, coaches and specialists curated over many years.

For every initiative, we assemble the right team — and as an institute we are accountable for quality, course and result. Especially amid the upheaval brought about by artificial intelligence, leadership roles need a counterpart who understands the situation and addresses blind spots.

Leadership is not only talent. Effective leadership connects meaning and structure: it gives people a direction worth striving for and at the same time creates clarity about priorities, roles and results. Both can be developed — as in competitive sports, with a counterpart without an agenda of their own.



MLI IN FIGURES

150+

leadership teams supported

1,500+

board members, managing directors and senior executives advised and coached

20,000+

participants in leadership formats

100

experts, coaches and trainers in our network

Internal records, as of August 2026.

WHAT SETS US APART

Leadership and strategy as one chain of impact

Strategy, leadership behavior and change are not separate topics. Only when they are connected does momentum arise.

One institute, one contracting party

Some one hundred curated specialists, one project lead, one quality standard. You do not manage ten suppliers, but one institute.

Impact that can be measured

We survey before the start and afterwards, using the same version of the questionnaire — and disclose the instrument and methodology before the contract is signed.

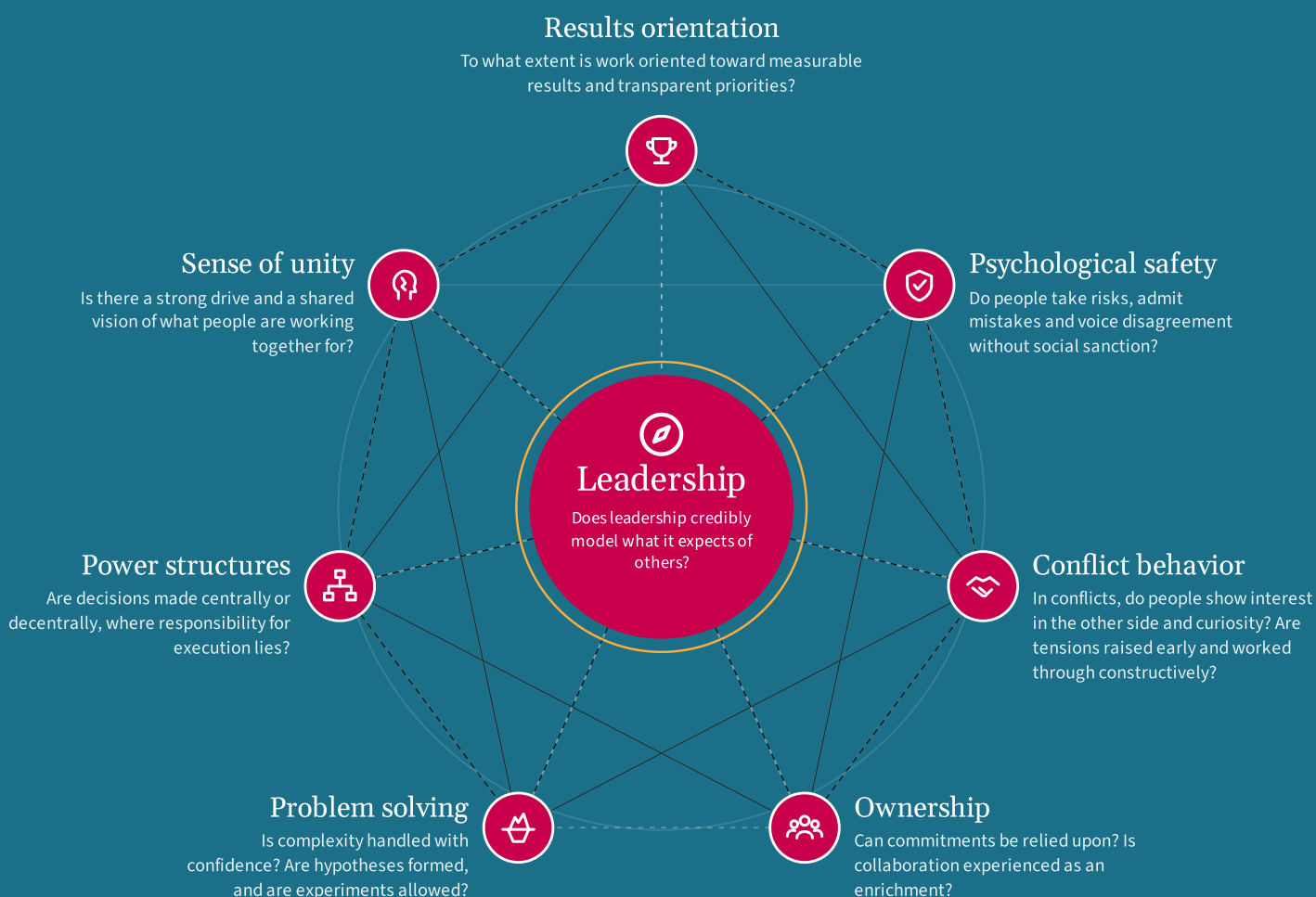
Self-reliance as the goal

We enable internal multipliers and step back as soon as your leadership can carry on the work without us.

