

People Först
business follows

Regina Först

The expert in personality and charisma

from ME to YOU to WE

Regina Först connects people for mutual success

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**“Success alone does not necessarily make you happy.
Happy people tend to be more successful.”** Regina Först

Languages

Regina Först holds her talks and workshops in German and works with an interpreter for the required language.

Först News. Först Blog.

We keep you informed on trends, experiences and interesting facts for your personal and professional success. All you need to do is register for the newsletter at www.people-foerst.de. Or read our blog online. Or if you wish we can send new blog posts directly to your email.

Welcome to People Först!

The name says it all: People come first – always and everywhere. My mission is to help people realise their power and to encourage them to develop their full potential.

From Me to YOU to WE – because your team is the most important resource in your quest for corporate success.

Every employee is part of a team, and the team's efficiency determines the balance of every company. It's like football: Everybody on the football pitch has to be able to utilise their abilities in their position to perfection. At the same time one has to be able to guide the team members into best position and pass the ball effectively. The game can only be won as a team.

My formula is simple but effective: If one is in tune, the team is in tune, success is guaranteed.

The phrase "One for all and all for one" becomes "All for all".

When did you last have this "WE" – feeling in your company?

Demographical change, shortage of qualified staff and differing values across generations, are just some of the demanding challenges for many companies and its executives. The modern corporate culture more than ever is about values and purpose as the business world attempts to keep up by transforming itself rapidly.

Therefore it is clever and essential now to present your company to the market with an authentic corporate philosophy and a positive company charisma. Because however tiny – for the individual – corporate philosophy improvements can manifest a huge significance.

Even companies and corporations have charisma – and the leading Global Players always have a special and appealing charisma.

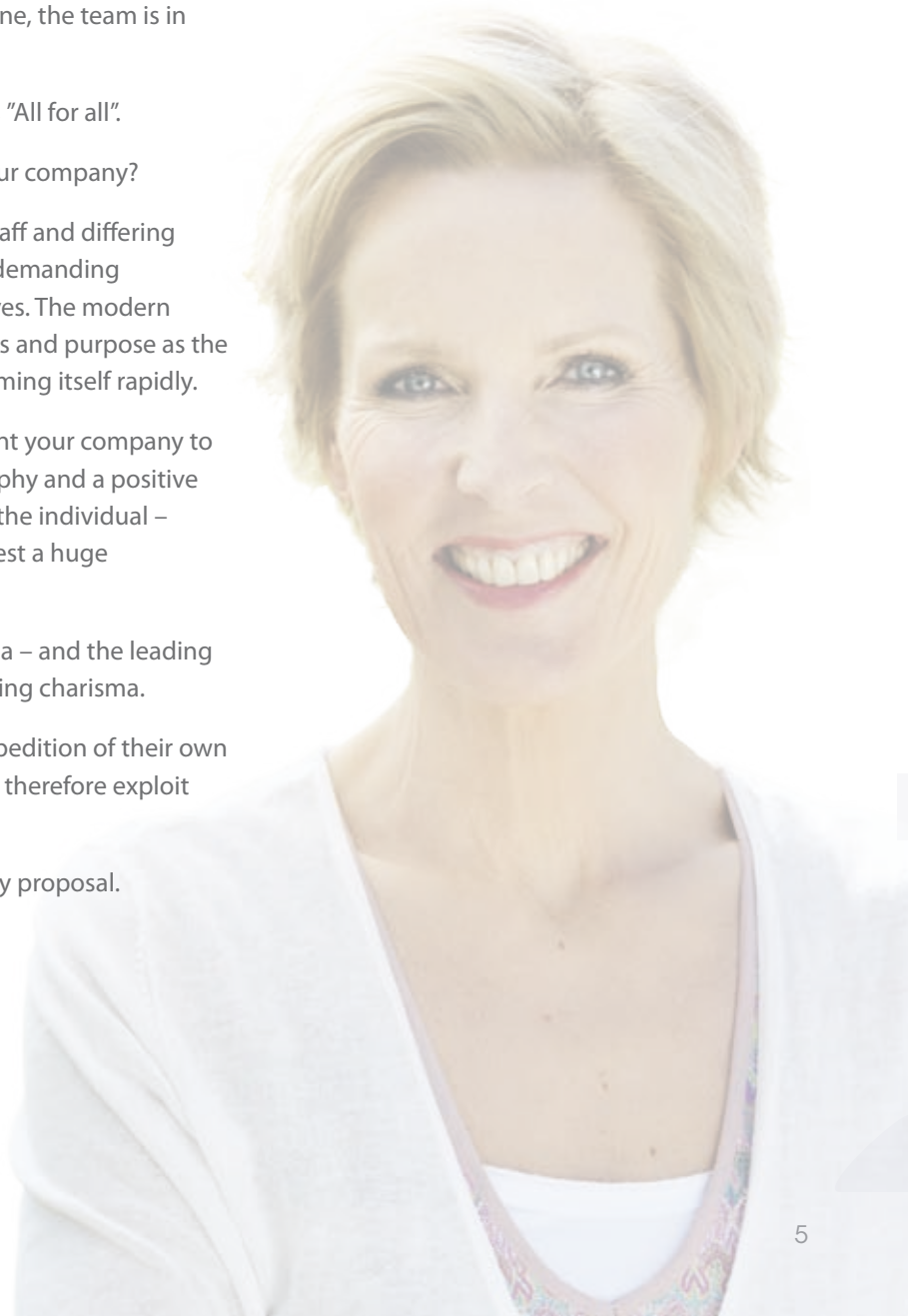
I therefore encourage my clients to go on an expedition of their own virtues, to optimise their individual abilities and therefore exploit the power of their success in abundance.

