

“Sugarcoating Won't Cut it”

10/07/2025 Industry Lead Dirk Pfitzer on crisis communication in mechanical engineering.

The mechanical and plant engineering sector is under pressure – especially in Germany. Trade conflicts, geopolitical risks, and the expanding role of Chinese companies are posing enormous challenges for the industry.

“In times like these, sugarcoating doesn't help,” says Dirk Pfitzer, Head of Industrial Goods at Porsche Consulting. “Leaders must communicate openly and honestly – especially when things get tough.” Only those who lead with clarity and transparency can provide direction. “Employees want to know where they stand – and what matters now. This clarity is the foundation of any transformation.”

As part of the Leaders Unplugged series, Porsche Consulting puts current business topics and controversial leadership issues on the agenda. To kick off the series, decision-makers from German industry came together at the Porsche Museum in Stuttgart to discuss the importance of values in difficult times.

Watch the video with Dirk Pfitzer now.

MEDIA ENQUIRIES



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

Link Collection

Link to this article
https://newsroom.porsche.com/en/2025/company/porsche-consulting-sugarcoating-wont-cut-it-40013.html

Media Package
https://pmdb.porsche.de/newsroomzips/3cd59d80-f587-45d3-baad-771b914fd948.zip

External Links
https://www.porsche-consulting.com/