WHERE LEADERSHIP TAKES EFFECT

Social dynamics describe a community's ability to adapt to change.

Organizations develop strategies, and they develop individual leaders. The social dynamics in between decide whether either one takes effect. Companies with strong dynamics grow faster and remain more profitable over time.



Culture surveys assess the state of an organization. We measure what leadership changes about it — surveyed before and after specific interventions.

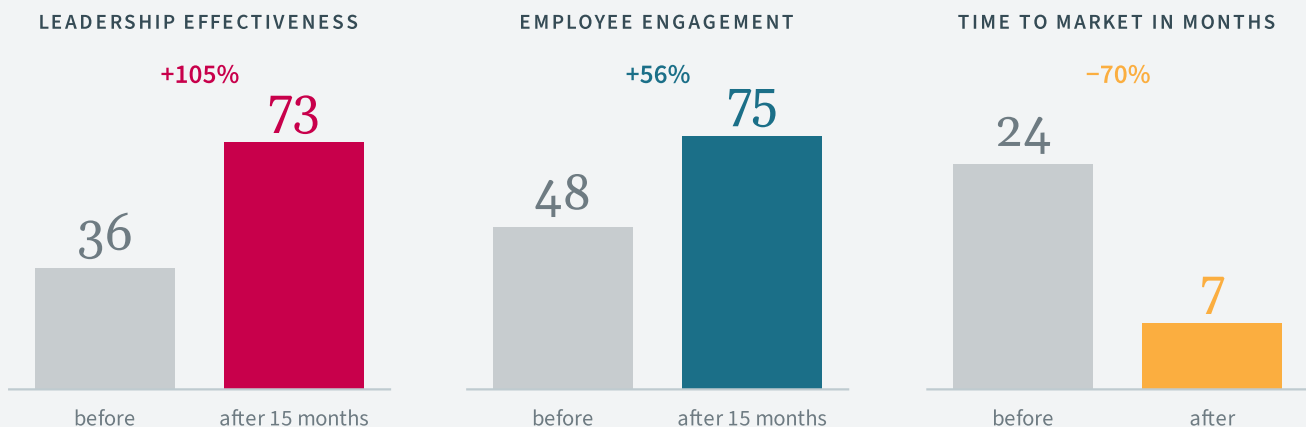
The ambition behind it: a results-oriented performance culture. Because nothing in working life is more fulfilling than experiencing meaning and self-efficacy.

WHAT MATTERS TO US

Real impact.

80% of the long-term success of companies and organizations is determined by leadership behavior. Failure rarely lies in the analysis — it lies in the dynamics of leadership and strategy execution.

REAL PROJECT EXAMPLES



How it was measured. Standardized survey of all participants before the start and after fifteen months, n = 3,500, same version of the questionnaire at both points in time, at a leading insurance company. Time to market denotes the time from requirement to the availability of strategically relevant functions at a software company.

EVIDENCE FROM PRACTICE

CASE 01

Digital transformation at an insurance group

STARTING POINT Global reorganization, enablement and activation as part of the digital transformation.

APPROACH Survey of the social dynamics, in-depth interviews and panels, an activating target picture, workshops on the moments of truth, targeted training.

RESULT Confidence in the leadership team doubled. Employee engagement up 56% — despite staff reductions.

CASE 02

Post-merger execution in telecommunications

STARTING POINT Merger of a telecommunications provider with a network operator.

APPROACH Comparison of leadership styles and social dynamics, an activating vision, mission and roadmap. Activation workshops led by the leaders themselves.

RESULT Understanding of the strategy up 56% among employees within three months. A sense of unity in the leadership circle.

WHAT WE OFFER

Four paths to effective leadership.

Start by assessing the status quo. If you recognize yourself in one of the four questions, you will find the right field of service.

01 Strategy Activation	02 AI Transformation	03 Coaching & Sparring	04 Leadership Development
TYPICAL QUESTION <i>“We know our strategic goals. We just aren’t getting them executed!”</i>	TYPICAL QUESTION <i>“Everyone is talking about AI. Everyone is doing their own thing. How do we set this up wisely?”</i>	TYPICAL QUESTION <i>“Individual challenges or conflicts are holding back the effectiveness of leadership.”</i>	TYPICAL QUESTION <i>“We have good leaders — but together they do not deliver what they could.”</i>
More from page 8 →	More from page 10 →	More from page 12 →	More from page 14 →

HOW WE PROCEED (ILLUSTRATIVE)

Four phases. Each has a value of its own.