Making the best even more attractive – that's my proposal.

Sincerely



Regine Förd



The Först Concept

What Experience Do I Provide?



Staff management, customer retention and credibility are for me not only theoretical buzz words, but practiced expertise. Following my business studies in the textile industry I worked as a sales manager and human resource manager for international companies, and then onto a leading global corporation. I then founded my own company, **People Först**.

Life experience, curiosity, empathy and the wish to guide people to find their real potential, and to enable them to nourish their abilities to achieve their best – these are the motives that drive me.

Through my own experience I know how much precious time, health, energy & fulfilment can be wasted, if one does not redefine oneself at times and does not follow one's visions and dreams, or to put it another way: **If One Does Not Live To One's Strengths**

We all need objectives. They often help to give life some purpose. Objectives keep us alive and the effort to reach them ensures eagerness and progress. To aim for a daring business target or to follow a challenging career dream – all is possible. Impossible – does not exist!

Everything that we can imagine can actually come true.

You know it: What you do out of passion and with joy is what you do best. A real passionate vision creates an equivalent motivation.

This is the drive for first class performance in order to reach our goals.

Which Strategy Do I Work With?

With the "Me-YOU-WE – strategy": Only a person who can master his own life can effectively lead others – only a person who is enthused can enthuse others. A strong "Me" forms a strong "YOU" – and so individual fighters become a charismatic "WE". In our present business culture this "WE" is crucial in order to make the right decisions for the NOW and the TOMORROW.

Would you like to encourage your team to make the best of their unused potentials?

Do you want to present the professional WE in a genuine manner?

Let's talk about it. I would like to help you release more synergies and to realise new successes – with the most important resource your company has got: Your employees!

Personality & Charisma in Business

The result of the 2013 Gallup survey is as shocking as it is impressive: Every sixth employee in Germany (other country) has resigned mentally. The main reason being bad management of staff and subsequently lack of motivation.

Being an observant executive you probably do not need such studies: One look into your employees' eyes shows you how this person feels. A single employee who mopes, gossips and distracts is enough to throw a spanner in the works.

Surely, as soon as many different people work together there is potential for tension, things cannot always run smoothly. But everybody can quickly learn effective strategies that are easy to practice. This will result in a continuously respectful, happy and successful cooperation between the employees. The combined strengths that evolve within a good team develop an immense dynamism and motivation. These energies demonstrably have a positive impact on customers and potential candidates.

WE cannot ignore: A companies charisma is crucial to its success and profit. A positive radiance – regardless whether in business or in private – is contagious, taking others with you, giving the person opposite you a good feeling and helping their output to be both reliable & positive.

When the employees are motivated and optimistic, creative, empathetic and busy – the charisma of the company will automatically be in tune.

People Först – People in Focus

Employees are the most important business card for the company. During the course individual practices are modified from the inside out – utilising my popular "Me – YOU – WE" strategy, and once this transformation is enacted, you will be able to measure its achievements from both the "the inside out, to the outside in".





