

**BRIGITTA  
HOEFERLE**

MEDIA KIT



PRECISION  
MEETS  
CHARISMA



# BRIGITTA HOEFERLE

## BIO (short)

Brigitta Hoeflerle (pronounced Bri-gee' ta Hoof'-u-luh):

German female business owner that lives the American Dream.

Owner and Founder of two educational institutions, one for children ([www.Montessoricleveland.com](http://www.Montessoricleveland.com)) and one for adults ([www.CenterofNLP.com](http://www.CenterofNLP.com)).

Why have two opposite educational facilities?  
Because children are innocent by nature.  
It's the adults around them that shape the growth and potential in each child!

I am German by birth, American by choice, educator by trade, a speaker & trainer by design, CEO by passion and executive board member The International Coaching Federation in of service.

MOST of all though, I'm a wife and a mother at heart.

**SPEAKER · MASTER TRAINER · CERTIFIED COACH**





# BRIGITTA HOEFERLE

## BIO (long)

Brigitta Hoeflerle (pronounced Bri-gee' ta Hoof'-u-luh in English):

As a powerfully engaging and professional international speaker, Brigitta is also known as the fast-tracked female trainer and retired lead coach of one of the largest self-development companies in the world.

As leading mentor, business coach and author she has been invited to speak on stages around the world.

Her degrees in marketing, communication, social pedagogy and education science validate her expertise, logic and knowledge, but it is her creativity, humanity and passion which really makes her stand out and lead other credible high quality leaders.

She is the award-winning founder of the German Language School and the Montessori School of Cleveland.

As the Founder and Shareholder of The Montessori School of Cleveland, and as CEO, Owner and Grandmaster of The Center of NLP, a global institute located in Atlanta, GA, she gives full credit for her success to her unique communication and listening skills, her tenacity and her never-ending desire to take something from good to outrageously great.

Brigitta and her team have created Coaching Programs for large Corporations and conducts extensive trainings for businesses: small, medium and large.

Be prepared to learn from Brigitta so sit back, take notes and let's have some fun.

KEYNOTE · MASTER FACILIATOR · AUTHOR





# SPEAKING & TRAINING

*SALES · BUSINESS · COMMUNICATION*

- SPEAKER BOOTCAMP
- V8 COMMUNICATION ENGINE
- LISTENING – with all senses
- POWERSCRIPTING YOUR MESSAGE

NLP GRANDMASTER



CHANGE  
**PEOPLE'S LIVES**  
WITH YOUR MESSAGE



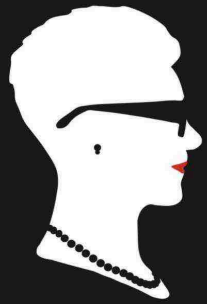
# CLIENTS · PARTNERS · COOPERATIONS

- International Coaching Federation
- SHRM
- KABBAGE Financial
- Kaiser Permanente
- The Montessori School of Cleveland
- Peak Potentials / New Peaks / S.R. NA
- Joel Roberts & Associates



- BANKCODE / BANKICON
- Edward Jones
- Digital Footprint Conference
- The Vault
- The Entrepreneur Mastermind
- The Culture Mastery
- Women of Global Change
- The Center of NLP
- ...





# MEDIA HIGHLIGHTS

September 2020

## SHOUTOUT ATLANTA

# Brigitta Hoeflerle

Life is as good as your mindset

and donated it to Bread for the World. Weeks later I received a letter from the organization thanking me for my contribution and the impact it made. That was the beginning of the impact of my success. You see, we are all programmed by our environment, by the people we are surrounded by and the things we feed ourselves (physically, mentally and emotionally). And that creates our success patterns. My success patterns were programmed early in my life very deeply - first of all through my parents, that always believed in me, allowed me to be independent and supported me in my endeavors (although they never had money to support me, they always gave me verbal and emotional support. And secondly through my own drive, supportive belief system and tenacity, owning that I am a tool for humanity (whatever that meant back then, when my dad planted this deep belief in me) and tirelessly through my never ending love for the greater good: in anything that I do, it must always be a win/win/win - a win for the "other" person/organization that I am working with, the surrounding community and myself.

