



**Self-Management with ZRM®
(Zurich Resource Model)**

S\ETYS

Enabling people and organizations



How can you overcome your weaker self? You have good intentions, but when you start, you have many arguments why you should not start today but maybe tomorrow? You fall into the same pattern of behaviour over and over again even though you really want to act (completely) differently?

ZRM® (Zurich resource model) was developed by Dr. Maja Storch and Dr. Frank Krause in Zurich to help clients achieve goals they have long wanted to achieve, to change their own course of action or to react and act in a desired way in difficult situations. In short: to avoid falling into action patterns you do not want.

ZRM® (Zurich resource model) is a psycho-educational approach that conveys the latest neuroscientific knowledge to align the conscious and the unconscious – and then come into action. At the same time, cognitive, emotive and physiological elements are integrated into the development process.

In coaching, Uta Schulz – SveTys also uses ZRM® as Open Source to train self-management and help clients achieve personal goals and actions – efficiently and sustainably.





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