



## Living a Transformational Life - Becoming a Cloud-Seeder of Human Transformation

We live in **disruptive times, facing challenges that demand constant adaptation**:

Organizations struggle with change, as seen in the high failure rates of mergers and acquisitions. Culture clashes and people-related issues remain the primary obstacles to success.

As professionals, we experience these shifts firsthand—career transitions, leadership roles, and personal reinvention. The **ability to navigate transformation is no longer optional; it is essential**.

I am **Waltraud Rother**, founder of Rother Consulting, a boutique consultancy dedicated to sustainable excellence in human transformation. With decades of experience in leading change, coaching, and organizational psychology, I have **guided businesses and individuals through turbulence**. My **own journey** has been one of **reinvention**—weathering storms, embracing change, and ultimately charting my own path with purpose and satisfaction.

My passion for understanding human behavior led me to study psychology and economics while working in HR consulting. Early in my career, I witnessed the upheaval of East Germany post-reunification, where leaders faced unimaginable disruption. This **pivotal experience ignited my commitment to change management**.

Over two decades, I navigated dynamic corporate environments, primarily in life sciences, evolving **from HR to sales and marketing, from specialist to global senior director**. I witnessed firsthand the **instability of mergers**, the **emotional toll of layoffs**, and the **impact of leadership on transformation success**. I combined business strategy, process improvement, and change methodologies with organizational psychology to drive meaningful change.

My **defining moment** came after a failed career move when I faced deep uncertainty about my next steps:

Despite my expertise in guiding change, I had been **living on autopilot**, neglecting my own dreams. Working with a coach, I confronted my fears and realized **I had spent years leading others through turbulence while failing to navigate my own transformation**.

I decided to embrace my long-held vision of independent consulting, breaking through my inner barriers and started to decipher how transformative change gets irreversible and sustainable.

Unpacking decades of learning, real-life experiences and observations including my own personal journey, laid the foundation for my unique **SEEDing - Human Transformation** approach. It integrates psychology and cutting-edge sciences into a proven, highly effective supporting structure for leaders navigating challenges.

As a cloud-seeder of human transformation, **I help individuals and organizations turn turbulence into renewal and growth**. I guide leaders to develop strategies, build resilience, and cultivate environments where transformation thrives.

Every storm presents an opportunity for reinvention. I am **committed to helping leaders and organizations embrace disruption, transform with purpose, and achieve sustainable success**.

Let us navigate the storm together and create meaningful, human-centered transformation.

Waltraud Rother - The Cloud-Seeder of human transformation at your side.