**What should our readers know about your business?**

I came to the United States in 2004 with a business plan in hand to build a Montessori School for my children (Annelie was 18 months at the time, Ann was not born then, yet). My background is in Education and Marketing. I was successful in Corporate Germany, worked with companies like American Express in Stuttgart and a Publishing Holding Company of the Murdoch Group in Munich for many years. I wanted to give my children the BEST education I could possibly give them! And I wanted to do operations in 2016, handed it over to Andy & Rachel Renwick, who are a HUGE blessing to the school and today, during the pandemic, we grew to over 80 students with soon to enroll another 45 students, ages 3 months - 12 years. During my time successfully building the Montessori School, I was also invited to sit on the Board of Directors of our local Chamber of Commerce (being the only female and age 25 years younger than all the other board of directors around the table). I started investing heavily in business and personal growth, built another coaching and consulting business and gave necessary advice to parents and educators. I was invited to speak from stages all around the US and in Europe and soon became the Lead Coach of the largest Self-Development Company in the World and then the fast-tracked female Speaker for the same organization. In 2016 we moved to Atlanta, as our children were ready to seek more opportunities and go to High School at an Entrepreneurial High School in Midtown

USA was a huge task that I took on. And no, we were not expected, that means, no employer or company backed us up with any financial, organizational or emotional support. My in-laws, friends, family said: "What if this huge transition of this "idea" is not going to work out? What's your plan B?" My reply was "What if it's going to WORK out? There's no plan B, because there's only growth and learning - not failure!" That's one of the biggest lessons I keep repeating to my children and to my clients: "There is no FAILURE, only FREEDOM and LEARNING." This principal has served me very well. Where three times I wanted to throw in the towel? MANY TIMES! And I continued to get up and keep going. I started the school with 3 students in 2005, I exited the day-to-day

Atlanta. That was also the time that I was approached to purchase a long established NLP institute (est. 1986) by one of my fellow speaker and trainer friends and mentor Leif Roland, who initially founded the Institute.

We purchased the Institute in 2017 and have been constantly growing it, onboarded world-renowned speaker trainers and experts as part of our faculty and training large corporations and amazing individuals. The lessons I hold so dearly are: Tap into your success strategies: if you've done it once, you can do it over and over again. Anyone that leaves behind their family, their country, their home has enough tenacity to build something great, it's a choice. It takes work and drive and power. It's already within each of us, it's our choice daily if we want to go for it, or choose the comfortable way. Success is not comfortable - but it's worth it - for my family, my greater community, myself. It's not easy - but it's worth it. What keeps me going daily are the 4 agreements: Always do your best with the resources you have at hand. Never take anything personally - it's not about you. Don't ever assume - ask clarifying questions. Be in alignment with your words and your actions.

My shoutout goes to my mother, who is one of the most hard-working women that I know. At age 83 she still looks like a stunning 60 year young powerhouse and is very successful in Real Estate. AND: My husband Christian, partner in love, life and business for over 20 years, he puts up with my ideas, my drive, is often "Ready-fires-Aim" ambition and "strategy". He is the rock in my life, he's the left brain to my right brain, he's the knowledge balance to my emotional side, he's the one that asks the deeper questions which makes me even better at what I do. He's the best father any teenage daughter could possibly ask for. He's the one cuddling with our daughters after a full day of work, when already passed out sleeping, after he cooked and took the dog out. AND then there are on 2 teenage daughters: my deepest, wisest and greatest WHY anyone can have and ask for: Annelie & Ana. Both gorgeous and humble beyond means (and they don't even recognize how beautiful they are inside and out). Both have already created their own business on their own terms, perpetuating what they observe in a very positive and supportive way.

Let's say your best friend was visiting the area and you wanted to show them the best time ever. Where would you take them? Give us a little itinerary - say it was a week long trip, where would you eat, drink, visit, hang out, etc.

We would eat and drink on our front porch, start with celebrating each day with Mimosas, bake together, cook, together. We'd go raftering, hiking, to the beach, pack a picnic and go to the park. One day we'll go hit all the good thrift stores and the next day we'll hit all the designer boutiques, we will record ourselves being silly, dancing. And go out to dance in the open, listening to an open air festival, meet new people, hang out with old friends, introduce her to my friends. Laugh, eat, dance, ride our bikes around town.

