



Aim higher, dive deeper: Those who feel moved, take action!

JCB is a keynote speaker, trainer, and coach as well as the owner and managing director of Brandamazing in Munich.

Anyone who works with him moves from talking to taking action – and knows exactly what it takes to be future-ready ([learn more about him](#)).

JCB is the navigator in the era of transformation.

Your Topics

- > Driving the Future – Making Brands Tangible
Turning distinct companies into truly #futureready brands
- > Success Factor Human Branding
Profiled entrepreneurs and employees make products and services desirable
- > Empowering Sales
Sell with ease, joy and high margins – powered by a vibrant tangible brand identity
- > Gaining Attention
Earning the visibility truly profiled companies and their employees deserve
- > Making a Contribution to Society
Creating relevance, excitement and magnetic appeal through a feelable sense of purpose

Formats

- > Keynote Speech
The classic format – always interactive and engaging
- > Keynote Workshop
The deeper dive with powerful inspiration
- > Training
The sustainable deepdive on location or remote
- > Executive Coaching
Turning individuals into distinct human brands





M Flughafen München

Microsoft

NOERR

Union Investment

MENNEKES
MY POWER CONNECTION

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In Action: [Showreel English](#)

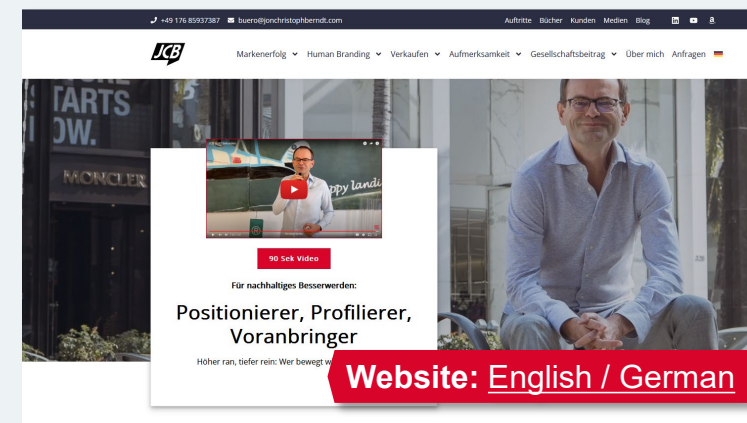


In Action: [Showreel German](#)



TV: [Watch in German](#)

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Markenexperte Brandamazing
550 ▲ 3.241 KOENIG & BAUER 63,95 +1,3% PATRIZIA 21,06 +1,8% **ntv** 11:45



Website: [English / German](#)

"Strategy and derivation are particularly important for our global sales conference. Mr Berndt and his team worked just as well here as they did during the delivery: Everything was great in terms of didactics, content and entertainment value. Our participants were particularly impressed. Chapeau!"



Roger Willms
Division Manager National Strategy and Sales, Juzo

"He excels in knowledge transfer through keynote speeches, workshops and coaching. He is the creator of Human Branding and has developed it well-known in the DACH region. As a keynote speaker, he virtuously combines content with rhetorical finesse, entertainment, and insights."



Nicole Schillinger
Head of Investor Relations, Sixt

"Charmingly uncomfortable. Jon conveys his extensive knowledge of brand, marketing and human branding humorously and, at the same time, relentlessly uncompromising. For our participants, his workshops are an asset. We will gladly book him again!"



Sabine Strick
Authorized Signatory, Peter May Academy



All Books (in German)



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SPIEGEL Gruppe

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