



Your Business Coach

Dr. Joachim V. Hofmann

About me:

Let me introduce myself. My name is Joachim Hofmann. I was born in 1958, have been married for over 35 years and we have two adult children.

I found my life's motto in the title of a story by Paulo Coelho: „*Life is enthusiasm!*“ Working with my clients I am guided by my personal values *optimism, enthusiasm and appreciation*.

My coaching attitude is best expressed by Rainer Maria Rilke in his letter from 1903 to Franz Xaver Kappus: *You need to love the questions „... It's a matter of living everything. In living the questions, you might, gradually, and without even noticing it, begin to live the answers.“*

Professional milestones:

I started my professional career as a *scientist in Physics* in 1979 at the [University of Würzburg](#), graduating with a *Physics diploma* in 1985. Following on from this I joined the [Max-Planck-Institute of Plasma Physics](#) in Garching / Germany and the [Technical University of Munich](#), where I gained a *Ph.D. in Physics* in 1988 and continued on research projects until 1996. In the course of my scientific work I collaborated globally with people from different cultures on highly complex scientific topics. In 1996 I received the *Annual Research Award* from the [Japanese Society of Plasma Science and Nuclear Fusion Research](#) in Nagoya, Japan.

After 11 years of scientific research I transferred my analytical skills and structured approach to challenges and problems in business and industry. Thus, in 1997, I joined [PICA GmbH](#) as a consultant, where I *developed and headed the business area of IT Governance / Strategy Consulting* until 2016. My focus was on *strategic and operational consulting* of IT management. During this time, I conducted *over 90 projects* in different areas of industry. Parallel to these activities I was both *head and trainer of the bi-annual Masterclass IT Management* of the Institute for Information Research, Germany.

In April 2016, after 19 years of consulting, I joined [Allianz Technology SE](#), the IT branch of the global insurance provider Allianz SE. In January 2017 I became a *direct report to the Board*, and in January 2018 *head of Global Platforms Board Office*. From 2019 to early 2025 I was *founder and head of Compliance for the three board areas of Business Applications, Global Applications and later Applications 1*, responsible for steering the overarching topics of audit, data privacy, protection & resilience, risk and security for the 80+ Globally Shared Services of this lines of business.



Coaching competence:

Since 2006 and parallel to my business jobs I have been complementing my skills towards business coaching.

- Between 2006 and 2012 I worked as a *partner, consultant and coach* for patzelt executive partners (p.ep).
- In 2008 I became a *certified Business Coach of the [Chamber of Commerce and Industry \(IHK\) at the Academy Munich-Westerham](#)*. Following this, I supported the subsequent IHK coach certification trainings until 2012.
- After my Business Coach certification I became a member of the [Quality Circle for Coaching and Consulting \(QRC\)](#) and in 2010 I certified as the first *senior coach of the QRC*.
- In 2008 I also founded *my own business [Hofmann Business Coaching](#)*.
- In 2010 I additionally certified as a [Reiss Profile Master \(IfL\)](#), enabling me to analyze and interpret a *client's motivations and desires*.
- Also in 2010 I became member of the [Coach-Pool of the German Ministry of the Interior / the National Academy for Public Administration \(BAKöV\)](#).
- In 2012 I extended my skills on [Non-Violent Communication \(GfK\)](#) with Angela Dietz.
- Between 2013 and 2015 I completed several training tracks on [Positive Psychology](#) by Daniela Blickhan (Inntal Institute) graduating as a *Certified Professional of Positive Psychology*.
- In 2018 I became a certified [Search Inside Yourself \(SIY\) practitioner](#) in mindfulness at Allianz Technology and a *Mindfulness Ambassador*, there.
- Since 2019 I also have been working as a [Mentor at Allianz Technology SE](#).
- In 2020 I took part in the first training on *Design your (Work) Life* by [+Rasmussen Institute](#) applying *design thinking* methodology to work and life.
- And since 2021 until 2024 I qualified for the newly established [Allianz Leadership Passport](#).
- Finally, at my retirement in January 2025, I received an overwhelming *feedback from 47 colleagues of Allianz Technology SE*, see [Enabling Leadership](#).

My approach to coaching:

„My mission is to professionally support my clients on the path to their individual art of living. The two main goals on this path are to foster the client's individual development and to enable them to transfer this experience to their professional context for long lasting success. The basis for this is a dynamic balance between performance and zest for life. Coaching to me is to help my clients find their recipe for helping themselves.“

As a business coach I leverage my extensive consulting, management and training experience as well as my practice based knowledge for the individual concerns of my clients.

In my coaching sessions, clients will actively reflect on, strengthen and extend their own potential. Business coaching always aims at helping clients build their own abilities, make better use of their own



resources and discover and optimize their individual concepts and solutions. My role in the coaching dialogue is that of a sounding board, be it critical, supportive, reflecting, as required. The frequency and duration of the coaching sessions are determined by the topics and goals of the client.

For clients who want to draw on my consulting expertise or need immediate guidance in a concrete business challenge, I am happy to act as a sparring partner or give expert consultancy support. In this sense, coaching and consulting can be seen as perfect complements.

My focus:

- *Leadership*: Executive, personal and business coaching
- *Partnership in change processes*: Personally, professionally and in teams
- *Mastership in the art of living*: Individual development and life balance

My invitation:

A prerequisite for successful collaboration is our mutual wish to work together. It is my strong belief that a relationship of equals creates the best basis for acceptance, mutual respect and trust. Therefore, let us clarify in a first, cost-free personal phone call if and how you and I would like to work together.

I am looking forward to meeting you!
Joachim Hofmann

My book and blogs:

In January 2009 I published my book „*Work-Life-Balance: Goals, Concepts and Methods in Business-Coaching*“ at active-books / Junfermann press, also available at [Amazon](#) since November 2010.

In January 2017, on behalf of the BAKöV, I wrote a blog article on the topic „[Coaching hilft!](#)“ (Coaching delivers!, available in German, only), which is a concise introduction to coaching.

My logo:

I developed my logo while working on my book *Work-Life-Balance: Goals, Concepts and Methods in Business Coaching*: The connection of the three areas of life, work, and self, represented by a so-called *Möbius Strip* with three knots. Each of the three areas has its own flavors, represented by the three different colors – but nevertheless, they are all tied together.

