

## Introducing Armin Ruser



Here is an example text openers you may use to introduce Armin Ruser at your event:

Life does not always happen according to plan. Armin Ruser knows exactly how that feels when many of his dreams were abruptly ended due to a motorcycle accident. Since then, he has been living Plan B...very successful.

Armin Ruser's paraplegia reduced his time and physical efficiency, so he decided to improve his self-management and train the functioning parts of his body. He couldn't follow a conventional carrier path, so he founded his own companies. He wasn't able to do everything on his own, so he started to empower other people to take charge of their own lives.

For Armin Ruser, Plan B is not an inferior alternative, but the next phase after Plan A.

During Armin Ruser's journey through life, he realized his passion to be a leader and to help guide and strengthen teams and companies. Armin Ruser achieves this by *leading with timeless principles*, which he wholeheartedly implements in organizations he works with, as well as his own life — as an entrepreneur, director, business coach, university lecturer or leader of a church community.

"Don't be distracted by lesser things." This is one of Armin Ruser's timeless principles and is the reason his keynotes and workshops are concise, coherent, and full of AHA!Moments.

Get ready to be inspired by a man who believes being an entrepreneur is much more than just starting companies and earning money.

Let us together welcome...Armin Ruser!

### **Armin Ruser**

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