



Serotonin

THE CONVICTION LAB

Every ambitious executive I've worked with over the last twenty years has known a particular kind of solitude.
The solitude of having to find conviction no one can give you.

The data was there.
The analysis was done.
The stakeholders had been consulted.

And still, nothing moved.

Because the next move wasn't in the data.
It was a bet.
What to bet on. What to ignore. What's worth your name, your energy, attention and reputation.

And that's the part nobody teaches.
Strategy education teaches analysis. Organizations reward certainty. Leadership programs focus on communication.

So you carry it alone.



Yet some of the most important questions in business live somewhere else entirely.

How do you spot opportunities and realize them for your brand and business? How do you hold a position before certainty arrives?

How to carve a strategic powerful path?

Why do some ideas move people while others die in PowerPoint?

The current AI debate has made something visible that was already true: information is abundant. Judgment is scarce. So we better start building it.

The good news?
This isn't magic. It can be learned.
Strategy, at its best, is the ability to turn judgment into collective movement.

That's what The Conviction Lab is built for.
A bootcamp for your strategic thinking.

Five months. Six people. Three days in Hamburg. Real project sparring. A lot of fun :)



01 Your inner conviction

See what's actually true before it's consensus. Form a bet and hold it when the room pushes back.



02 Conviction in a Room

Create belief, not buy-in. The kind people get excited to carry and pass on.



03 Conviction across the Org

Find the entry points in your org where one move pulls everything else with it. Spend your energy there, not everywhere.

Or Put Differently:

Judgment → Conviction →
Belief → Movement →
Transformation

“It wasn’t a leadership program. It changed how I think about strategy entirely, while being so practical I started using parts of it inside the business the next morning.”

1. A small and curated cohort of 6 executives

Ambitious leaders, strategists and founders tackling challenges bigger than what their organizations currently believe possible. Expect sharp perspectives, uncomfortable questions and conversations that stay with you.

2. Three One Day Offsites in Hamburg

Three intensive days dedicated to thinking. Away from the noise of daily business, we work on the questions that shape the future of your business, career and ambitions.

3. In Between: Sparring & Strategic Work on real life projects (1:1)

We work on your challenges that matter most right now. Individual sparring helps turn insight into momentum.

4. Your Conviction Companion

Five months of thinking distilled into a personalized AI artefact. Built on your strategic signature, patterns and best thinking. A companion that reminds you what you believe when the noise gets loud.



Most leaders can get support around ideas. Very few can create the kind of belief that changes the trajectory of a business.

You leave with a stronger ability to turn a point of view into reality. To identify what matters, commit earlier than others and create the belief required to move people, organizations and markets.

For You

- Build strategies that are commercially sharper and emotionally resonant.
- Understand the dynamics of new markets to see opportunities early.
- Develop the judgment to make consequential decisions under uncertainty.
- Create strategic direction people genuinely believe in and act on.
- Turn ambiguity into clarity without oversimplifying reality.
- Lead transformation through conviction.

