

Vera Felicitas Birkenbihl (born 26 April 1946 in Munich, died 3 December 2011 in Osterholz-Scharmbeck) was a German management trainer and author of several reference books. She is said to have been the only known female figure among motivational trainers worldwide.



Life

Vera F Birkenbihl studied psychology and journalism in the USA. Being the daughter of personnel trainer and company consultant Michael Birkenbihl she had developed and established learning strategies based on brain research since 1969.

In 1970 she started to give lectures and talks in the USA and since her return to Europe in 1972 she has worked as a freelance trainer and author. She spent her last years in Osterholz-Scharmbeck. Vera F. Birkenbihl was diagnosed with Asperger-Syndrome. She died of pulmonary embolism at the age of 65.

Work

In the middle of the 1980s Vera F. Birkenbihl gained growing popularity due to her own method of language learning which promised to work without rote learning of vocabulary. This method is a specific example of "gehirngerechtes" learning", a term which she derived from the American word "brain-friendly".

In seminars and publications she dealt with the topics brain-friendly learning and teaching, analytical and creative thinking, personal development, neurology, pragmatic esoterics, brain-specific gender differences and sustainability. When she dealt with esoteric topics, she referred to Thorwald Dethlefsen.

Vera F. Birkenbihl founded a publishing house and in 1973 the "Institute for brain-friendly work". Apart from her TV program „Kopfspiele (head games)“ with 22 episodes which was produced in 2004 she appeared on the television channel BR-alpha as expert in the series "Sichtweisen für das dritte Jahrtausend" (*concepts for the third millennium*) in 1999.

By the year 2000 she had sold more than 2 million books.

One point of emphasis in her last years was the topic of playful teaching and the respective non-learning learning strategies which were to facilitate practical work for learners and teachers alike. One of the methods she developed was the ABC-list.

Source:

http://de.wikipedia.org/wiki/Vera_Felicitas_Birkenbihl