**"Only somebody enthused
can also enthuse others!"**

PEOPLE Förs in Practice

**"I invite you to reveal the full
potential of your company and to
experience unprecedented success
with newly gained authority."**

Regina Förs

The Talks: Touching, Clever & Efficient

Experience the Top Speaker Live



"She can talk!" Yes, she can indeed! With her unique charm and esprit, her exciting topics set the stage on fire and fascinate her audience. Authentic, witty and humorous Regina Först always touches the heart and minds of the people: She conveys alertness and liveliness, providing an unforgettable experience in a great atmosphere.

Regina Först has for 20 years been one of the Top Speakers in various sectors of the economy. Let her inspire you with her lectures which she customises to match the individual unique needs of the audience; B2B – customer, executives, employees or project – teams.

Experience the numerous Aha-moments and how the desire arises to turn the spoken word into action and make way for real change.

Using Great Energy with Sound Methods

Her extraordinary gift to touch and move people, - visionary contrarian - is manifested by her profound knowledge about communicational psychology, from NLP, brain research, colour and style consulting as well as non-violent communication. She was a long term student of the well-known and internationally successful expert on body language Samy Molcho, who was her mentor and teacher.

Treat yourself and your employees and your customers to this amazing event.

"600 participants attended her speech during the Federal Congress. To capture and inspire such a large amount of people is a wonderful gift and very rare. Thank you very much for this experience."

S. Schipplack, Red Cross Germany

"Regina Först was a real highlight and fascinated the 700 guests invited on the occasion of the Interpharm-Congress with her inspiring speech."

I. Hartwig, Eucerin/Beiersdorf

"With great charm, empathy and competence you presented the content of the speech. The evaluation of an average mark of 1,13 shows the consistent positive feed-back made by the participants."

Kay Steinbach, Audi Region South-West

Speech Topics

For senior executives, employees and customer acquisition, for example:

- **Being at ease with yourself? That's all it takes!** – Authentic leadership.
- **Charisma: The ticket to success.** – How to optimise your charisma and attract others.
- **I am strong, we are fantastic.** – Connect people for joint success.

Occasions

Regina Försts speeches are always appropriate when a humane AND a productive business culture is required. For example on:

- **Incentive events** – when the focus lies on delivering a newly motivated context and best-practice examples.
- **Trade fair event** – when the focus lies on presenting one facet of your own business culture.
- **Customer loyalty event** – when the focus lies on providing new impulses to other companies and senior executives and reinforcing similarities.
- **Employee – events** – when the general concept should be brought to life with pictures and stories.
- **Kick-off – event** – when the focus lies on activating the energy for the kick-off and to indicate the direction to success.



"I would like to thank you for your fantastic speech during our Autumn-Colleg Days. And now comes the best: Your speech was graded the best of all talks during the Autumn-Colleg Days with an average rating of 1,22. I am delighted."

H. Wollner, SchmidtColleg

"The participants' great resonance and their interesting conversations after the speech speak for themselves. Everybody was fascinated without exception and the customers response was nothing but positive."

Katrin Neese, Conrad Hinrich Donner Bank AG

"Your appearance was THE HIGHLIGHT of the event. Some of the quotes taken from the large amount of enthusiastic participants following the speech illustrate this: simply brilliant, fantastic, I am impressed, top speaker, simply amazing!"

K. Pilar-Knus, Academy for education and training

Special Challenges Await You at the Top



"It's lonely at the top" – nobody knows that as well as the senior executives.

"They made it" and are at the top and full of competence and expertise – but unfortunately when dealing with the employees are confronted with barriers and deficits. According to a study by "Global Leadership Forecast", it states that 43% of executive leaders do not know how to drive changes and how to identify and promote talented employees.

From experience the real challenges don't lie on the professional but on the personal level. In order to reach and motivate employees nowadays one does not only have to be strong and competent but also empathetic. Executives who praise and show interest and recognise the potential of each employee – promote and encourage them, achieve a great sense of team spirit, and have less sick notes.

Employees who are satisfied in their job excel with passion. And this pays off: An ASTD – study recently showed that companies with motivated employees are 40 up to 200 % more efficient than their competitors.

The one condition for more efficiency is the capability to reflect on the own leadership abilities, to show a clear internal and an inspiring corporate vision.

Just as "Only those who are capable of leading themselves, can lead others", only those who can enthuse themselves, can enthuse others!