Assessment

2–6 weeks

Status quo and social dynamics, stakeholder interviews, baseline measurement. The result is a diagnosis.

Target picture and design

3–8 weeks

A target picture worth striving for, a narrative that wins attention, the most effective interventions.

Activation

2–18 months

Delivery with the experts of the MLI network. Every participant internalizes their own contribution to overall success.

Embedding

ongoing

Handover to internal multipliers, repeat survey, documentation for your governing bodies.

THE CHALLENGE

Strategy becomes effective only when leadership turns it into **coordinated action**.

“We know our strategic goals. We just aren’t getting them executed!”

Our approach

MLI helps leadership teams make strategy tangible and real in its execution. Those involved understand the context and their own contribution and deliver concrete results across boundaries. A strategy meant to move something always changes work, too — which is why strategy activation is always a change initiative as well.

What sets us apart

- **The bottleneck is the minds, not the wording.** We translate strategy into the moments of truth in everyday work.
- **No additional committee.** A shared leadership rhythm replaces many uncoordinated steering groups.
- **A neutral position.** The outside view, and a role no one inside the company can hold.
- **Self-reliance is our standard.** The goal of the mandate is that you no longer need us.

Seven reasons execution stalls

01 The real problem goes unnamed

The contradiction is in the air, but no one says it out loud.

02 Strategy fails on misunderstandings

60% of leaders cannot explain their own strategy coherently.

03 Urgent beats strategically important

Attention is pulled away by noise.

04 Communicated is not yet understood

People systematically overestimate what they have understood.

05 Too many tools and methods

People argue about the approach before results come into view.

06 Willing, but not allowed

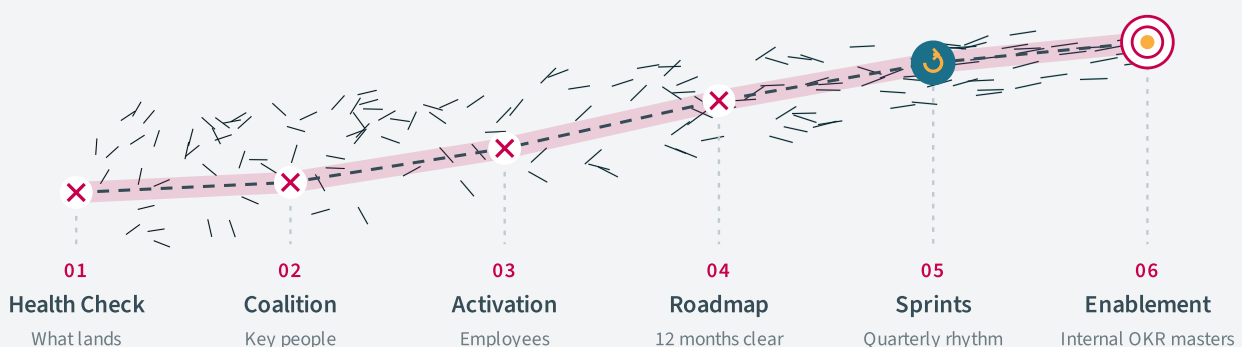
Unclear roles, long and opaque decision paths.

07 Too many committees, too little ownership

Value is created across functional boundaries.

HOW WE PROCEED (ILLUSTRATIVE)

From the strategic opportunity to concrete results.





THE MECHANICS

How a strategy sprint works.

The rhythm is the actual product. It synchronizes the attention of people who are pulled in different directions every day.

Goal planning 1 day

A few priorities, concrete target results across units.

Focus on execution 3–4 months

As much time as possible for measurable results — no bureaucracy, no status reports.

Check-in monthly

60 minutes per team: a forward look at what is stuck.

Review and retrospective end of sprint

Concrete results instead of presentations — then the hour for the how.

WHAT YOU HAVE AT THE END

6 results that stay in the house.

- A strategy diagnosis with the goal conflicts named
- Each unit's contribution, in writing and known to all
- The strategic guiding picture as text and as a one-page strategy map
- The structure of a 24-month roadmap with owners
- The sprint rhythm as an established calendar routine, including a playbook
- 2–4 trained OKR masters from your own organization

EVIDENCE · SCALE-UP IN THE SOFTWARE INDUSTRY

A growth plan agreed with the investors: plus 20% profit growth per year. Delivered through a leadership system with quarterly strategy sprints on an OKR basis — the growth plan was met despite crises.

