

BIO

Christian W. Schnepf is a sociologist and human behavior expert dedicated to making the conscious pursuit of Good Times the #1 priority in human life. His work sits at the intersection of science, systems thinking, and lived experience, focusing on how individuals and organizations can reliably improve life quality through better decisions.

He is the creator of the Good Time philosophy and its resulting Good Time ecosystem, including the GoodTime app, where he develops science-backed life-navigation frameworks. He is the creator of the Good Time Ratio (GTR), the world's first metric designed to accurately measure life satisfaction across cultures.

Christian's work is informed by years of cross-cultural exploration and Ph.D. research at Shanghai University. By blending sociology, data-driven design, philosophy, and real-world application, he advises individuals, leaders, and institutions worldwide on complex questions of human development and long-term performance.

His work has been featured on international stages and media platforms, including TEDx, China Daily, and China Central Television. At the core of his work lies a single guiding question: How can life be made truly lovable—systematically, repeatably, and for everyone?

Social Links

Christian W. Schnepf's Website: <https://chrisw.co>
GoodTime App: <https://goodtime.app>
YouTube: <https://www.youtube.com/@chriswgt>
Instagram: <https://www.instagram.com/chrisw.gt/>
Facebook: <https://www.facebook.com/chrisw.gt/>
LinkedIn: <https://www.linkedin.com/in/chrisw-gt>

CI-Guide

Font

Font name: Inter

Headings: bold | Text: regular

Colors

Blue: #0c2a55

Orange: #ff9933