

Speaker Kit

Mike Fuhrmann

Marketer - Coach - Film Producer - Speaker

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MARKETER - COACH - FILM PRODUCER - SPEAKER

3

Advisory
Roles

+9
yrs

C-Level
Experience

+20
yrs

Marketing
Expertise

+50

Speaking
Assignments

TRANSFORM YOUR NARRATIVE: DISCOVER YOUR PERSONAL AUTHENTICODE FROM A MASTER STORYTELLER

Mike is the visionary **inventor behind the Authenticode Method** — a three-step formula that empowers individuals to unearth, shape, and broadcast their genuine selves. With over **two decades in marketing**, Mike has carved deep, authentic connections between businesses like Zurich Insurance, ING, Hocoma, and Generali, and their customers, crafting narratives that resonate beyond the commercial sphere.

His ingenuity doesn't stop there; his campaigns, such as "Heroes Against Loneliness" and "Lion Kids" transcended advertising, becoming cultural landmarks that addressed societal issues and ignited the imaginations of our youth. His foray into the cinematic arts as a **multiple award-winning screenwriter and producer** reflects his commitment to storytelling that echoes the core of the human spirit.

Mike identifies not merely as a marketer or filmmaker but as a **catalyst for human potential**. Trained as a **Business Coach and Hypnotherapist** by Mindvalley/Evercoach, he has unlocked countless individuals' authentic ambitions, fostering personal and professional metamorphosis.

As founder of **Eternal Echo** Mike interlaces his marketing acumen, storytelling prowess, and coaching expertise to create a repository of profound human narratives. His audacious goal is to revolutionize the memorialization of our loved ones, **transforming cemeteries into museums brimming with wisdom**.

As a speaker, Mike entralls audiences, elucidating the potent force of authenticity in creating lasting relationships. Beyond his public engagements, Mike is most at home along Lake Zurich's tranquil banks, where he draws inspiration from moments spent with his family—the true north of his compass.

This speaker kit offers a glimpse into Mike's origins, his multifaceted skills, his innovative Authenticode Method, and his mission to make an indelible impact on the world. Readers will be inspired to invite Mike to speak or explore collaboration opportunities, anticipating the transformative journey that awaits.



The Authenticode Method



DISCOVER YOUR PERSONAL AUTHENTICODE: THREE STEPS TO UNCOVER, SHAPE, AND EXPRESS YOUR TRUE SELF

1

DECODE YOUR VALUES

Introspection: Uncover your values

Recognition: Embrace these values

Consistency: Learn how to live with these values

2

ENCODE YOUR LEGACY

Vision: What is the mark you wish to leave on the world?

Implementation: Take tangible, daily action towards your goal

Impact: How to create a ripple effect

3

RECODE YOUR NARRATIVE

Self-Awareness: Shape your conscious narrative for the world

Transformation: Learn how to use challenges as catalysts for change

Expression: Share your unique story and the lessons to leave a lasting impression

BOOK MIKE FOR ENLIGHTENING TALKS AND WORKSHOPS:

Signature Speech:

Dive into the heart of human legacy with Mike. His sessions illuminate the art of preserving and sharing stories that transcend time.

Motivational Talks on Authenticity:

Captivate your audience with Mike's inspirational keynotes that inspire the pursuit of authenticity in personal and professional realms.

Authentic Keynotes on Authentic Branding and AI:

Leverage Mike's two decades of marketing expertise to elevate your brand's presence with strategies rooted in authenticity and boost your visibility and performance with the latest AI technologies.

Leadership and Team-Building Workshops:

Transform your organizational culture with Mike's workshops, fostering a workplace grounded in trust and genuine connections.

Personal Transformation Coaching:

Unlock your potential with Mike's personalized coaching, designed to guide you through life's complexities towards a path of self-discovery.

Who should listen to Mike:

Entrepreneurs:

Those looking to harness challenges as opportunities for business and social innovations.

Educators & Students:

To understand the importance of adaptability and forward-thinking in modern academia.

Policy Makers:

To design systems and structures that encourage innovation in the face of challenges.

General Public:

For anyone needing inspiration to overcome personal challenges and seeking motivation to think outside the box.



Signature Speech

"From Tombstones to Touchstones - the Future of Remembering Lives "



In "From Tombstones to Touchstones - the Future of Remembering Lives" Mike embarks on a profound journey exploring the masks we wear and the truths we hide, both in life and death.