EFFORT AND SCOPE

DURATION	9 to 18 months until handover
PARTICIPANTS	Top management and 10 to 30 key people
TIME REQUIRED	About 4 days per quarter, 2 of them in the sprint rhythm
ENTRY POINT	Review and survey, 4 to 6 weeks, can be commissioned separately
FEES	Fixed fees for defined

“The past 18 months have been an exciting journey with you, and I have learned a great deal. Thank you for your sparring and for the exchange. You are a great team!”

Jan Semmerling · CEO and co-owner, Diamant Software

THE CHALLENGE

If you do not lead AI, it will **lead you astray**.

“We have been doing a lot with AI for some time. No one can tell me what is paying off.”

Our approach

Many companies have long had assistants, pilots and platforms in place. But activity is not yet impact. We help leadership teams structure the AI transformation: prioritize value pools, clarify technical guardrails, name accountability and steer the expected benefit in measurable terms.

A successful AI transformation connects meaning and structure: a target picture that wins people over, and a framework that makes impact measurable.

What sets us apart

- **Neutral.** We sell no software, no licenses, no implementation — and can therefore also advise against an investment.
- **Three perspectives, one mandate:** strategy, AI expertise and change at one table.
- **Value before tools.** Every scaled use case has an owner, a success criterion and a stop criterion.
- **Clear role boundary.** Technical implementation by your teams or partners — partner selection without commission.

HOW WE PROCEED (ILLUSTRATIVE)

Seven steps. Value before tools.

From the target picture to the reimagined organization — in the order that has proven itself in practice. A pit stop every three months: what do we continue, what do we stop, what do we try anew?



THE EXPERT TEAM

AI strategy, AI architecture and leadership at one table.

Three perspectives that would otherwise come from different providers.



Sebastian Morgner

STRATEGY AND LEADERSHIP

Managing Partner of MLI, more than 60 strategic transformations accompanied. Leads the process and is responsible for the execution rhythm.



Dr. Tobias Große-Puppenthal

AI ARCHITECTURE

Principal Enterprise Architect Data & AI at Porsche AG, GenAI platform for some 60,000 employees. Examines architecture, data and governance.



Tristan Post

AI STRATEGY

Founder and CEO of the AI Strategy Institute, author of *AI Native*. Assesses use cases by business benefit.

THE ENTRY POINT

The AI Course Setting

One compact working day for your management team. Two MLI experts cover strategy, leadership, AI architecture and AI strategy as neutral sparring partners. At the end there are decisions instead of declarations of intent.



30 min	Input: what decides the AI transformation
90 min	Taking stock with the AI Leadership Compass
60 min	Target picture: the AI-strengthened organization
90 min	Leadership in the age of AI
15 min	Decisions and next steps

AT A GLANCE

SCOPE	One working day, about 5½ hours
GROUP	Top management and key people, 6 to 15 people
PREP	Your team's compass profiles, analyzed
FEES	€9,500 flat fee, plus VAT

IN PREPARATION · FREE OF CHARGE

The AI Leadership Compass

You take stock across eight fields of action and 48 criteria, assessed on the verifiable current state — not on intentions. First on your own, then compared across the leadership team.

Request the workbook:

leadership-munich.org/en/ai-transformation.html

THE CHALLENGE

Responsibility needs a counterpart without an agenda of their own.

“Whom am I supposed to discuss this with? Everyone here has their own interests.”

Our approach

MLI supports board members, managing directors and executives in demanding situations — personally selected, confidential and with a clear goal. Coaching is neither a sign of weakness nor an incentive. It is a method for situations in which a benevolent, neutral mirror is better than solving a problem alone.

No coach fits every assignment. That is why we staff every occasion with the right person rather than merely an available one.

Where our coaches come from

FROM LINE MANAGEMENT	Former board members and managing directors
FROM RESEARCH	Psychologists and organizational researchers
FROM PRACTICE	Experts in technology and AI
FROM PUBLIC LIFE	Communication, presence and media
FROM ABROAD	Coaches with years in Asia, North America or Africa

For everyone: personal leadership experience at the level one works for, a recognized coaching qualification and at least one mandate carried out jointly under supervision.

THE OCCASIONS

Do you want to work through an individual challenge?

01 · TAKING UP A NEW ROLE

The first hundred days

The start in a new position shapes the years that follow.

02 · CONFLICTING GOALS

Legitimate interests, a necessary decision

Bringing about a decision whose gain outweighs its consequential costs.

03 · COMPLEXITY

Despite great effort, you are not getting anywhere

The work focuses on priorities, time and the situations in which impact gets lost.

04 · LEADERSHIP TEAM

Strong individually, laborious together

Roles overlap, critical issues go unaddressed, decisions do not hold.

