



## Daniel Lüthi

Trainer, Coach and Host / MC

„Well-trained apprentices and employees are the guarantee of success for the future of your company. Clear communication and customer orientation will set you apart from your competitors. To this goal, I contribute my experience in corporate management, the media industry and elementary/middle school.“

### Brief profile

Trainer and coach; host of various events from corporate events to national trade fairs; expert in stress management and motivation-based personnel diagnostics. Broad experience as: Hotel manager; TV journalist and host with regional and national reach; teacher with experience at all school levels and deputy principal.

### Key activities

I support trainees and their mentors throughout the apprenticeship. In workshops and one-on-one sessions, they discover their potential, grow in confidence, and contribute their skills in the workplace. I help them reduce stress and overcome inner blockages to achieve their goals with ease. I also strengthen team communication and presentation skills: employees learn to inspire customers, handle conflicts confidently, and present effectively in public. I plan, coordinate, and host company events in a way that brings messages to life – for example, with a compelling live interview instead of a traditional speech. This creates motivated employees and customized trainings and events that leave a lasting impression.

### Qualifications and track record

Management of a successful hotel business in the USA; PSYCH-K® facilitator; MSA consultant; primary/middle school teacher (experience at all school levels; focus on audit level); deputy principal; TV host for regional and national audiences of news, interviews, talks, bilingual special programs and a health magazine; host of various public, social, economic and political events - also multilingual; head of hosting and trainer of hosting at a local TV station

### Working languages

German, French, English

### Industry expertise

Cross-industry and cross-cultural knowledge and experience in Switzerland and the USA