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### **Decisive steps from store manager to manager with charisma**

In a constantly changing world, leaders must be able to react quickly to unexpected situations and find creative solutions to complex problems.

In hearing aid acoustics, too, leaders are faced with new challenges that are sometimes hard to predict, and for which they lack the skills or experience that would be required.

However, leaders are the key to success: they embody company values, lead with vision, motivate teams, optimise processes, create a harmonious working environment, and deal with staff shortages and generational conflicts. The good news in view of all these tasks: leadership can be learned! Hearing aid acousticians in management positions can specifically develop and strengthen skills such as empathy, assertiveness, communication, decisiveness, flexibility, and continuous learning. At the same time, they will promote personal development, shape their own leadership style, and implement it successfully. The presentation will outline key steps that facilitate the transition from store manager to charismatic leader.