05 · CHANGE PROCESSES

The direction changes, and so does the role

Positioning, levers of success and one's personal leadership system put to the test.

06 · STRAIN

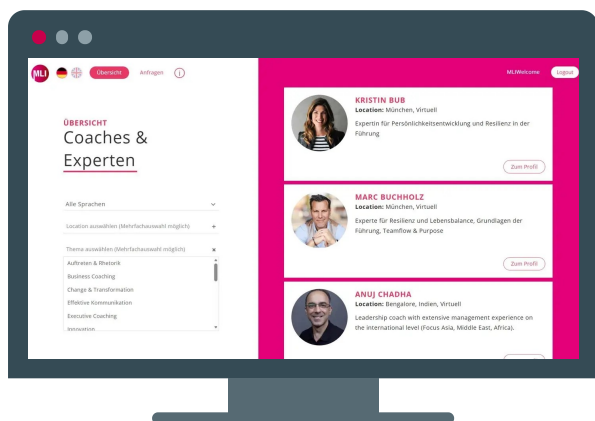
When the reserves are used up

Constant time pressure, inner restlessness, the question of deeper meaning.

FROM THE LEADER'S PERSPECTIVE

Your executives **choose for themselves.**

The most frequent reason coaching mandates are broken off is a lack of fit between coach and coachee. That is why, with us, your leaders choose — from a selection you have approved beforehand.



Original view of the MLI coach and expert portal.

FOR PROGRAM OWNERS

One contract, one contingent, one invoice.

CONTRACT	Framework agreement with call-off hour contingents
PRESELECTION	You decide which coaches your executives see
SURVEY	Semi-annual, aggregated — without the content of individual sessions
INVOICING	One invoice, regardless of the number of coaches
CONFIDENTIAL	Content stays between coach and coachee, set out in the contract

THE COACHING PROCESS IN SIX STEPS

1 You receive a link

It leads to a preselection of coaches and experts made by your company. One simple client login.

2 Profiles with an introductory video

Two minutes say more about fit than three pages of résumé.

3 You choose one to three favorites

One of the coaches then reaches out to you personally to arrange a first meeting.

4 First meeting and assignment clarification

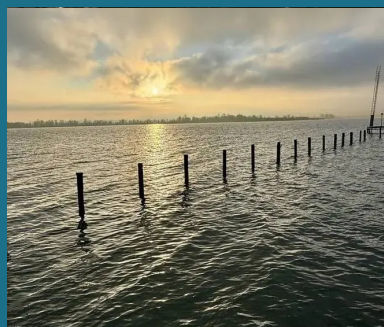
What it is about, what will be worked on, what the approach looks like. Only then does the mandate begin.

5 Work on a contingent

The usual starting point is 7 hours. You and your coach decide on dates, rhythm and format.

6 Switching remains possible

If the chemistry is not right or your topic changes, you choose again at no extra cost.



OUR SIGNATURE FORMAT

Strategy coaching: time to set your course.

For board members, managing directors and entrepreneurs who want to set the course for the next stage of their professional life. Interviews with long-standing companions produce a robust external view, followed by a full-day coaching workshop on Lake Ammersee. The result is a logbook with a concrete implementation plan.

Sebastian Morgner accompanies this format personally.

THE CHALLENGE

No off-the-shelf training — guided work on what your leadership **has to deliver**.

“The last seminar was nice. Three months later, everything was as before.”

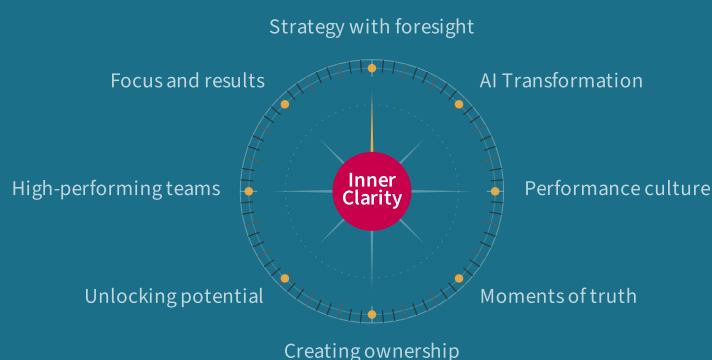
Our approach

The bottleneck is not knowledge but attention. Leaders today know more about leadership than ever before. What is missing is the time and priority to engage with their own development in depth.

That willingness arises only when participants sense that the material is relevant to them. A program derived from the strategy and built from interviews with those involved hits that with precision.