During her seminars and workshops Regina Först encourages senior executives to find their individual style of leadership, to be self-responsible and self-motivating.

The formula is:

Happy employees = delighted customers = company success.

"Your executive seminar belongs to the category ,absolute top class!'"

N. von Lonski, Biba GmbH

"Our WE is stronger than ever. You got us moving and gave our business development a decisive impulse."

K. Kaniecki-Loop, Phadia GmbH

"My employees report only fascination for your workshop and especially for you as a person. You managed to inspire all executives and I believe, we realised that it takes more for a fusion than well elaborated business plans and maximising synergy effects. With your warm-heartedness and charismatic personality you even managed to reach established bankers."

Dr. V. Luxem, Volksbank Erkelenz-Hückelhoven

You Can Only Win as a Team

Authentic people have a winning charisma, are clear in what they say and show appreciation towards others. That's especially the case for in a company. **Connect people for mutual success!**

Let Regina Först support your managers to transform the attitude in the team at the executive level in order to spread the message onto the other employees, and subsequently affect the corporate success of the complete company!

This way strength, self-motivation and self-responsibility of each individual are awoken and employees move away from working alongside one another to working with one another.

Available Formats

"Enthusiastic employees through distinct leadership" – Seminars for managers

The base is important but rethinking starts at the top – with tailor cut coaching for the executive level which will lead your company to more profit.

Seminars for employees

"In average 90% of our potentials stay unused", shows the Dale Carnegie-Study.

Find those potentials in your employees and help each individual person so activate their strengths and put them into focus again.

Seminars for managers as well as the seminars for employees are exactly tailored to your company's needs.

Furthermore you can find topics of speeches and coaching on the pages 11 and 15.



"There has not been another seminar as valuable to us as the seminar with you."

M. Körner, DPV Direct GmbH

"During the last few days I have only received positive feedback from my sales staff. Following statements I would like to quote directly: 'I have never experienced a better seminar.' Finally a trainer who is authentic and represents what she communicates.'"

I. Somnitz, Publisher Karl Leitmeier

"I have experienced many beautiful moments in my life and one of those moments was meeting you. I cannot describe with words the beauty of awakening the awareness in a person that he can walk his path with firm steps."

M. Wendler

THE COACHING: Friendly, Authentic & Effective

Discover Potentials – Inspire Performance



Enjoy success – so that success is fun: If you are passionate about what you do, you automatically perform at your best and can offer maximum output. But how do I find out what really fulfils me, what really makes me happy, what is my passion? How do I act resource orientated and how do I find a healthy balance between work and leisure time?

The term “coaching” is associated with many things; therefore Regina Först likes to combine it with the term “training”. She doesn’t only ,coach’ but rather ,trains’ new behavioural patterns and approaches. In order to evaluate whether one-to-one training or team training is needed she comes to the company directly. Her training units target at recognising the individuals’ strengths and to put them into focus then based on those to create productive and motivated teams who can perform sustainably.

A Clear Well Defined Path To Good Leadership

Her training for managers is like a supervision for the executives, as they rarely receive any feedback from the outside anymore.

But he who loses sight of himself, not only loses, but also cannot lead well anymore. Our focused training is designed to get you back on track.

Regina Först’s sensitive method of coaching is comparable with a GPS System, which creates a route to your destination and whilst on the journey guides you and corrects you if you want to take a wrong turn or get lost on the way.

“After a day of coaching with Regina Först it seemed as if our company was shaken up – we seemed to have been waiting for you.”

Dr. J. Konzelmann

“I am sure that my appearance and my personality was an important reason for my promotion, and you played a big role in this.”

E. Wolf, Robert Bosch Stiftung + Mummert Stiftung

“It was very impressive how well you had prepared yourself and adjusted to the counterpart. With great empathy and convincing competence you manage to revive strengths and unused capabilities.”

Marcel Haraszti, REWE GROUP

Coaching Formats

Coaching is always individual. Just like the people and their topics. Is there anything that you are particularly preoccupied with? Do you want to change something but just can't seem to see the path that leads you there. Regina Först helps you to get on that path. With her you will turn a problem into a project and will tackle it energetically. Coaching often leads to surprising self-awareness. It provides more inner peace and enables more effective actions on the outside. Whether professionally or private: Sooner or later you will experience the pleasure of success and how life succeeds.

Coaching for managers – when the focus lies on quickly getting onto a clear course again.

