

Kryštof Látal

28-year, higher education

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Experience

2019 to date

CommunityBuilder.cz

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Consulter in Community Building

I create [communities](#) (like this) of satisfied [customers](#), going concern and start-up projects.

How do I do this?

I identify the needs of people who connect them to strong communities. For these communities, I set goals and propose rules on how these goals can be achieved.

Who are my clients?

Small B2C companies – start-ups, retail, services, health and beauty, hospitality and so on.

August 2015 to date



BUZZwords.cz

Co-founder & event moderator

I founded this community as an effective tool for quickly connecting people and sharing essential information from the business environment and better society.

- Since 2016, I have created an online community with over 500 members.
- To date, I have [organized](#) more than 36 training events, 5 focus groups and 1 press conference.
- I created a new concept of educational & social event named [Supertalks](#).

November 2017 to
December 2018



Podnikni to! Business club

Founder of the business community

Podnikni to! educates young people and inspires them to do own business. PT! cooperate with universities, public institutions and the private sector. I founded the Business club PT community for this project!

- Within a year I built a community of over 100 paying members.
- I [created](#) the concept and completely secured 6 large [MEETUPs](#)
- I created the concept and stood behind 12 [Coffee Talks](#) in Brno and 4 in Prague

February 2015 to
December 2017

Lenovo, Epson, Black & Decker and more

Freelancer in business and quality assurance services

I accepted orders as [promoter](#) of leading technology brands. In my retail business, I quickly gained customer confidence and my sales results were among the best in the country. At this stage of my life, I learned to speak to people without fear and to talk to them spontaneously and engage them for what I say.

- My sales results for EPSON belonged to the TOP 3 throughout the Czech Republic.
- My sales results for LENOVO belonged to the TOP 3 in the whole Czech Republic.
- I have experience of more than 40 mystery shopping in which I was looking at sales skills of employees and quality of service.

Education

2011 - 2014	E. Pötting College of Higher Medical Education in Olomouc Gualified (DiS.) medical lab technician with commendation.
2006 - 2010	E. Pötting Secondary Medical School in Olomouc Medical lab technician with commendation with commendation.
2010 - 2014	Homeopathic school with clinic s.r.o. A four-year homeopathy study accredited by the European Homeopathic Society.

Additional education

2019 – to present	Youth Political Leadership Academy by National Democratic Institute Intensive education concept for young political leaders, involving these areas: Inclusive Policymaking and Message Development, Communications and Citizen Outreach, and Campaign Development and Management, and an Election Campaign Simulation and Feature Trainer working on top campaigns in the United States and Europe.
2019	Citizenship in a Digital Era in Dublin (Erasmus+) Weekly training that helped me equip myself with the tools to increase the levels of media literacy and ability to spread between the people and work with them, to be responsible digital citizens.
2018	Innovative teaching & socially responsible business in Spain (Erasmus+) Getting to know new teaching techniques at universities and semi-private schools in Spain. Motivating how to get started towards social self-employment.
2018	Facebook marketing options I attended two full-days training courses to understanding facebook marketing and how to do it, with Lukas Dadej certified specialist.
2015	Retraining course for sales representative Very individual monthly course of 101 hours in business skills and effective communication. Accredited by Ministry of education.

Skills and competencies

Main	Project management Organizational skills Teamwork Business skills Designing thinking A knack for understanding people Excellent creative and communication skills Data analysis skills Negotiation skills PC as well
Languages	English - B2, Czech - native speaker
Driver's license	B

Social activity and achievements

2017 to date

Lectures at schools and conferences for young people

I [support](#) young people in building communities around their projects. I give lectures at schools and conferences. Last time at the high school of business, conference Rise and Shine and conference of university's associations leadres.

2016 to date

Promoting Roma inclusion in society & solving social problems

As a young active politician, I deal with the issue of addressing societal challenges with a focus on Roma inclusion.

Active member of the Civic Democratic Party

In the elections to the Chamber of Deputies I was in a narrow team around the party chairman, prof. Petr Fialy. I was [preparing a contact](#) campaign with citizens or I was preparing a live talk show of our chairman with the well-known Czech actor Martin Dejdar. Among other things, I ran for the position of a representative in the statutory city of Brno. I am a member of the advisory bodies of my political party, for example on: family policy, social policy and security.

Organizing balls

As a [vice-chairman](#) of a civic association [I organize a ball](#) with my others colleagues for 200 people in Brno every year.