



Frank Busch is an organisational development consultant and executive coach with over **25 years of experience**. He has worked in or with more than **40 blue chip corporations** across **eight core industries** around the globe. Having lived in Germany, The Netherlands, Australia and Spain, Frank started his career in the airline industry and worked as a management consultant for Lufthansa Consulting and the Lufthansa School of Business. As a manager at IKEA he led **learning design and knowledge transfer** for the global retail organisation. His work has won international awards; he is the author of several books on management, training and coaching, and has educated business coaches for the Munich Academy for Business Coaching. Client organisations include Procter & Gamble, Deutsche Bank, PUMA and Allianz.

PROFESSIONAL EXPERIENCE

Competence Development Network | Munich, Germany

Director

- Consulting for Organisational Development
- Innovative Training & Coaching
- Global Learning Design Projects
- Leadership Coaching

Munich Academy for Business Coaching | Munich, Germany

Faculty

- Executive Coaching
- Training of Systemic Business Coaches
- Development of Coaching and Training Curricula
- Coaching Market Development

Ludwig-Maximilians-Universität | Munich, Germany

Associate Lecturer

- Master "Learning in Organisations", Psychology in the Learning Sciences

Inter IKEA Systems B.V. | Delft, The Netherlands

Manager Learning Design

- Strategy development for global co-ordinated knowledge transfer
- Development of advanced blended learning solutions
- Roll-out of global training projects

Mind & More Consulting Group | Munich, Germany & Sydney, Australia

Director

- Design and implementation of HR consulting and training solutions
- Design and implementation of project management systems
- Strategy development and organisational change

Lufthansa School of Business | Cologne, Germany

Consultant & Management Coach

- Design and implementation of training solutions
- Development and implementation of new media learning systems

Lufthansa Consulting GmbH | Cologne, Germany

Consultant & Management Coach

- Development and implementation of Train-the-Trainer learning systems
- Implementation of service quality consulting projects

EDUCATION

Positive Psychology & Coaching (MA, in progress)	Deutsche Hochschule für Gesundheit & Sport, Berlin
Master of Business Administration (MBA)	Open University Business School, Milton Keynes, UK
Diploma in Management Studies (DMS)	Open University Business School, Milton Keynes, UK
History and Economics	Ludwig Maximilian University, Munich, Germany

ADDITIONAL QUALIFICATIONS

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| – Positive Psychology Practitioner L1 | – PERMA-Lead Profiler · Ebner Team, Vienna |
| – Mindfulness Meditation Teacher (MMTCP) | – Systemic Organisational Development · Trigon |
| – Professional Scrum Master (PSM1) | – Objectives & Key Results (OKR) · Brainbirds |
| – Organisational Devmt · Simon, Weber & Friends | – Hypnosystemic Coaching · Gunther Schmidt |
| – Design Thinking · HPI & Brainbirds | – Provocative Coaching · DIP, Munich |
| – TotalSDI Qualification · Personal Strengths | – Certified Coach, Zurich Resource Model · ISMZ |
| – Hogan Assessments · Metaberatung | – Licensed Practitioner, Insights Discovery |
| – Systemic Business Coach (SBC, dvct) | – Project Management Professional (PMP) · PMI |
| – NLP Master Practitioner/Trainer | – Certified Trainer, Team Mgmt System (TMS) |
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MAJOR PROJECTS

- Global implementation of a key account management approach in the airline industry
 - Implementation and training of an international service quality system
 - Organisational development for the digital transformation of federal agencies
 - Development and implementation of international Train-the-Trainer system
 - Design and implementation of an online learning environment
 - Development of a 3-year strategy for co-ordinated knowledge transfer in the retail industry
 - Culture change organisational development of a sales organisation
 - Organisational development with technical service personnel of an appliance manufacturer
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SELECTED CLIENTS

Allianz SE	Lufthansa German Airlines	IKEA
PricewaterhouseCoopers	Procter & Gamble	PUMA SE
Volkswagen AG	Star Alliance	ThyssenKrupp AG
Deutsche Bank	HUGO BOSS	The Walt Disney Company

PUBLICATIONS

Active Training — Training Methods Handbook · Weinheim: Beltz, 2006

The Online Coach — How trainers can use virtual learning · Weinheim: Beltz, 2002

Aspects of Virtual Communication — Götz, Martens (Hg.) · 2000

Internet Guide for the Office · Munich & Landsberg: mvg, 1998

RECOGNITION

Gold Award — Best Use of Blended Learning · Brandon Hall Excellence in Learning Awards for 'Discovering the IKEA Concept' Training

WORKING LANGUAGES

German	Mother tongue
English	C2
Spanish	B2

PROFESSIONAL ASSOCIATIONS

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- Chartered Management Institute (CMI)
 - Association for Talent Development (ATD)
 - Association of MBAs (AMBA)
 - Project Management Institute (PMI)