PODCAST

## 260-Lead, Manage, Influence, Teach and Inspire – TTST Interview with Center of NLP Brigitta Hoeflerle

Brigitta Hoeflerle is a German female business owner that lives the American Dream. Owner and Founder of two educational institutions, one for children Montessori Cleveland and one for adults Center of...

EPISODE 260  
www.TheMentorsStudio.com/podcast/brigittahoeflerle

September 2020

## SHOUTOUT ATLANTA

# The Mind Body Business Show

Let's say your best friend was visiting the area and you wanted to show them the best time ever. Where would you take them? Give us a little itinerary - say it was a week long trip, where would you eat, drink, visit, hang out, etc.

We would eat and drink on our front porch, start with celebrating each day with Mimosas, bake together, cook, together. We'd go raftering, hiking, to the beach, pack a picnic and go to the park. One day we'll go hit all the good thrift stores and the next day we'll hit all the designer boutiques, we will record ourselves being silly, dancing. And go out to dance in the open, listening to an open air festival, meet new people, hang out with old friends, introduce her to my friends. Laugh, eat, dance, ride our bikes around town.

The incomparable Brigitta Hoeflerle joins host Brian Kelly on The Mind Body Business Show. In this episode, Brigitta conducted what we call a "Mini Master Class" on Success Patterns (Mindset & NLP).

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## WHAT OTHERS SAY

- I met Brigitta in 2014, as she was working with one of the largest self development companies in the world. "How you do anything is how you do everything" is a phrase that comes to mind when I think of her. Few people have the opportunity to work with an incredibly driven, loyal and dedicated individual who has a great balance of expertise and humanity, and I am grateful that I am one of them. And you deserve that opportunity, too. I am in awe by Brigitta's presence, her humbling leadership skills, her highest level of commitment and her naturally positive attitude toward clients, solutions to problems, and life in general. ~ Cheri Tree, International Author and Speaker
- Brigitta is the type of leader every successful team wants to have: a team player who empowers and inspires others. Whatever it is: she sees the need, creates a clear plan, takes action, finishes it, celebrates, evaluates, learns from it, tracks what works and applies this to the next task. Every assignment, every task, every client and project she commits to, she handles with highest integrity and intuitive excellence. Working with Brigitta is efficient and fun, most important: she is successful through continuous learning, by taking action and creating momentum. You want to work with her now." ~ Michael Silvers, Director of Coaching and Trainer, Success Resources
- Brigitta is an international superstar, educator and entrepreneur. It is a personal and professional honor to count her as a friend, a mentor, a colleague and fellow crusader for Cleveland, TN. ~ Mayor Kevin Brooks
- Brigitta is a talented facilitator and trainer who creates inclusive learning environments that foster personal growth and team success. Her high energy and creativity are attributes of her personal excellence that are further evidenced in the quality of her preparation and her clients' results. ~ Jeffrey Edwards, International Leadership Consultant





# STRATEGIES TO LIVE BY



- *Know what you SPECIFICALLY want*
- *LOVE always in everything you do*
- *Strategize how you will GET there*
- *Have FUN doing it*
- *BE the solution to someone's problem*
- *How you do anything is how you do EVERYTHING*



## FUN FACTS

Brigitta Hoeflerle  
(Pronounced Bri-gee' ta Hoof'-u-luh in English)

1. My husband proposed 3 weeks after we met ... and I immediately said YES.
2. I make a mean Hefezopf (German sweet bread).
3. I speak a heavy southern German dialect.
4. When I get the giggles it's really hard to stop.
5. I love eating on the couch with my family while watching something funny on TV.
6. I adore Doris Day and the 60's.
7. I was highly overweight during my adolescent years.
8. My husband makes a gorgeous Cappuccino for me every morning.
9. I give everything for my family.
10. I love to read but absolutely hated reading growing up. (I barely made it through high school - one can say I hated school)





## GET IN TOUCH

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*Success is the  
measure of choices.*

*And that is in  
immediate  
relationship to the  
quality of my  
communication.*

BRIGITTA HOEFERLE