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## **Modern leadership in the fitting room – what we can learn from the behaviour of our customers**

A leader in hearing care is an owner, CEO, or store manager. So far so right, so far so clear? One would think ... In any case, they should have the ability to develop themselves and others concerning their mindset, feeling and acting so that company goals are achieved more efficiently.

However, does leadership competence end at the door to the fitting room? After all, isn't it the practicing acousticians who have to guide their customers to individual hearing solutions, make the right decisions, and correctly assess client behaviour so that (company) goals are achieved more efficiently?

In this talk, the topic of "leadership" will be taken to its logical conclusion. Because visible results of a company depend to a large extent on the company's own leadership culture. What are the limits of relationship-oriented and results-oriented leadership? And how can both be brought together in such a way that a desire for responsibility can arise? The behaviour of our customers is always a mirror of our leadership. It is worthwhile to take a close look at it using various examples from everyday life. Especially when you don't see what you would like to see.