Three commitments that determine everything else

- **Relevance before curriculum.** Content is derived from strategy and current challenges, not chosen from a catalog.
- **Learning in practice instead of lectures.** Most of the time belongs to real cases: the difficult message, the blocked project.
- **Results that last.** Every format ends with results that are used afterwards — a team mission, clarified roles, a leadership rhythm.



WHAT WE WORK ON

Nine leadership goals — in every phase, one takes center stage.

C-LEVEL

Shaping the future and securing progress

Strategy with foresight · Mastering the AI transformation · Focus and results orientation

GENERAL LEADERSHIP TOPICS

Creating the conditions for peak performance

Developing high-performing teams · Shaping performance culture · Strengthening inner clarity and resilience

LEADERSHIP TALENT

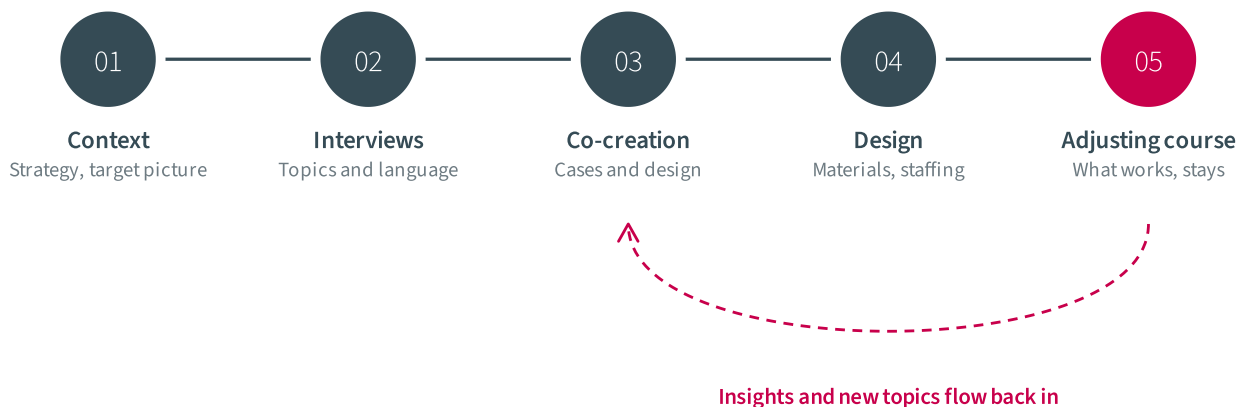
Leading people and teams effectively in everyday work

Shaping moments of truth · Creating ownership · Unlocking potential

HOW WE PROCEED (ILLUSTRATIVE)

Five steps to a **focused program**.

Every MLI program starts not with a list of modules but with a question: what is occupying your leadership team right now — and what is holding it back? A program running over 12 months usually looks different at the end than at the beginning. That is intended.



THE MLI EVALUATION MODEL

Impact on three levels — measurement points set before the program starts.

FOUNDATION	LEVEL 1	LEVEL 2	LEVEL 3
Learning and development goals	During the event	In everyday work	In the organization
Agreed before the intervention; participants answer the same questions before and after.	Participation, dissent, concentration. At the end, a pulse check and concrete results.	Which agreements still apply four weeks later? Follow-up plus self-assessment and assessment by others.	Team factors, understanding of the strategy and agreed business metrics — surveyed before and after.

FRAMEWORK

LEAD TIME	6–8 weeks from commissioning to the first module
GROUPS	6 to 24 people per learning group, conferences up to 300
LANGUAGES	German and English
FORMATS	Conferences, workshops, programs over 1 to 24 months, hybrid



BRANDON HALL EXCELLENCE AWARD · GOLD

Best global program for business transformation — developed and delivered for and with Allianz, for more than 4,000 leaders worldwide.

THE NETWORK

In the end, it is **people** who work with you — not an institute.

Some one hundred curated coaches and experts — connected by their own leadership experience and a practical focus on goals. Who works on your initiative is decided by the topic, not by availability.



Sebastian Morgner
**STRATEGY ACTIVATION AND
STRATEGY COACHING**

More than 120 leadership teams accompanied; formerly Global Head of Marketing, UniCredit



Simone von Stosch
PRESENCE AND IMPACT

Former Berlin correspondent for Tagesschau and ARTE, psychologist



Dr. Markus Deutschmann
**NEUROSCIENCE AND SOCIAL
DYNAMICS**

Research in Munich, at University College London and at Stanford



Nina Zitouni
**PERSONAL DEVELOPMENT AND
COMMUNICATION**

Some twenty years of coaching; women in leadership roles



Andreas Kuhndörfer
**STRATEGY ACTIVATION AND
TRANSFORMATION**

CSO at BSH Home Appliances, Global Head Executive HR at Giesecke+Devrient



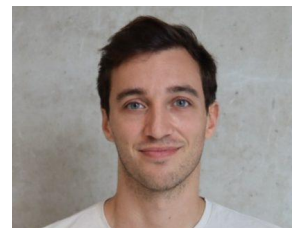
Sue De'Ath
**TRANSFORMATION, CULTURE
AND TEAMS**

