



# The Unpopular Boss – Why Excellent Leaders are Not Nice

Many bosses are either too nice or too brash and rough. Neither helps: Either they don't challenge their staff enough or the team feels it is under too much pressure.

## During this speech leaders will learn:

- ✓ How to be direct, crystal-clear, and at the same time appreciative in their communication.
- ✓ How simply being nice and friendly all the time leads nowhere.
- ✓ How more uncomfortable behavior offers the best results for everyone.

## Topics in this keynote:

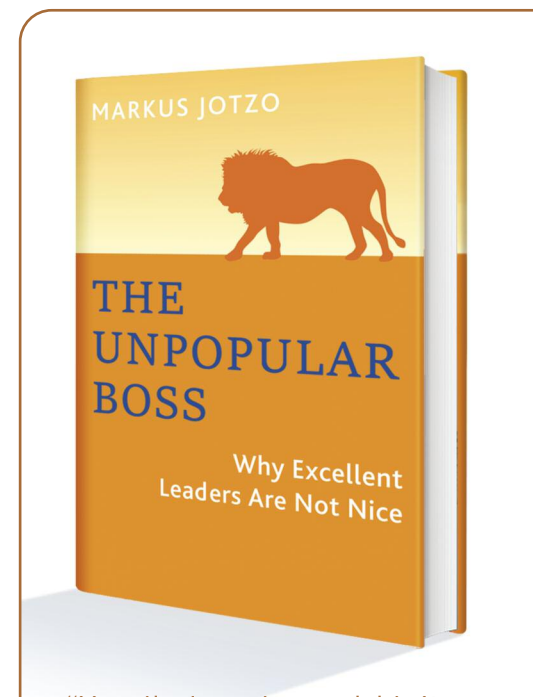
- Focus on growth and results.
- A culture that embraces error in times of change and innovation.
- Performance management using painful communication that nevertheless values the person.
- Sustainably eliminate silo thinking.
- Feedback for the boss as an opportunity for growth.

Markus Jotzo provides answers – highly entertaining and humorous, challenging and at times provocative.

Markus Jotzo, Diplom-Kaufmann.  
9 years Unilever:  
Manager marketing and sales.

Author of three books,  
blogger,  
podcaster.

Since 2005  
challenging  
leadership speaker.



“Very lively and very vivid: It awakened me and gave me many new approaches for my day-to-day leadership responsibilities. Chapeau!”

Jürgen Krey, Commercial Director,  
Kürten & Lechner GmbH

“He made us think and some of us even rethink our daily habits: ‘Strong, leading, uncomfortable’.”

Sylvia Friedmann, Managing Director  
HEISERV GmbH

“Fantastic!”

Prof. Dr. Walter Teichmann,  
Managing Director UKE Academy