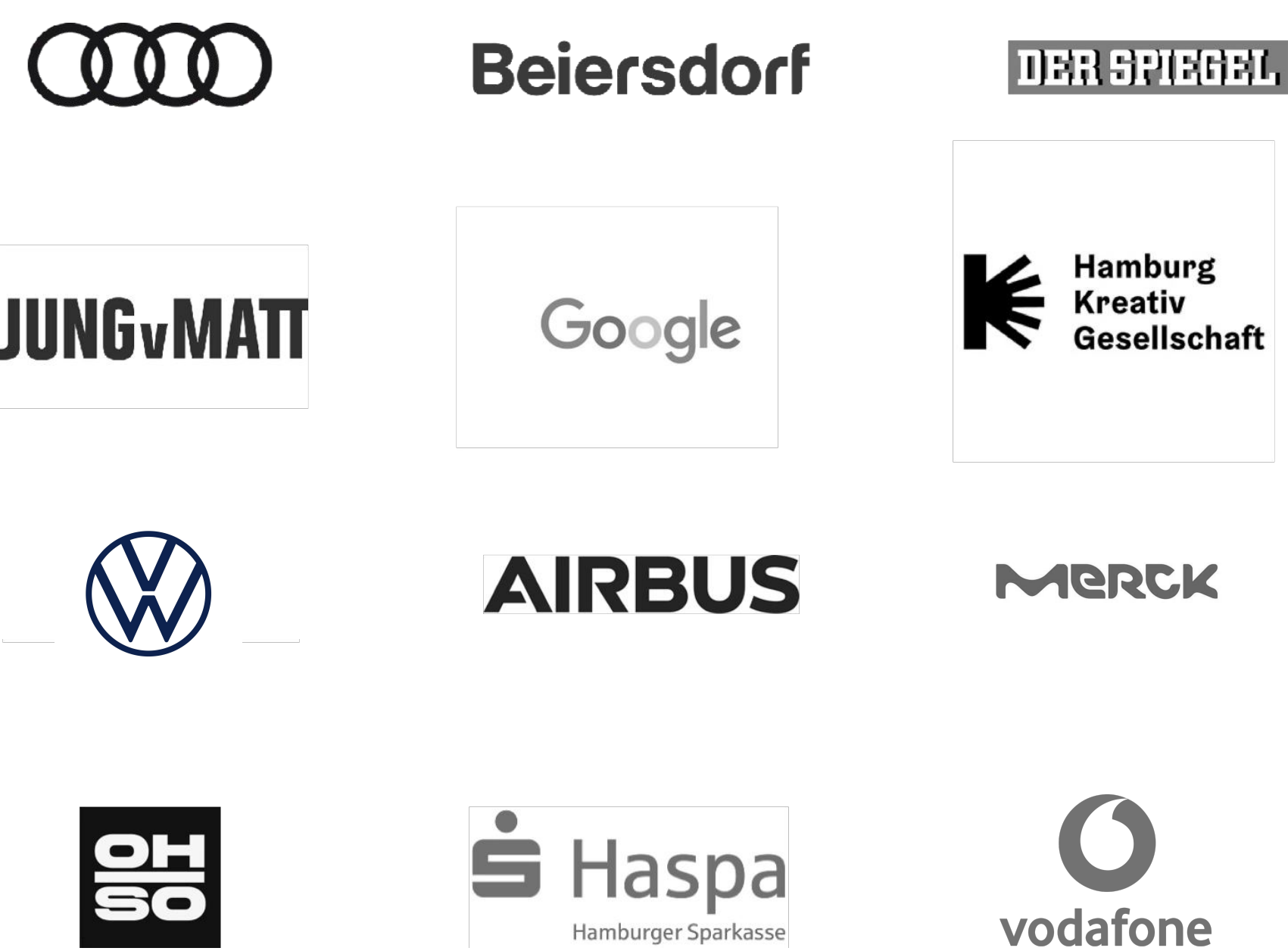
For Your Business

- Sharper strategic choices that create competitive advantage.
- Faster execution because people stop debating the direction.
- Fewer priorities. Greater commercial impact.
- Stronger transformation through genuine organisational commitment.
- A business that moves before the market forces it to.

For people carrying ambitions bigger than what their organizations currently believe possible.

Not coaching. Not an MBA. Strategic judgment trained on real decisions under real pressure.

Former Participants Included:



“It was career-changing for me. And the promotion to senior leadership that followed wasn’t even the most important part.”

Preliminary Dates

Module 1 - September 25, 2026
Module 2 - November 20, 2026
Module 3 - tbd January 2027

Pricing

12.000 EUR
for Companies & Corporates

8.200 EUR
for Self-Funded & Independents





Serotonin

Executive Advisory for Strategic Reinvention
Schumacherstraße 91
22767 Hamburg

Kristina Bonitz
kristina.bonitz@serotonin.studio
+ 49 151 40333779

Let's talk . . .