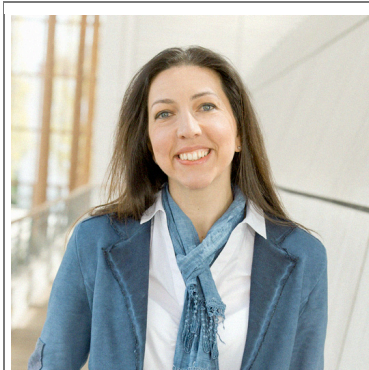


It is not because things are difficult that we do not dare. It is because we do not dare that they are difficult. “

SENECA



Erika Bezzo

Coach and Trainer

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My professional experience so far

- ✓ While I was studying Communication Sciences (1997: grade: Distinction) I was also involved in the family business
- ✓ Having finished my degree, I built up 12 years of experience in management, in Marketing and Communication, in several companies:
 - CCIAA Turin: Head of Marketing and the Press Department of the Chemical Laboratory (05/ 1998 -05 / 2000)
 - Sella Bank - Biella: Vice Head of Strategic Marketing (06/2000 - 06/2002)
 - Santander Consumer Bank - DE: Project Manager Marketing (07/2002 - 12/2007)
 - Santander Financements - FR: Head of Communications (01/2008 -12 /2010)
- ✓ Since 2011, I am a Coach and Trainer in companies in various sectors (technological, financial, industrial, food distribution ...)
- ✓ Professor in the Strategic Therapy Centre - Change Strategies in Arezzo

Life-long learning

- ✓ C.O.F. Certificate (cultural orientation framework)
- ✓ ICF - Associate Certified Coach (ACC)
- ✓ CTI: Certified Professional Co-Active Coach - CPCC
- ✓ Trainer of trainers with Prof. Giorgio Nardone
- ✓ Strategic Therapy Centre of Prof. Giorgio Nardone
- ✓ Master 1st Level (Strategic Problem Solving)
- ✓ Master 2nd Level (Strategic Coaching)
- ✓ University of Turin: Degree in "Communication Sciences"

Languages used

- ✓ Italian
- ✓ French
- ✓ German
- ✓ Spanish
- ✓ English



Spheres of competence

- ✓ COACHING
 - Executive coaching
 - Team Coaching
 - Intercultural coaching
 - Change management
- ✓ INTERCULTURALITY
 - Accompanying expats
 - Intercultural training
 - COF (Cultural Orientation Framework) Assessment
 - Diversity Management
- ✓ MANAGEMENT
 - Leadership
 - Strategic problem solving
 - Conflict management
- ✓ COMMUNICATION
 - Strategic dialogue
 - Effective communication
 - Non-violent communication
 - Development of soft skills

Three of my recent projects

- ✓ **“HR harmonization processes”**: Supporting the Global HR team in a multinational Japanese group to harmonize HR processes in Italy, France, Germany and Spain, and communication with directors and employees
- ✓ **“Individual coaching of a Country Manager”**: Accompanying a French Country Manager in a German company in the management of his/her team
- ✓ **“Leading through Communication”**: Training the Swiss partners of an English company to manage their employees through different styles of communication (HDI model - Hermann Dominant Instrument)

Some of my seminars/workshops

- ✓ **“Strategic Management”**: interactive training for teams and directors in matters related to leadership, strategic problem solving, effective communication
- ✓ **“Non-verbal communication**: how to use body language for a more effective communication
- ✓ **“De-escalation techniques”**: the use of non-violent communication to de-escalate conflicts
- ✓ **“Italy Germany: the differences create value”**: workshop on intercultural differences in the private and professional arena
- ✓ **“Galateo 3.0 of communication”**: communicating effectively in the digital era
- ✓ **“Internet of the emotions”**: the use of our emotions by the social networks and by the great actors in the digital world. Challenges and opportunities for companies and consumers