Catalogue
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BENVENUTO IN BVLGARI for Client Advisors

“Tell me and I forget, teach me and I may remember, involve me and I learn.”
(Benjamin Franklin)

OBJECTIVES
The onboarding plan is a complete process that aligns the new hired on basic knowledge, clarifies the company expectations and reinforces the confidence with the aim of getting the new hired productive faster

TEACHING METHODS
The onboarding process lasts 1 month and consists of:
- 4 days program in classroom @ the local HQ offices. These 4 days will be focused on:
  - HR topics (including Corporate Social Responsibility)
  - Store procedures and retail operations topics
  - Brand DNA & codes, Credo & Promise
  - Eternally Bvlgari experience, to take a virtual journey through Italy and Rome and learn about the story of the Bvlgari family
  - Collections trainings to ensure the new hired awareness on the collections fundamentals, focused on the main signs of the brand
  - Shopping @Bvlgari, to learn and practice our advanced selling techniques
  - Mystery shopping & Voice of the client, to better understand link and impact with sales cycle

- 3 weeks of in-store coaching, flanking a senior staff. During this period, the new hired will complete all the E-learning modules to reinforce his complete knowledge

Only having passed this period the sales person will become client advisor

FOR WHOM
Client advisors and Deputy Store Managers

FACILITATOR
HR, Retail Operations/SM, Local Sales Trainer

TIME INVESTMENT
1 month: 4 days classroom + 3 weeks in store coaching

WHEN
Beginning of the month, please refer to the Local Sales Training Department Calendar
The onboarding plan is a complete process that aligns the new hired on basic knowledge, clarifies the company expectations and reinforces the confidence with the aim of getting the new hired productive faster.

The onboarding process lasts 2 months and consists of:

- 4 days program in classroom @ the local HQ offices. These 4 days will be focused on:
  - HR topics (including Corporate Social Responsibility)
  - Store procedures and retail operations topics
  - Brand DNA & codes, Credo & Promise
  - Eternally Bvlgari experience, to take a virtual journey through Italy and Rome and learn about the story of the Bvlgari family
  - Collections trainings to ensure the new hired awareness on the collections fundamentals, focused on the main signs of the brand
  - Shopping @Bvlgari, to learn and practice our advanced selling techniques
  - Mystery shopping & Voice of the client, to better understand link and impact with sales cycle

- A local induction plan (agenda and timing defined together locally by HR/Retail Mng) to be completed within the first month. During this period, the new hired will complete all the E-learning modules to reinforce his complete knowledge
- Within the first 2 months, 1-week permanence in another store of the same country/area of responsibility or another flagship of the world if flagship

**OBJECTIVES**

**TEACHING METHODS**

**FOR WHOM**

Store managers

**FACILITATOR**

HR, Retail Operations/Retail Manager, Local Sales Trainer

**TIME INVESTMENT**

2 months: 4 days classroom + local induction + 1 week in store

**WHEN**

Beginning of the month, please refer to the Local Sales Training Department Calendar

"Tell me and I forget, teach me and I may remember, involve me and I learn."

(Benjamin Franklin)
Eternally BVLGARI

All objects, all phases of culture are alive. They have voices. They speak of their history and interrelatedness. And they are all talking at once! 
(Camille Paglia)

OBJECTIVES
Join us on our journey into the heart of Bvlgari and become part of its magnificent universes.

PROGRAM CONTENT
• Feel the heartbeat of Bvlgari with its strong links to Italy and Rome, the eternal sources of inspiration for Bvlgari until today
• Take a virtual journey through Italy and Rome and four main architectural periods to discover how this very rich cultural environment has been the source of inspiration for Bvlgari since the very early years
• Learn about the story of the Bvlgari family and discover how it all started for them in the Eternal city
• See how Bvlgari became a mythical Brand, linked forever to Rome and get to know how Bvlgari expanded in many ways while still remaining faithful to its Roman heritage
• Experience the Bvlgari splendor, through its aura of yesterday, today and tomorrow

LEARNING METHODS
Get inspired by...
• videos that will show you the multitude of different contents offered by this program
• the special room setting which recreates Rome and its inspiration sources
• animated texts described and commented together with you
• interactive learning experiences in teams, sharing key words and facts on Italy and Rome
• knowledge wrap-up to ensure retaining of information at the end of the experience experience

FOR WHOM
Store managers, Client advisors and new arrivals

FACILITATOR
Local Sales Trainer

TIME INVESTMENT
1 day

WHEN
Please refer to the Local Sales Training Department Calendar
The only way to stay in touch with eternity is to keep an eye on the present. What we decide to be and do will echo for ever.

