

Flame up, don't burn out

Having gone through a severe burnout experience himself, Roger Frei from Flame-Up Coaching decided to become a life and leadership coach to support others. Putting a special emphasis on teaching 'healthy thinking' to his clients, Flame-Up Coaching offers professional consulting in life and personal coaching, special leadership coaching and coaching during vocational changes.

TEXT: NANE STEINHOFF

"I have substantially more advisory capacity in regard to burnout thanks to my own experience than coaches with purely theoretical knowledge," Roger Frei explains. Having worked as a self-employed entrepreneur, as managing director and company CEO and being a skilled coach, Roger Frei has significant life experience and the skills needed to advise. Supporting clients with personal development, he solves private problems, finds answers for metaphysical questions and advises with decision-making processes. The Swiss coach from Winterthur also helps with burnout

and stress management or resilience reinforcement, analyses leadership behaviour and clients' personalities or targets new personal goals.

With his main clients being private advice seekers, executives, politicians or actors, the coach is known for constant further training and improvement, his pragmatic, efficient and transparent operating principles, as well as his empathy, personal authenticity, humour, openness and loyalty, his down-to-earth character and his subject-specific consulting. Following a clear solution- and future-orientated

consulting concept, the coach emphasises the development of new, individual thinking, evaluation and action options to solve problems. "First, the human is at the centre of the attention; only then his or her function or role," Roger Frei concludes.

www.flame-up.ch
www.swiss-business.coach
www.burnout-beratung.help

Portrait: Roger Frei



Supporting forward thinking

Vujàdé – an unusual name for an uncommon consultancy. The Swiss company is committed to supporting entrepreneurs, startups and established companies of any size and industry in bringing their innovations successfully to the market. Established in 2008, Vujàdé Ltd. has an extensive track record of supporting companies in addressing their innovation and strategy challenges.

TEXT: NANE STEINHOFF | IMAGE: VUJÀDE LTD.

"We have a holistic view on innovation. Together with our customers, we develop business models around products and services and assure that we target the right customer segments with the appropriate go-to market," Jasper Bouwsma, founder and CEO, explains. The deliberate combination of design thinking and traditional innovation processes makes the experts at Vujàdé stand out. "We like to combine the best of both worlds and integrate this into what we call 'Shaken not Stirred'," Bouwsma says.

The Vujàdé team consults and trains, "but what we like to do most is co-cre-

ation, rolling up our sleeves and getting our hands dirty together with you and your team." Bouwsma explains further: "We are

proud that our customers say that we are not typical consultants. "Customers appreciate Vujàdé for being blunt and honest, asking critical questions while focussing on finding pragmatic solutions." The company's unusual name is the opposite of déjà-vu and refers to something that has not yet existed. In other words: Vujàdé stands for innovation.