Coaching for teams – a new concept for one- to-one or group - coaching for a sustainable success.

Long term coaching – attendance over a longer fix period of time (one year or more), very efficient as regards to manifesting new programming sustainably. The challenge is not the knowledge transfer but the implementation into daily life. Good things come to those who wait, but those things are going to be not only good but fantastic!

Life-Coaching/Individual private – and one-to-one coaching – these optimise your charisma, discovering your potentials or simply offer guidance when a new challenge lies ahead of you.

Trial coaching – evaluate a coaching session with Regina Först for free and without commitment. For further information please do not hesitate to contact us (page 26).



"It was simply fantastic. Why was it fantastic? It is not about the WHAT, but about the HOW. We've known you for such a long time now and it still impresses how you understand and value the people."
friendchise! GmbH

"You were able to inspire our customers as well as us bankers. Furthermore you have given us food for thought about our behaviour towards others as well as others' behavioural patterns."
I. Somnitz, Publisher Karl Leitmeier

"You particularly know how to bring your empathic abilities into your coaching, which easily enables the process of self-awareness to take place and subsequently strengthens self-management competence. The authenticity of the personality was at all times in balance with the coaching objectives."
M. Wendler

Convinced Clients





BARTELS – LANGNESS



brillen.profi
einkauf.marketing.gemeinschaft



Landes Zahnärztekammer Baden-Württemberg
Körperschaft des öffentlichen Rechts
BEZIRKS ZAHNÄRZTEKAMMER
KARLSRUHE



Phadia

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gong empl.gong



emotion

CHRIST
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REWE GROUP

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Frisch föhrliebt.

B/S/H/
BSH BOSCH UND SIEMENS HAUSGERÄTE GMBH



COMMERZBANK

:hager

BiBA

scARLet
friSeure

FIGARO GmbH
Coiffure Optimal

Kadus
...my way!



BILFINGER BERGER



Volksbank
Stuttgart eG

blend-a-med



"Charisma and personality
lead to success"

Stay yourSELF and you will be successful

The Expert



Benefit from her profound knowledge. Her experience. Her knowledge of human nature. Her visionary power. Her diversified repertoire.

The Speaker

Regina Först enthuses and touches her audience with her authentic and sweeping speaking style whilst managing a unique transfer between knowledge AND emotions.

Whether it is keynote speeches for customers, motivational events for employees or lectures at industry congresses – they all lead to learning experiences of personal growth, aha-moments and highest satisfaction.

“To fascinate the audience with excellent expertise and special knowledge is one thing. To have such an amazing presence – that is an experience in itself!”

H. Reinhardt, 1. Vicepresident BdH

The Manager

She studied textile business economics B.T.E. is an expert par excellence. As a former sales manager for *Hennes & Mauritz* and human resource manager at *New Yorker*, Regina Först knows what she is talking about. Leadership, employee motivation, customer loyalty are not only theoretical terms but are successfully practiced experiences learnt whilst practicing internationally.

The Lecturer

With passion she shares her knowledge and life experience and passes it on to learners with various career objectives from different branches.

Educational centres, private and public academies, universities and universities of applied sciences appreciate her practice-orientated knowledge transfer.

The Innovator and Business Woman

Regina Först detects and acts.

After numerous meetings with practices and pharmacies in Germany, Regina Först found herself asking why uniforms were only supplied in white, when it was clear that this was often not the most flattering & practical of colours! This simple curiosity led to the creation of the colour "först weiß" and the foundation of the company *Först Class Corporate Fashion*, now a leading provider of work & professional clothing in the health and beauty sectors all over Germany.



"först class has created CONCEPT a new dimension of work- and professional clothing for the world pharmacy at the EXPO 2000. With a lot of imagination and love of detail, a perfect and harmonious outfit was designed which underlines the individual personality in the context of a holistic pharmacy." S. Iskenius, die Weltapotheke

"The colours we wear influence our awareness and our health. Many hairdressers only use brown or black capes and wonder why they do not make more profit on colours." Regina Först transported this insight into a multicolour cape system which was quickly widely distributed.

"Work with the colourful capes is the plainest magical experience that I have had during 20 years of hairdressing experience. Little effort – huge benefit – simply ingenious." F. Bromann, international top star for Wella

The Socially Committed

Socially responsible by acting: 2004 Regina Först founded the non-profit association *Heute ist ein Lächeltag e.V.* (Today is a day to smile) which helps people in need. With part of her honorarium she supports specific projects and offers personal help.



www.laecheltag.de

The Author

The Bestseller



Personality. How to unfold my charisma.

