

MONA SHAIR-WLOCH

FOUNDER &
MANAGING
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EDUCATION

International Relations
Masters

Certified Systemic
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CURRENT PROJECTS

Expanding the key2advance Next Generation Leadership Academy across industries and countries.

Q&A

1) What was the path you took to get to where you are today?

This might sound cliché, but it was always important to me to love what I do and who I work with. I pursued coaching because I love helping people grow and self-reflect. I created workshops since I loved creating and facilitating skill-building workshops for groups. Some key principles that come to mind are: courage and curiosity to try out new things, learn new content, and welcome new clients. And finally, trusting and believing in new contributors' abilities to enrich the key2advance community.

ABOUT ME

Founder and managing director of key2advance with clients in the private, public, and education sectors, Mona is passionate about helping people discover and develop their true potential via coaching, training, and facilitation.

She has co-created a series of workshops around high-performance teams, leadership, university-to-work transition, public speaking, and resilience for both teams and individuals. Mona believes in infotainment and therefore uses a variety of effective techniques and latest research findings whilst being engaging, creative, and fun.

In addition to managing a network of 35 coaches, trainers and advisors at key2advance, she delivers a series of workshops and executive coaching for individuals and teams on an international, divisional and local level.

Having lived and gained experience in the Middle East, Europe, and North America, Mona brings an inter-cultural sensitivity and understanding to her work. She is native level in English, German and Arabic.

2) What were your motivations for launching a community like key2advance?

I would not say that it was my intention to create a community from the start. However, as more and more existing and new clients reached out for support, I realised that I needed to find and keep qualified professionals who were just as excited about this kind of work as myself. Thanks to my involvement with various universities and academic programs, I was lucky to meet talented and motivated young graduates who were willing to explore what key2advance had to offer. However, I would also meet experienced professionals in various walks of life; anywhere from a train ride, flight, or through our current contributors. I enjoy meeting new people who share similar values and are also complementary in their skill set.

To summarise, I would say that not being able to say "no" to clients' needs and often saying "yes" to meeting new people has led us to where we are today.

3) What is the biggest strength of key2advance right now?

The biggest strengths are our top shared values:

- **Heart:** the main driver is the passion to contribute, make an impact, support, add value and ignite development in others.
- **Mindset:** One of continuous growth, being ahead of the curve and in tune with Zeitgeist. To continue identifying the needs of our clients and finding creative ways to meet their needs.
- **Approach:** Professionalism in the way of working. Reliability towards each other and our clients helps us to continue building trust and safeguard our reputation.

4) What has surprised you the most about how key2advance has evolved until now?

We come together once a year to share new ideas, workshops, and brainstorm new projects. However, the birth of our Next Generation Leadership Academy in Berlin in 2020 has been the biggest success to date! What started as a pilot with one university has now grown into an impressive Training & Coaching program with 3 global and 2 national academies running in parallel with 8 trainers and 12 certified coaches. I sometimes need to pinch myself to fully appreciate the beauty of what we have co-created as a team!

5) How do you see key2advance evolving in 2022?

Most importantly is that we continue to grow in a healthy and organic way. For me, that means certainly leaving the comfort zone by challenging ourselves, keeping our eyes, hearts, and minds open, and making sure that we are all enjoying the challenges and journey (both individually and as a group/subgroups). Given our ability to develop, launch and successfully manage academies, we will be continuing on this track. Our latest addition is the ReTreat Self program, which is dedicated to taking participants on a journey of self-reflection from their past and present to their future. In the fall, we will be launching a new communications academy around maximizing IMPACT.