



Go Solo

NLP Introductory Seminar - Trinerogy International

Team Subkit

4-5 Minuten

Interested in starting your own entrepreneurial journey but unsure what to expect? Then read up on our interview with **Dr. Roman Braun**, CEO of **Trinerogy International**, located in Vienna, Austria.

What's your business, and who are your customers?

I am an author, trainer, and coach. My clients come from all professional backgrounds, including top executives, top politicians, and world champions.

Tell us about yourself

I have been interested in communication, philosophy, and psychology since I was young. During my studies in philosophy, education, psychology, sports, and linguistics, I was already leading TCI groups (theme-centered interaction) at the University of Vienna. After my studies, I gained professional experience as an independent entrepreneur. In the mid-90s, I completed the NLP Master Trainer training with NLP founder Richard Bandler, making me the first certified NLP Master Trainer in Austria.

Three years of intensive collaboration with Richard Bandler followed, as well as joint seminars with NLP greats, such as Robert Dilts, John Grinder, Robert McDonald, Ed Reese, Tad James, Wyatt Woodsmall, Joseph O'Connor, and Ian McDermott. In 1993 I founded the seminar institute "Trinerogy International," which after a short time became the largest institute in Austria and subsequently in Europe. My biggest motivation is still my love for communication, philosophy, and psychology.

What's your biggest accomplishment as a business owner?

These three factors have contributed to my success:

1. I have been consistently committed to the idea: "Hire for attitude, train for skills." Employee selection is a key factor in a business, and motivated employees can quickly learn the skills they need.
2. Dedicated interns who help our core team on a factory stipend are another factor in our success.
3. Through a regular, standardized performance review, I get feedback from my employees and can provide feedback and set common goals and goal achievement criteria.

What's one of the hardest things that come with being a business owner?

There is danger in being particularly good at something, and the whole heart in it can identify well with a certain performance that leads to success! Attention: according to Stephen R. Covey, "success leads to a trap!" When the success is great, the company grows, one becomes more and more entrepreneur and has less and less time and energy to bring the performance in the core area and also does not develop himself further, does not become better in creating, slackens, and everything becomes an empty shell. The way how you can relieve yourself from entrepreneurial tasks - become a better entrepreneur! It needs a good office team and, among other things, clearly defined tasks, precise definitions of key figures, and action plans - so that you can concentrate on your core performance.

What are the top tips you'd give to anyone looking to start, run and grow a business today?

1. Find the area, the work, and the market niche where you find fun, fulfillment, and success at the same time.
2. For selecting employees, consistently adhere to "hire for attitude, train for skills."
3. Continuously educate yourself on all topics that are relevant to you and learn effective self-coaching tools.