132 pages, 7th edition
Kösel-Verlag, Munich
21.99 Euro

Her book **'Personality. How to unfold my charisma'** is a popular and a successful long selling publication.

"Regina Först follows her path and mission in life in an authentic and sensitive manner. With her endearing nature she helps others to unfold their full potential. She has got that special gift to touch people with her amazing charisma." *Samy Molcho*

Press Commentary

"Charisma has little to do with outer beauty but with inner attitude. We consider the people who radiate openness with their body language as well as their behaviour as fascinating. Genuinely smile at your counterpart, look him in the eyes and show interest. Don't hesitate to acknowledge your feelings whether you are sad or in a good mood. The more you are in harmony with yourself, the more charisma you will have." *COSMOPOLITAN 2006*

"Differentiate the important from the unimportant, not to thrive for apparent success: The consultant and trainer Regina Först from Germany has already left that path. She used to be very busy as a buyer and HR manager in the textile industry – after a long and difficult personal crisis she rearranged her life completely. Since living from the inside out and not vice versa – she is much happier and more successful than ever. Her experiences and numerous tips you can find in her book: Personality. How to unfold my charisma, published by Kösel-Verlag." *Fr. 31.30 Berner Zeitung 2003*

You can order the book for yourself, your team or your customers at bookstores or on bei www.people-foerst.de.

The Business-Book



People Först – The 7 Business-Commandments

160 pages
Kösel-Verlag
16.99 Euro

Ebook
Kösel-Verlag
13.99 Euro

Hörbuch
steinbach sprechende bücher
17.99 Euro



The most important factor of success is the human being!

Those companies who put people in their focus will have a competitive advantage.

Meaning: Cultivating respect and appreciation, replace targets with sense and passion. The **7 Business Commandments** will encourage you to make this courageous change within your business world.

You show what you can move as a manager or an employee. Just start!

The **7 Business Commandments** will bring you clarity, inspiration and the pleasure on performing on the highest level.

With a preface by Samy Molcho!

Comments on the Book

"Vibrant. Grasping. True to life. And authentic. Just the way we experienced Regina Först as a speaker during the last years. She reaches the hearts of people! Her business commandments encourage! The courage to be the master of our lives and success (again)." *Rebecca Kandler, chief editor TOP HAIR INTERNATIONAL*

"Regina Först puts into a nutshell what could make companies move forward successfully – especially these days: Merits such as integrity, credibility, trust and confidence. But to follow this path it takes new insights and rethinking – for each individual executive manager. The book provides many great tips and support for this process." *Dr. Veit Luxem, CEO Volksbank Erkelenz*

"The question is answered: Is continuous personal happiness, self-complacency and humanity compatible with economic and corporate success? The almost instinctive answer 'Yes, BUT', is replaced by, 'Yes, without restrictions'. The book is a must-have, when it comes to being the decision maker and directing your own course." *Norbert von Lonski, managing director BiBA GmbH*

"Regina Först takes up a lost topic: the human being in business. Everybody talks about more profit – but who is talking about the sense, more humanity, more love? A bracing manifest for an economy with heart, which I hope will be taken to heart!" *Martin Wehrle, Career consultant and author*

You can order the book for yourself, your team or your customers at bookstores or on www.people-foerst.de.

The TV- Broadcasts

Whether in interviews or coaching – Regina Först has also been present on TV broadcasts:



Focus TV

Regina Först being interviewed on Focus TV on "The secret of the first impression". What do people respond to at first contact and how fast do we subconsciously end up in the wrong box?



SAT.1 Frühstückfernsehen - Breakfast TV

5 contributions on the topic "Back to work" coaching of two women, who would like to apply for their dream job.

"Akte 06" on SAT.1

Regina Först visiting Ulrich Meyer on the topic: "Preparing entrants for the interviews."

"Magazin am Mittag" auf SAT.1

5 contributions on the topic "Fit for the job".



Good morning NRW

Regina Först on the topic personality and charisma – What is the secret of people with positive charisma?



Press Releases

Go green!

For ecological reasons we abstain from printing further publications and press releases.

You can find our extensive archive on the website. You are welcome to visit and take a browse.

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