



SEBASTIAN MORGNER

Leading with Purpose & Structure



PROFILE · 2026

A strategic sounding board with *depth*

For leaders who want to understand their true drivers and motives – and use them to become more effective.

STRATEGY COACHING

For entrepreneurs, board members and managing directors, at Lake Ammersee

EXECUTIVE SPARRING

Confidential, eye to eye, in English and German

STRATEGY ACTIVATION

For leadership teams turning strategy into execution



PERSONAL

What drives me.

People who lead sometimes sleep badly. Often for the wrong reasons.

Leaders expose themselves, take risks and carry responsibility for others — at a time when certainties have a short half-life. Three decades in leadership roles taught me what keeps a person awake at night. And I know that whatever costs you your sleep is rarely the actual problem. What is usually missing is clarity, purpose or structure.

My own path led through fifteen years in the financial industry, most recently in Milan. The higher I climbed, the less sense my work made. In 2011 I walked away from top management without knowing what would come next. That experience still shapes my work today.

My strength lies in helping people in leadership roles find a drive that truly inspires them and recognize the genuine, strengths-based levers of their success. Leadership is responsibility in practice — for oneself, for the people you work with, for an organization, and for those who come after us.

Sebastian Morgner

DIESSEN AM AMMERSEE

BY THE NUMBERS · approximate

> 280

clients coached

≈ 4,000

coaching hours

> 130

leadership teams supported

30+

strategy processes

15

years of executive coaching

30

years of leadership experience

Pause rather than accelerate

When the going gets hard, the right response is not more speed but a situation report and a look from above.

Judgment and direction

The more work machines take over, the more leadership comes down to what no machine delivers.

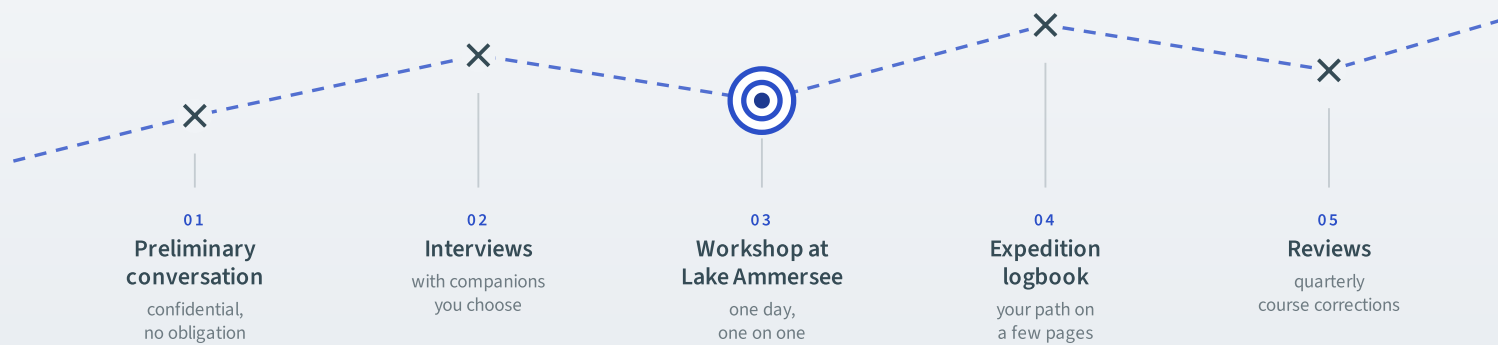
Your answers

The content comes from you. The tools and the observations come from me.

*“I have great respect for anyone who steps into leadership today.
I am here for the questions their calendars otherwise leave no room for.”*



*“Leadership is an expedition —
you need meaningful goals to find the right paths.”*



HOW I WORK

Two questions that decide everything.

What do you stand for — and how does that become impact? The first question is about your drive; the second, about the levers that make you effective.

Purpose and structure — both or neither

Purpose means a story about the future that connects you to something larger than yourself. A clear, distinctive position on what you want to stand for. That is where motivation, persuasive force and the strength to absorb setbacks come from.

Structure means knowing your own levers, spending your scarcest resource deliberately, and running an operating system that keeps people in sync — so that goals worth pursuing turn into disciplined execution.

Together we develop a compelling narrative of your future that gives orientation to you and to others. And we build a leadership system that creates clarity and a shared rhythm. Because only those who know what they lead for make decisions that hold.

