



Shaping personality, capability and responsibility

The Liechtenstein Academy has committed itself to supporting people in the challenging crosscurrents between company, wealth and family. With a special focus on fostering personality development, the highest teaching quality and sustainable, long-term thinking, the institute is supporting its stakeholders in bearing responsibility within the family, the company and society as a whole with its singular educational offer.

TEXT: NANE STEINHOFF | PHOTOS: LIECHTENSTEIN ACADEMY

“Since its foundation in 1995, the initial idea behind the Liechtenstein Academy is that people should not only gain technical expertise, but develop a variety of personal skills in order to act as responsible personalities,” Hans Rudolf Maag, Co-Executive Head, explains. That’s why the Liechtenstein Academy seeks to strengthen individual personalities, while psychological, emotional and intellectual skills are at the core of their teaching values. “We see the person as a whole and focus on developing personal strengths. Only those who understand themselves can understand others,” Maag notes.

The non-profit competence centre’s subjects range from seminars that teach mediative competence in advising families on

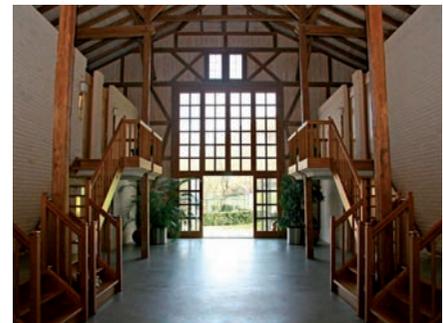
subjects such as ‘dealing with complexity’, ‘self-awareness’, ‘economic psychology’, or ‘conflict confidence’. Because the academy’s unique educational offer is “more concerned with integrated personality development than with specific technical issues, we develop tailor-made programs, which combine the latest scientific knowledge with well-proven practical methodology,” Maag says. He adds: “Our aim is to genuinely inspire every participant by providing high-quality course content and a modern, dynamic, confidential and trusty learning environment where one can exchange ideas with like-minded people.”

Participants can expect to benefit from the knowledge and skills of the faculty mem-

bers and a broad network of experts – who are all true specialists from the fields of science and industry.

Their clients

The competence centre supports companies, professional service providers and families. Maag says: “All of us, but especially leaders and people with demanding professional responsibilities, need to reflect on and steer their own development. In doing so, we have to confront the great issues of life and develop skills such as emotional intelligence, social competence, empathy or mental strength. All these areas are interrelated and thus, an integrated approach forms the basis of our service offer.” Families learn how to sustainably develop their organisations and foster family members’ core competencies. The academy’s subject range for companies is based on the belief that employees strongly contribute to the success of a company with their personalities. Thus, the Liechtenstein Academy seeks to create a balance between body and mind. Senior executives can expect to develop forward-looking, integrated leadership skills and leadership perspectives.



“The clients of service providers are wealthy persons who frequently have very special demands. That’s why the service provider must be familiar in dealing with all the constellations involved,” Maag notes. The programs of the Liechtenstein Academy Foundation help the course participants to explore these issues, to quickly establish new client relationships or consolidate existing ones. All courses offered by the Liechtenstein Academy are carefully customised based on the customers’ needs.

The campus

The Liechtenstein Academy impresses with a magnificent campus - Freudenfels Castle near Stein am Rhein on the southern bank of Lake Constance. The intellectual centre of energy, which is sure to foster new ideas and creative thinking, is a charming baroque castle and modern hotel surrounded by vineyards and beautiful nature. Only an hour drive away from Zurich, the magnificent vast view across Lake Constance and an exceptional tranquility is sure to enchant every guest.

Various modern seminar rooms, which can also be rented for events, offer an ambience far away from stressful everyday life. Whether in a converted former cowshed or a ballroom with a view on to Lake Constance, Schloss Freudenfels has a lot to offer for its customers. “Immersing oneself in

this special environment opens one’s mind for reflection and fosters receptiveness for new experiences. This is an inspiring venue,” Maag explains. The lovely castle hotel impresses with exquisite, health-conscious cuisine that also caters for individual wishes. 25 generous, modern and elegant single and double rooms will pose as an oasis of relaxation.

Guests can work out in the castle’s own fitness room, jog or go biking in the green surroundings or relax in the library and in the cosy fireside lounge. Table tennis, table football and game consoles are offered too. A highlight is the possibility of renting out the hotel’s own rowing boats. Innovative teambuilding exercises can be booked with a professional coach. “The location is relatively small and thus personal. We usually only have one group a time at the hotel so that they can feel like true castle lords,” Maag adds.

www.liechtenstein-academy.com
www.schloss-freudenfels.ch

Right:
 Castle and baroque garden with view across Lake Constance
 The library
 Celebrating in classy ambience
 The guest wing
 Refreshments in the inner courtyard



Baroque ambience with great charm

Seminars, conferences, company dinners, weddings, birthday parties or concerts:
We conjure up very special events and culinary delights exclusively for you.

Discover and experience our conference centre and hotel Schloss Freudenfels with
magnificent views across Lake Constance.

Welcome!



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