Mandates at adidas, BMW, Allianz, Porsche and Airbus; mediator



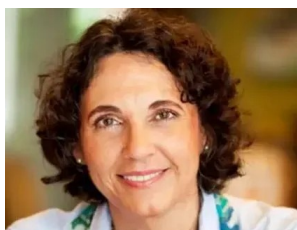
Dr. Tobias Große-Puppenthal
AI ARCHITECTURE

Principal Enterprise Architect Data & AI, Porsche AG



Tristan Post
AI STRATEGY

Founder of the AI Strategy Institute, Faculty Member GenAI at BCG



Brigitte Deden
**EXECUTIVE COACHING WITH A
FOCUS ON ASIA**

Fourteen years of coaching in Singapore and Germany



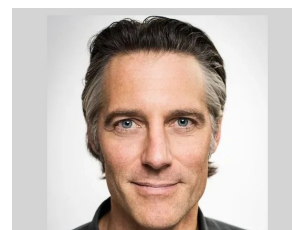
Armin Willy
INDUSTRIAL TRANSFORMATION

Plant manager at Mercedes-Benz with up to 8,000 employees



Christine Schmitt
**LEADERSHIP CULTURE AND
ORGANIZATIONAL
DEVELOPMENT**

Division head at Schindler, post-merger management



Dr. Stephan Gross
**EXECUTIVE PRESENCE AND
NEGOTIATION**

Booz & Co., Head of EMEA Learning & Development at PwC

VOICES FROM PRACTICE

What our **clients** say.

“

Working with MLI helps us pool our strengths as a team, set the right priorities and maximize our impact as top management.

Andreas Ronken

CEO, Ritter Sport

“

Working with MLI inspires me and gives me the courage to try new things and to grow in my impact. Sebastian Morgner is incredibly structured and data-driven, and he never loses sight of the big picture.

Dr. Lena Lindemann

CHRO, ERGO Group

“

Our collaboration is built on trust, and we do not get a simple standard concept but creative solutions. They meet with a high level of acceptance throughout the organization.

Sandrina Hübner

Head of Corporate Organisation and HR, Swiss Life Deutschland

“

By the end, our management team had a shared picture of how to use AI, prioritized use cases and a clear plan to embed and execute the topic systematically.

Frank Sattler

CEO and founder, Techpilot

“

What convinces us most is the practical impact: the participants worked out their own vision for their units, which allowed them to give their teams strategic clarity.

Mark Whyte

Leadership Development, Jungheinrich

“

In working with MLI, our leaders are especially enthusiastic about the good, practice-oriented examples and the speakers so well matched to us.

Christian Rasch

Member of the Executive Board, Badische Staatsbrauerei Rothaus AG

FURTHER CLIENTS (SELECTION)












WHAT WE SHARE

Leadership is always a **mirror of its time.**

*It connects archetypal knowledge of human behavior with what is possible today.
What we learn from working with leadership teams, we share — freely accessible.*



PODCAST

Tiefgang — the podcast

Sebastian Morgner talks with CEOs, board members, entrepreneurs and leading thinkers about what leadership takes today: how strategies become effective, how transformation succeeds and what leadership looks like in the age of AI. In German; formerly the New Leadership Podcast.

On Spotify and all major platforms



BOOK

Expedition Zukunft

How we can use chance to master uncertainty and complexity. Sebastian Morgner on leadership as an expedition: a destination worth striving for, a resilient team and delight in the unexpected. In German.

Available on Amazon

WEBSITE

Leadership insights on leadership-munich.org

Articles on leadership practice, strategy, coaching and artificial intelligence — and encounters with figures such as Nassim Taleb, Muhammad Yunus and Bill McDermott. Every article is also available as a print version. In German.

leadership-munich.org/fuehrungswissen

FREE OF CHARGE FOR LEADERSHIP TEAMS

The AI Leadership Compass

You take stock across eight fields of action and 48 criteria, assessed on the verifiable current state — not on intentions. First on your own, then compared across the leadership team.

leadership-munich.org/en/ai-transformation.html

TERMS

Contract, **credentials**, responsibilities.

What applies in every contract — and what your procurement office typically requests. Ready to forward internally.

