

Contact

www.linkedin.com/in/danieljhanke (LinkedIn)
www.klenkhoursch.de (Company)
www.klenkhoursch.de/team/daniel-j-hanke (Personal)
www.klenkhoursch.de/case-studies/pr-report-corporate-influencer-werkstatt (Portfolio)

Top Skills

Social Media
Public Relations
Unternehmenskommunikation

Languages

Spanisch (Elementary)
Englisch (Full Professional)

Honors-Awards

Jury Member PR Report Award 2016
European Change Communications Award 2015, Bronze
Certified Negotiation Expert
Jury Member PR Report Award 2015
European Change Communications Award 2014, Gold

Publications

Wirkungsvoll kommunizieren.
Storytelling. Körpersprache. Auftritt.
Social Media Krisen: Eyes on your instruments
Interview zum Gewinn des #ThePitch No. 6
Berufsbild Social Media Manager: "Nicht schwerer als 60 Kilo"
"Eins geht nicht: kein Interesse an Digitalisierung"

Daniel J. Hanke

CEO at Klenk & Hoursch AG - Tackling Wicked Business Problems with Meaningful Communication (Member of PROI Worldwide)
Munich

Summary

As a communications consultant, I choose wicked over simple, full thinking over full service, and done over perfect. Need a partner who really wants to understand your business before he drops consulting wisdom? That's me. Or one of my 50 colleagues across Germany. Or one of my 5,122 colleagues around the world.

Also: Married and proud father of four. Interested in everything that involves vertical meters.

Experience

Klenk & Hoursch AG
Board Member (CEO) & Owner
February 2004 - Present (18 years 3 months)
München und Umgebung, Deutschland

We tackle wicked business problems with communication that creates impact through its relevance for all stakeholders. Well thought and beautifully executed.

WELL, WHO NEEDS THAT?!

In the VUCA world hardly anything is simple and one-dimensional. Wicked problems everywhere. With many different stakeholders, with challenges that are hard to define, with complex and convoluted roots. And more and more often companies have to explain not only their products or services, but also themselves and their contribution to society.

In this world, companies need a partner who first really understands their business and their wicked problems. And who then uses authentic dialogues and relevant stories to get through to every stakeholder involved.

FINALLY, SOME NAME DROPPING...

I have successfully worked with AEG, Aktion Mensch, Audi, Bacardi, Bayern LB, BayernInvest, Bitburger Braugruppe, BMW, Charité, Coca-Cola,

Commerzbank, Deutsche Bank, Electrolux, Ferrero, Fraport, Hansgrohe, Hubert Burda, Infosys, Jameda, Jägermeister, Kaufhof, Lufthansa Cargo, msg, Motorola, Museum Brandhorst, Nestlé, PageGroup, RWE, Siemens Stiftung, Suzuki, Tagesspiegel, Targobank, Techem, ZDF Digital.

To sum it up: Advising clients in the areas of Strategy & Positioning, Crisis & Issues, Change Management, Media & Public Speaking Training, Executive Positioning.

Next Work Innovation Garage

Speaker & Contributor

September 2021 - Present (8 months)

Munich, Bavaria, Germany

Key note speaker and panelist on new work with a hands-on perspective on how to implement next work schemes like The Focused Company #tfc in high performance organisations in the digital era.

ZEIT Akademie

Lecturer E-Learning Course "Leadership Communication & Public Speaking"

2020 - 2020 (less than a year)

Effective communication is not (just) a question of talent. In the communication training "Effective communication - storytelling, body language, and appearance" you will learn from public speaking coach and media trainer Daniel J. Hanke on how to level up your public speaking skills and make a convincing appearance.

Ludwig-Maximilians-Universität (LMU) München

Lecturer Change Communications

2017 - 2018 (1 year)

München und Umgebung, Deutschland

Effective change communication is considered the supreme discipline: With no other task the stakeholder matrix is more complex, the platform architecture more diverse, the content strategy more demanding and the success more crucial. The digital transformation then multiplies the possibilities and demands immeasurably.

Change teams are really under pressure with such a project: Yesterday in strategy mode with the board. Today knee-deep in the technology pit with international colleagues on the specifications for the "Accelerate2030" app. Tomorrow, as a coach in storytelling trainings with a group of managers from

all levels of the hierarchy, working across departments and locations. Easy as pie!

This practice-oriented seminar is designed to give you an idea of the challenges and tasks of effective change communications and to illustrate the concrete implementation using proprietary tools such as the Storybuilding Canvas or the Stakeholder Navigator.

IKF Institut für Kommunikation und Führung

Lecturer Social Media Strategy & Governance

2013 - 2017 (4 years)

Luzern und Umgebung, Schweiz

Social Media Strategy Development & Governance

<https://www.ikf.ch/studium/angebote-nach-abschluss/master/mbasocialmedia-wissensmanagement.html>

School for Communication and Management (SCM)

Lecturer Corporate Communication

2009 - 2015 (6 years)

Berlin

Workshops, talks, and seminars on Corporate Communications, Crisis & Issues Management, Social Media Campaigning, Strategy & Positioning, Change Communications

Cologne University of Applied Sciences

Lecturer Social Media Strategies & Trends

2012 - 2014 (2 years)

Social Media Certificate: The 9-day, on-the-job training provides comprehensive expertise on the professional use of social media. Experts* in digital communication familiarize you with social media strategies and explain what needs to be taken into account during development. Using clear examples, you will learn how to identify social media potential and how to inspire users with targeted creative posts on the social web for your product or organization. In exercises you will train methods for activating and supporting members of social networks for sustainable community management. By developing a social media strategy for your product or organization, you will have the opportunity to consolidate your newly acquired knowledge with professional guidance. Tips on how to deal with current developments and trends as well as learning units on social media law (e.g. DSGVO) and evaluation will prepare you optimally for professional practice.

https://www.th-koeln.de/weiterbildung/social-media-managerin_2282

Privates Institut für Marketing und Kommunikation Wiesbaden

Lecturer Corporate Communication

2009 - 2012 (3 years)

Wiesbaden

Corporate Communications & Digital Publishing

<https://www.marketing-studieren.de/studiengaenge/unternehmenskommunikation/>

Johannes Gutenberg University Mainz

Lecturer Corporate Communication/PR (M.A.)

2010 - 2011 (1 year)

Mainz

Social Media & Online Communications

<https://www.studying.uni-mainz.de/corporate-communicationpr-m-a/>

Stiftung Kloster Volkenroda

Assistant to Chairman of the Board

January 2003 - January 2004 (1 year 1 month)

Repositioning of Foundation, Corporate Communications, Fundraising, Marketing, Business Development

Education

Universität Leipzig

M.A., Journalism, Cultural Management · (1996 - 2003)

Tilemann-Schule Limburg

Abitur