



HHL Press Contact

Eva Echterhoff
T +49 341 9851-614
C+49 170 2973 880
media@hhl.de
www.hhl.de

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"The 'We' Is More Important than the 'I'" – i-potentials Founder Calls for Responsible Leadership

As the keynote speaker at the commencement ceremony for the graduates of HHL Leipzig Graduate School of Management held on August 20, 2022, the founder of the i-potentials recruitment consultancy, Constanze Buchheim, appealed to junior executives to assume leadership in a responsible manner in the future. Buchheim, who is also a member of HHL's Supervisory Board, found clear words for the 269 newly appointed "masters" from 28 nations, saying,

"The 'we' is more important than the 'I'. What we need is a mature use of power – in the spirit of progress, change and development in the best interests of the community, not in the best interest of your own ego."

Speaking in front of approximately 750 guests in the Congress Hall at the Leipzig Zoo, the successful entrepreneur and proven expert on the topic of Future Leadership outlined her personal mission of building a world led by maturity.

"You have a degree from one of the best business schools in the world in your pocket. You have done a tremendous job and proved that you can perform at the highest level and according to scientific methods while showing personal discipline. But one of the tasks of growing up is to go beyond science. It is about integrating our emotions by exploring ourselves, our feelings and values (...) and about healing old wounds. It is about ending the past in order to be prepared for the future. Only this behavior enables mature, and thus true, leadership" (Constanze Buchheim).

Prof. Dr. Stephan Stubner reminded the graduates from HHL's full-time and part-time programs to keep their own values in mind. The Dean of HHL Leipzig Graduate School of Management led the entire ceremony held at the Congress Hall, which, by custom, followed an ecumenical service at St. Thomas Church.

"Sometimes you take on a goal without thinking about whether that goal is a good fit for you. Then when you achieve it, a promotion for example, you often find that you don't feel joyful about it at all – that this particular goal didn't make you happy. But if the goals align with your values, then you're on the right track."

On behalf of all the day's celebrants, graduates David Luxenhofer and Sina Maria Nöding reported "that the seemingly impossible became possible while studying at HHL," summarizing, "The last



few years were a reminder of what we are capable of and that we will overcome any challenge. We are now in a position to contribute to our society and lead responsibly."

Schmalenbach Scholar honored

Graduates Shalini Dave (M21), Maximilian Harr (MSc21) and David Muuß (MSc21) were honored with the Schmalenbach Scholar award for outstanding academic and personal achievements during their studies. The award is endowed with EUR 1,000 in prize money and sponsored by the Association of Friends of HHL.

Entrepreneur and HHL Supervisory Board member Constanze Buchheim

Constanze Buchheim is committed to promoting entrepreneurial mindsets and actions in companies, universities, politics & society. In 2021, the *Handelsblatt* business journal ranked her among the 50 most influential women in the tech industry, and in 2022 selected her as one of the 50 best female entrepreneurs in Germany. Buchheim began her career in 2006 as an executive assistant at HHL startup Spreadshirt, a German e-commerce pioneer based in Leipzig. In 2009, she founded i-potentials, Germany's leading HR and management consultancy for entrepreneurs. Constanze Buchheim has accompanied the growth and transformation of well-known startups and digital companies in Germany. As a recognized expert on the topic of future leadership, she provides her expertise as an author, business angel (Delivery Hero, Hitfox, etc.), advisory board member (Valsight, Witty Works, etc.) and consultant for German politics.

HHL Leipzig Graduate School of Management

is a university-level institution with the right to award doctoral and post-doctoral degrees and ranks among the leading international business schools. The goal of the oldest business school in Germany is to educate responsible, entrepreneurially minded and capable leaders. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. In 2021, *Stifterverband für die Deutsche Wissenschaft* (Donors' Association for the Promotion of Humanities and Sciences in Germany) ranked HHL as Germany's best entrepreneurial university for the fifth time in a row. Over the last three decades, HHL has produced more than 350 startup businesses which have created over 50,000 jobs. HHL was the first German private business school to be accredited by the internationally renowned AACSB and has since achieved this quality status four times in a row. Read more: [HHL.de](https://www.hhl.de)