Contract terms

CONTRACTING PARTY	MLI Leadership Institut GmbH, Dießen am Ammersee, Germany
FIRST MEETING	Free of charge, included in every coaching
COMMISSIONING	Each phase can be commissioned separately
INVOICING	Monthly by progress or per phase
NETWORK	One contract, one invoice — even with several people involved
FRAMEWORK AGREEMENTS	With call-off contingents and central invoicing
CONFIDENTIALITY	Interview content reported only as patterns, never attributable to individuals
CHANGE OF COACH	Without justification and at no extra cost
CANCELLATION	Individual sessions can be rescheduled free of charge up to 48 hours in advance; workshops and modules up to two weeks in advance
PAYMENT TERMS	30 days net from receipt of invoice
INVOICING	PDF or XRechnung; purchase order number with the assignment
TRAVEL EXPENSES	Not charged within the city of Munich; outside by actual expense and against receipts

Supplier qualification

LEGAL FORM	GmbH (limited liability company), founded 2013
REGISTERED OFFICE	Mühlstraße 4, 86911 Dießen am Ammersee, Germany
COMMERCIAL REGISTER	Local Court (Amtsgericht) of Augsburg, HRB 36640
VAT ID	DE289523343
LIABILITY INSURANCE	Business and professional liability insurance; certificate of coverage on request
DATA PROTECTION	Processing in accordance with the GDPR, data stored in the EU; data processing agreement under Art. 28 GDPR
TENDER DOCUMENTS	Self-declaration on grounds for exclusion (Sections 123, 124 of the German Act against Restraints of Competition), tax and social security clearance certificates, proof of liability insurance within two business days
REFERENCES	Reference calls with comparable clients on request

WHAT YOU CAN MEASURE US BY

When we agree on a flat fee, that amount stands. We begin with an analysis phase that can be commissioned on its own. If it does not deliver a comprehensible diagnosis and a concrete next step, we do not invoice it.

PROOF OF IMPACT

Standardized survey before the start and after twelve to fifteen months, using the same version of the questionnaire. The scores go into a report you can present to your governing bodies. We disclose the survey instrument and methodology before the contract is signed.

FEES

Transparent fees.

Standard rates. For initiatives with several components we prepare a flat-fee proposal; for initiatives lasting three months or more we prefer flat project fees for defined deliverables. The design component is shown separately.

PROJECT WORK

Design and conception	€2,000 per day
Consulting	€2,400 per day
Consulting at C-level upper figure: partner day	€3,000–3,500 per day
Project management	€1,700 per day

FACILITATION

Leadership workshops	€2,500 per day
C-level workshops	€3,000 per day

KEYNOTES

Keynote, 60 to 120 minutes	€6,000 flat fee
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AI TRANSFORMATION

AI Course Setting two MLI experts, preparation, delivery, documentation	€9,500 flat fee
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LEADERSHIP COACHING

First meeting	free of charge
Single hour	€330 per hour
Contingent of 7 hours assignment clarification included	€2,200 flat fee

TOP EXECUTIVE COACHING

First meeting	free of charge
Single hour	€450 per hour
Contingent of 7 hours assignment clarification included	€2,900 flat fee

STRATEGY COACHING ON LAKE AMMERSEE

For leaders	€6,900 flat fee
For C-level	€10,000 flat fee

All figures plus VAT. Daily rates based on eight hours. No travel costs within the city of Munich; outside by actual expense and against receipts. Depending on context and task, fees may differ.

TERMS FOR LARGER MANDATES

Partnership discount on the fee volume

The fee volume agreed for an engagement or framework agreement at the time of commissioning is decisive. The discount applies to the entire volume and is deducted from the very first invoice — you benefit from the start. If the volume actually called off remains below the agreed threshold, we reconcile the discounts granted with the final invoice to the tier actually reached. Travel expenses, out-of-pocket costs and third-party services are excluded.

NET FEE VOLUME

from €50,000	from €100,000	from €200,000
3%	5%	7,5%

Example: €120,000 is agreed, and 5% is deducted on an ongoing basis. If €90,000 is called off, the 3% tier applies; the difference of €1,800 is settled with the final invoice.



CONTACT

A conversation, not an off-the-shelf proposal.

All three paths lead to people, not to a queue.

01

Personal conversation

45 minutes of getting to know each other and sparring with Sebastian Morgner. We sort out your situation and name the central lever — even if MLI is not the right partner for it.

Choose a time in the calendar

02

Contact by e-mail

Describe your topic briefly: one or two sentences are enough. We reply within two business days.

info@leadership-munich.org

03

Phone

Prefer to talk? You can reach the institute in Dießen am Ammersee during regular business hours (Central European Time).

+49 8807 244446-0

CHOOSE A TIME DIRECTLY

Free of charge and with no detour:



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