This talk is a raw and honest reflection on personal transformation, underlined by the speaker's own experiences—from chasing approval to confronting life's harshest realities. With captivating storytelling, Mike shares three life-changing realizations: the power of reflection, the importance of internal change over external escapes, and the transformative potential of vulnerability.

Drawing from personal missteps and the universal human struggle for authenticity, Mike challenges the audience to consider their own legacy. How do we wish to be remembered? Is it as titles and roles, or as the complex, authentic humans we are?

The speaker showcases his mission to immortalize 100,000 legacies within the next two years and introduces a revolutionary idea, a fusion of coaching and filmmaking, as a means to immortalize individual wisdom and authentic stories.

This talk promises to change perceptions about the purpose of life's challenges, the pursuit of authenticity, and the way we memorialize lives, transforming cemeteries from places of mourning into museums of wisdom.

Mike even takes this idea further, in a time where we replace books with films. Envision a modern-day Alexandria's library, not of scrolls, but of soul-stirring digital legacies, curated and augmented by the genius of AI. A treasury of human experience offering windows into the lived stories of trials, triumphs, and triumphs over tribulations.

Ready for the ride? Come on and find out how your story can leave a mark that lasts forever.



Workshop

"Unveiling Your Authentic Self: A Journey Through Three Pillars"

10-50 people, physical or online

"Unveiling Your Authentic Self: A Journey Through Three Pillars" is a transformative experience, uniquely crafted to guide individuals on a profound exploration of self-awareness. Through a harmonious blend of personal anecdotes, interactive activities, and profound reflection, participants uncover life's hidden lessons, break free from recurring patterns, and embrace vulnerability to forge authentic connections. This workshop isn't just a learning experience; it's a call to rediscover oneself and create spaces resonating with genuine authenticity.

Why It's Worth Listening:

The speech isn't just a recounting of historical facts but an inspirational guide to the listener's own potential. It serves as a reminder that each one of us holds the power to innovate and adapt, no matter the scale, and that our collective challenges can be the seedbeds for the solutions of tomorrow.

Target Audience:

- Corporates prioritizing the mental well-being of their employees, desiring a shift from mere functioning to thriving.
- Corporates facing a big transformative program to enable leadership to act as a team and lead the journey successfully.
- Personal development platforms like Mindvalley aiming to deepen their offerings.
- Co-working spaces looking to foster a community of authenticity and genuine connection.
- Online platforms targeting self-growth enthusiasts.



CERTIFICATIONS



AS SEEN IN



PODCASTS



BALD & BOLD
(MAIN HOST)



ETERNAL ECHO
(MAIN HOST)



"DECODE THE BUZZ"
"THE GROWTH HACKER
OF THE INSURANCE INDUSTRY"

KEYNOTE TOPICS

- ✓ Discover your Authenticode
- ✓ From Tombstones to Touchstones
- The Future of Remembering Lives
- ✓ Boost Marketing Productivity
with the help of generative AI
- ✓ How to Growth Hack your Business
- ✓ Sound Matters: Unleash the
Magic of Sonic Branding

LET'S WORK TOGETHER!

Please feel free to contact me for any concerns or questions.

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🌐 www.eternalecho.ch

WHAT OTHERS SAY ABOUT MIKE



Sunnie Groeneveld, Entrepreneur, Keynote Speaker & Lecturer:

"We look back with great appreciation on Mike's 10-year tenure on the advisory board of "Inspire 925". Mike's visionary thinking has supported us in conceiving digital innovations and in acquiring groundbreaking new clients. It's inspiring to work with someone like Mike who not only has expertise and dedication but is also a sincere advocate for our vision."



Lisa Tidswell, Host & Coach, Evercoach by Mindvalley

"Mike is an amazing person and top coach. His energy, generosity and willingness to serve above and beyond are boundless. Getting to know Mike has been a massive pleasure and I can't wait to see what he creates in the world."



Claudio Baumann, CEO and Founder of Baumann Estate:

"We approached Mike to join our Advisory Board at Baumann Estate AG due to his extensive experience in strategic marketing. His support on strategic matters and his multitude of creative ideas are of invaluable worth to us. Mike proves to be an extremely helpful sparring partner, and we are extraordinarily grateful for his valuable input."