



Christine Kranz, MCC Founder and CEO of Symbolon AG



"For decades, the research on personality development and reflection competence is one of my core subjects. It is an intention of mine to establish self-reflection with the aid of works of art in business. With the development of Symbolon-Method, we have created the ultimate tool for this. Without any doubt, this was a challenge, because the economy was very analytical and fact-oriented. Today it shows that especially management and executives want to develop their personality based on an access to their inner level. Reflective competence provides companies with a real added value."

Vita

Christine Kranz (MCC), founder and CEO of Symbolon AG, has been a top executive coach for over 30 years. With the development of the Symbolon-Method® in 2000, she introduced self-reflection in business for the first-time. In 2002, she founded the Symbolon Academy, where professionals from coaching, training and HR receive online and on site trainings, licensing and supervision for the Symbolon-Method®. Parts of the trainings are certified with Continuing Coach Education Units (CCE) and Approved Coach Specific Training Hours (ACSTH) by the International Coaching Federation (ICF).

In 2019 and 2020, Christine Kranz led the German Chapter of the International Coaching Federation as president (2019 elect). The ICF has about 35`000 members and is the largest association for coaches worldwide.

Christine Kranz is author of several professional books and guest lecturer at various colleges and universities. She stands for uniform and audited quality and ethical standards as well as for a strong international professional network. The experienced psychologist and trainer holds the ICF Master the highest global certification for coaches.

Key areas

- Management development and -retreats
- Development of individual leadership competence
- Personal assessment and career coaching
- Accompanying change processes
- Support in clearing and solving of crisis- and conflict situations
- Trainings and certifications in the Symbolon-Academy
- Lectures at conferences, congresses and customer events
- Research in archetypical personnel and organisational development
- Research in HR and OD with further development of the Symbolon-Method®

Career

- 2020 ICF recognition of the 1st module of the Symbolon training as ACSTH (Approved Coach Specific Training Hours) accredited training.
- 2019-20 President of the International Coach Federation (ICF) Chapter Germany and 1st Chairman of ICF Germany e.V.
- 2017-18 video production of all Symbolon-Method trainings for the Symbolon E-Learning Academy
- 2016 founding and build-up of the charity project www.colourful-children-hearts.com





- 2015 The Symbolon AG has parts of its trainings examined by the International Coach Federation (ICF) and receives approval for the recognition as Continuing Coach Education (CCE).
- 2013 Launch of events Symbolon Art4Reflection in museums
- 2012 Launch of Symbolon Online-Academy
- 2006 Co-founding and build-up of the international non-profit-organization www.people-together.com
- 2004 expansion with the Symbolon-Method® to East-Europe
- Since 2004 visiting scholar at different universities
- 2001 foundation of Symbolon-Academy for trainings, licensing and supervision of specialists in the field of consulting, training and HR
- 2000 foundation of Symbolon Verlag (publishing company)
- 1999-2000 development of Symbolon-Method® and Symbolon-Profile for reflective competence in business, and commercial launch afterwards
- 1996 foundation of Symbolon AG
- 1989 Change from leading a technical company to founding a company for consulting and training



Qualifications

- Master Certified Coach (MCC), International Coach Federation
- Analytical psychology according to Carl Gustav Jung (associative dream analysis, visual reflection and test procedures, typology, symbol and archetypes theory)
- Psychology of fate and genotropismus by Dr. Leopold Szondi (analytical, depth psychological counseling and projective test method)
- Psychosomatic medicine according to Dr. Ruediger Dahlke
- Training: psychology of leadership and industrial psychology, philosophy

Excerpt clients

Bundeskanzleramt Österreich, Compona AG, Credit Suisse AG, DaimlerChrysler AG, Eli Lilly & Co (Indianapolis), Elektrizitätswerk des Kantons Schaffhausen AG, Erste Bank der Österreichischen Sparkassen AG, Galvaswiss AG, Helvetia Versicherungen AG, HTW – Hochschule für Technik und Wirtschaft Chur, Intermarket Bank AG, Lenzing AG, Lia Rumantscha, Merck Sharp & Dohme GmbH, Nahrin AG, Nycomed International Management GmbH, Österreichische Forschungsförderungs-gesellschaft FFG, Österreich Werbung, Palfinger AG, RiedmüllerKommunikation, Ribbert AG Grundbautechnik, Rottenschlager Consulting + PR GmbH, Rödl & Partner GmbH, SBB-Schweizerische Bundesbahnen AG, SFS unimarket AG, Stadtbuss Chur AG, Similasan AG, Takeda Pharmaceuticals International GmbH, Telekom Austria AG, Town & Country Haus Lizenzgeber GmbH, Uniqa Versicherungen AG, voestalpine Edelstahl GmbH, voestalpine Personalberatung und -systeme GmbH, Würth Holding AG, Zürich Tourismus

Publications

- Kranz C. (2011): Tierisches Potenzial - Selbstreflexion mit Tierbildern: Erkenntnisse gewinnen, Potenziale entwickeln, Herausforderungen meistern, Symbolon Verlag
- Kranz C. (2008): Durch Selbstreflexion zum Erfolg, Potenziale erkennen, Persönlichkeit entwickeln, Ziele erreichen, Symbolon Verlag
2. überarbeitete Auflage in 2011
- Kranz C. (2004): Symbolon-Profile with online application und evaluation in 6 languages, Symbolon Verlag
- Kranz C., Taylor E. (2000): Source Development System, archetypes used in business, Symbolon Verlag
- Kranz C., Taylor E. (2000): Symbolon Personality Profile with evaluation and handbook, Symbolon Verlag



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