



Gabriele and Fritz Zehetner  
TOP im JOB GmbH

Contact:

Website: [www.sizeprozess.at](http://www.sizeprozess.at)

## Bridging the gap between theory and practice

Fritz Zehetner is a recognized expert in the field of personality diagnostics and individual development. With his many years of experience as a manager in business, he combines practical knowledge with sound theoretical knowledge to develop practice-oriented solutions for coaches, consultants, trainers and executives. Zehetner is not a typical academic researcher, but a pragmatic developer who translates psychological theories into applicable, easy-to-understand models. His central work, the SIZE PROCESS® Personality and Communication Model, is a flexible instrument that describes and analyzes personality structures and their interactions in different life contexts.

## From successful manager to developer

Before Fritz Zehetner developed the SIZE PROCESS® model in over 25 years, he worked for many years as a successful manager in the private sector. This practical experience, kombiniert with years of further training on the second chance education, laid the foundation for his practical approach. Together with his wife Gabriele, he financed his training independently

through his work as a coach, management consultant and trainer and thus built the basis for his groundbreaking work in personality diagnostics and personality development.

## Research and Development: Practitioners instead of academics

Zehetner is not a classic researcher who focuses on scientific publications. Instead, he has made it his mission to translate psychological theories into practice and make them accessible to the everyday lives of coaches and counsellors. His integrative approach combines insights from depth psychology, systemic concepts and modern brain research to create a functional and applicable model that is recognized and widely used in the coaching and consulting and training landscape.

## Moving away from rigid typologies towards systemic thinking

Zehetner takes a systemic approach that focuses on the dynamics and flexibility of six personality styles. In contrast to rigid typologies of the 60s and 70s, he emphasizes that personality cannot be classified into fixed categories. From his point of view, such ideal-typical descriptions of personality occur only rarely or not at all in practice. Instead, he sees personality as an interplay of six personality styles that continuously interact with each other and with the environment and change depending on the situation and life context.

With the SIZE PROCESS® model, Zehetner has developed a tool that makes personality structures more understandable and promotes individual potential by focusing on the client's basic psychological needs.

## Practical application instead of theory for theory

Zehetner knows how to transfer complex psychological concepts into practical, easy-to-

understand models without simplifying them in a banal way. His model is widely used in the coaching, consulting and training landscape. A central concern of Zehetner is the promotion of self-reflection and personal development.

A master's thesis with international empirical study by Arthur Gucci, BA, MA, MBA, from 2023 comes to the following conclusion:

*SIZE PROCESS® Personality and communication model can be used very effectively for the development of managers. Especially in transnational companies operating in the volatile, uncertain, complex and ambiguous (VUCA) world, the model provides important insights. Managers as well as consultants and trainers appreciate the SIZE PROCESS® model as an efficient and easy-to-understand tool for personal development that makes personality tangible without trivially simplifying essential aspects. It shows great potential for the development of future leaders, both in small and large, global companies.*

## Professional Career and Training

Managing partner of his own training and consulting company TOP im JOB® GmbH together with his wife Gabriele Zehetner in Marchtrenk.

- since 1989 coach, trainer and commercially registered management consultant (including the corporate organization in the field of human resources).
- Since 2000: pragmatic research and development SIZE PROCESS®
- Since 2023: Establishment of the SIZE ACADEMY® together with the SIZE PROCESS® team.
- Author of a total of 9 reference books

## Experience and qualifications

- 1972 - 1989: Active in the private sector
- 1991: Training as a Teaching and Behavior Trainer, Austrian Academy for Executives, Dr. Otmar Pichler, Dr. Fritz Stastny, Graz
- 1991 - 1992: Graduate of the German Coaching Academy, Dr. Angelika Hamann, Hans Huber, Hannes Sieber, Hamburg
- 1993 - 1994: Distance Learning in Marketing, Humboldt Distance Learning Institute, Vienna
- 1993 - 1998: Advanced Transactional Analysis Training, Instructors: Dr. Werner Vogelauer, as well as Dr. Anne Kohlhaas-Reith, Dr. Richard Reith, Dr. Georg Kohlrieser, Dr. Willem Lammers, Bernhard Schibalski, Hans-Georg Hauser, Dr. Klaus Sjekora, Mag. Wolfgang and Ilse Döring, St. Pölten
- 1998 - 1999: Distance Learning in Leadership and Cooperation with Diploma Degree, Hamburg
- 1999 - 2000: Training in Systemic Organizational Constellations, Heads: Dr. Inge Wressnig and Dr. Herta Scheucher, Graz
- 2001 - 2002: Training in systemic organizational consulting, heads: Dr. Ruth Seliger as well as Marlies Lengbacher, Dr. Harald Allabauer, Mag. Erich Kolenaty, Dr. Sebastian Schuh, Mag. Herbert Schober, DI Alexander Exner, Vienna.
- 2005: Training as Retesting Coach & Supervisor, W. Geisbauer

## Memberships

- Registered business license as a management consultant in the field of human resources

- Member of the Austrian Society for Transactional Analysis (ÖGTA)