



Marketing Seminar DoIT!

Exploring the 5 Dimensions of Inner Leadership

Summer 2025
apl. Prof. Dr. Sonja Gensler
Dr. Mirko Caspar

Mirko Caspar is a highly experienced leadership expert. Over 12 years as Co-CEO of Mister Spex, he played a pivotal role in transforming the company from its early days into a publicly listed enterprise. Drawing from his extensive experience, Mirko has developed an Inner Leadership Framework designed to help (future) leaders enhance their leadership capabilities and problem-solving skills.

The framework is built on five foundational principles:

- Open
- Grounded
- Directed
- Connected
- Advancing

Unlike traditional approaches that focus on expanding the leadership toolbox, this framework emphasizes cultivating the right attitudes first, allowing behaviors to naturally align and evolve.

Learning objectives

This seminar has two primary learning objectives. First, you will **gain insights into what it takes to be an effective leader**, and you will **identify the personal challenges you may encounter when stepping into a leadership role in the future**. Second, you will work with your team (3-4 students) to **develop and validate a scale for measuring one of the five dimensions of the Inner Leadership Framework**.

Seminar requirements

The seminar consists of two mandatory group assignments:

- (1) Report | max. 20 pages | 50% of final grade
- (2) Presentation + Discussion | 30 minutes | 50% of final grade

Furthermore, participation in all three workshops is mandatory.

To earn 12 ECTS for the seminar, all graded assignments must be successfully completed.



Timetable

What?	When and where?
Workshop 'Effective Leadership'	April 28, 2025 14:15 to 17:45 hrs (room: tba)
Workshop 'Foundations of the Inner Leadership Framework'	April 29, 2025 08:30 to 11.45 hrs (room: tba)
Workshop 'Scale Development'	May 15, 2025 09.00 to 11.45 hrs (room: tba)*
Submission of report + presentation	July 8, 2025 18.00 hrs (Learnweb)
Final Presentation	July 10, 2025 14:15 to 17:00 hrs (room: tba)

Throughout the seminar, you can schedule meetings with Mirko Caspar and Sonja Gensler to address any questions or challenges.

For specific questions related to the seminar, please contact apl. Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).

* This may be subject to change if it conflicts with other courses you are enrolled in.