

Michael Stuber

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How can increasingly diverse potential be leveraged? This has been the key question in Michael Stuber's work for twenty years. While earning a degree in industrial engineering and management from the University of Karlsruhe (Germany) he had already been involved in European projects in the areas of education & employment. After four years of working with two leading consultancies in personnel and organisation development he founded, in 1997, his international Diversity firm with the two brands European Diversity and Ungleich Besser. Through his ground-breaking work, he has become an acclaimed researcher, author and speaker – known as the 'Diversity Guru'.

Approach

Michael Stuber has developed the Propelling Potential Principle to address key business issues: Internationalisation, M&As and competitive pressure require new approaches to leverage increasingly diverse potential. In order to achieve this, Michael Stuber works on two levels: organisational and individual. He changes processes and cultures to make them more effective and attractive for different stakeholders. And he works with managers and employees to provide them with information and tools that enable them to operate successfully in a constantly changing business environment. The Propelling Potential Principle is Michael Stuber's systematic approach to address different challenges in a consistent way.

Innovation	Effectively combining different perspectives & approaches
Competition	Reaching out to target groups and the mainstream
Cost	Boosting productivity and efficiency through inclusion
Globalisation	Utilising cultural differences through active integration
Ethics	Building and sustaining a responsible reputation
Future of work	Mobilising individual talents by fostering inclusion

Areas of Work

Consulting	Corporate policy, quality of leadership, corporate culture & change, HR strategy & policy, marketing & communication, organisation development, diversity, inclusion, equality
Data & Analysis	Surveys, society or market data, theme or trend reports, analysis of corporate culture, best practices & benchmarking, process auditing
Communication & Concepts	Presentations, newsletters, communication on the Internet & Intranet, brochures, PR, annual reports, communication strategy & concepts
Learning & Experiencing	Trainings, thematic workshops, further education, eLearning, in-house events, mentoring & networks

References*

US Clients	Air Products, Brown-Forman, Ford, Hewlett-Packard, Johnson Controls, Johnson & Johnson, Mondelez (Kraft Foods), Motorola, Stryker, Symantec
European Clients	Airbus / EADS, AXA Winterthur, British Petroleum (BP), Credit Suisse, HSBC, Panasonic, Sandoz, Swiss Post, UBS, Vodafone
German Clients	Allianz, Bayer, Bosch Engineering, Commerzbank, Deutsche Bank, Deutsche Post, Deutsche Telekom, Elite MediaNet, E.ON, GEA Group, IKEA, Infineon, KfW, Merck, Metro, RWE, T-Systems, Volkswagen AutoUni, Volkswagen Bank
Not-for-Profit Clients	European Commission, Federal Ministry for Family, Seniors, Women and Youth, Federal Employment Agency, Evangelisches Diakoniewerk Gallneukirchen, IOM, Heinrich Böll Foundation

* Michael Stuber has provided his expertise to leading organisations for more than 18 years: 25% of the EU's Best Practice organisations (business case compendium, 2004) and three of the four initiators of the German Diversity Charter are his clients.