AT A GLANCE

Format	One-on-one coaching, with your leadership team when useful
Location	Diessen am Ammersee, Germany; preliminary talks also remote
Languages	English and German
Capacity	No more than 12 to 15 clients a year

WHEN IT IS WORTH IT

- You are preparing for a new and larger role.
- You are planning a transformation that goes beyond day-to-day business.
- You have a strategy — and can't get it into execution.
- You are successful by any measure — but it doesn't feel that way.
- You want to lead in keeping with your own values.

WHO I AM NOT THE RIGHT PERSON FOR

- Anyone looking for a standardized framework to roll out.
- Anyone more interested in appearances than in purpose and structure.
- Anyone who has a problem but is unwilling to name it openly.

Shaped by the practice of leadership.

*Three decades in leadership roles — first in large corporations, then as an entrepreneur.
What I know comes from carrying responsibility myself.*

CAREER

EDUCATION

Degree in Business Administration

Universities of Mannheim and Budapest

CONSULTING

Management Consultant, KPMG Consulting

FINANCIAL INDUSTRY

Head of Internet Business

Built a digital investment platform; Kasina Award

MILAN

Global Head of Marketing, UniCredit Private Banking

2011

A new beginning

Two months at the Frauenchiemsee convent; trained as a mental coach and keynote speaker

SINCE 2013

Managing Partner, MLI Leadership Institut

Sounding board for board members, managing directors and leadership teams

2015

Co-founder, Future of Leadership Initiative

2020

Host, New Leadership Podcast

2024

Co-founder, Zukunftsallianz Mensch & KI (Future Alliance for People and AI)

QUALIFICATIONS

- Degree in Business Administration (Diplom-Kaufmann), Universities of Mannheim and Budapest
- Master Class “AI in Business,” Massachusetts Institute of Technology (MIT)
- Certified Professional Speaker, German Speakers Association
- Mental Coach, Academy for Mental Fitness
- Agile Leadership Coach, MLI
- NLP Master

WORKS

- Book “Expedition Zukunft” (2021, in German)
- Host of the podcast “Tiefgang” (formerly the New Leadership Podcast, in German)
- Publisher of Tiefgang magazine (in German)

WIRTSCHAFTSWOCHE 12/2021

Featured by Germany’s leading business weekly as one of three leading executive coaches in the country

REFERENCES · SELECTION

Executive coaching and sparring

Allianz, ERGO, Siemens, Vodafone, OHB, Ritter Sport, SocialHub, ESMT

Leadership teams in transformation

Allianz, ERGO, Siemens, UniCredit, SAP, ESMT

Strategy processes

SocialHub, Siemens, Jagenberg, Ritter Sport, Messe München, Diamant Software

Leadership development programs

Allianz, Audi, Jungheinrich, Swiss Life, Rothaus, TechFounders

Vision building

Vodafone, Halle Institute for Economic Research

HR transformation

Siemens, SAP, eurodata

What clients say.

“His questions go straight to the root of any challenge.” — David Neuhaus, Founder, SocialHub

“For us as a management board, Sebastian Morgner is like a highly competent, benevolent friend who accompanies us through our transformation. Working with him helps us combine our strengths as a team, set the right priorities and maximize our impact as a top management team.”

Andreas Ronken · former CEO, Ritter Sport

“Thank you for your sparring, which has made me a better managing director and probably a better person too.”

Owner and CEO of a leading software company

“Sebastian Morgner is incredibly structured and data-driven and never loses sight of the bigger picture. The work energizes me and gives me the courage to try new things and grow in my impact.”

Dr. Lena Lindemann · CHRO, ERGO Group

“Eighteen months in which I learned a great deal. We took OKR to a new level, developed the strategic roadmap, drafted the guiding principles — and had many fascinating discussions during the offsites.”

Jan Semmerling · Co-Owner, Diamant Software

“He finds the right mixture of innovative impulses and attention to our individual needs — and the right balance between seriousness and lightness.”

Prof. Dr. Oliver Holtemöller · Vice President, Halle Institute for Economic Research

CONTACT

Two ways to start a conversation.

Introductory call

Pick a time directly in my calendar · free of charge

A first conversation about your biggest challenge — not a sales pitch.

[Book a call](#)



By email or phone

Personal reply within two days

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