OBJECTIVES
Explore the Roman heritage of Bvlgari which is both, source of inspiration and distinctive DNA of our brand. Learn about our history – from the very first start of Bvlgari until today. Expand your understanding of our current market positioning and unveil our present brand DNA and codes. Stay focused on the main signs of the brand.

PROGRAM CONTENT
Join us on our exciting online journey to
• explore the city of Rome as our source of inspiration
• get an overview of the Bvlgari history, starting at the beginning with our founder Sotirio until our current days
• discover the story behind the creation of our main collections
• enhance excitement and excellence by unveiling our brand DNA & Codes

LEARNING METHODS
• Get inspired by emotional and impactful online videos
• Take in the key words and phrases of the new collection to understand the fundamental concepts
• Test your knowledge by going through online questionnaires and learning quizzes

FOR WHOM
• Store Managers and Client advisors
• Training also open to all employees

E-LEARNING
Online Training at Bvlgari Learning Lab
Languages: English, French, Spanish, German, Arab, Korean, Japanese, Chinese Simplified, Chinese Traditional

TIME INVESTMENT
20 Minutes

WHEN
Always available
Corporate Social Responsibility

“The time is always right to do what is right.” (Martin Luther King, Jr.)

OBJECTIVES
The corporate social responsibility (CSR) program offers you the possibility to increase your knowledge about Bvlgari’s vision on CSR, sustainable growth and Code of Ethics. You will learn about the company’s CSR actions and initiatives as well as how you can contribute to ensure sustainable growth and ethical conduct. You will see the effects and the impact of CSR on society and environment and get inspired to take part in the Bvlgari CSR initiatives.

Languages: English and local language

FOR WHOM
All employees

TIME INVESTMENT
3 hours classroom training + additional training online

Please refer to your local calendar for available sessions
Rome: 2700 Years of Inspiration, Domvs, undeniably Roman

Yes, I have finally arrived to this Capital of the World! I now see all the dreams of my youth coming to life… Only in Rome it is possible to understand Rome. (Johann Wolfgang von Goethe) Only in Rome it is possible to understand Bvlgari...

OBJECTIVES

By discovering the city of Rome and the Bvlgari Domvs, you will
- see and touch with your own hands the strong link between Roman art and architecture and the signs of our Bvlgari collections
- increase your knowledge of our heritage collections, which are our source of inspiration and part of our roots
- understand the Roman spirit and joy of life

PROGRAM CONTENT

In this outdoor experience you will explore the centre of Rome and discover the art and architectural masterpieces that are the symbols of the eternal city and inspiration for the Bvlgari collections. Be inspired by the Bvlgari Domvs, enjoying a guided visit to perfect your knowledge of our heritage collections. Savour the Roman spirit and joy of life exploring the city from a different angle… in a vintage Fiat 500!

TEACHING METHODS

- 3 hours historical visit of Rome
- 1 hour visit of the Bvlgari Domvs in our Via dei Condotti Flagship store

FOR WHOM

- Members of the High End Club
- Store Managers (min. of 3 years in position, agreed upon perfomance)

FACILITATOR

ITALIAN ART HISTORIANS AND ART GUIDES
Passionate about the city and its sights, they will share their deep knowledge on Roman history, art and architecture, in addition to some insights on the Roman way of life...

TIME INVESTMENT

1 day

WHEN

Please refer to the High End Club training programs for members
Please refer to the Corporate Sales Training Department Calendar
Discover BVLGARI Jewelry Fundamentals

Are you ready to unveil the secrets of our jewelry making? Then read on... Every Bvlgari creation is steeped in the heritage of excellence. Curious to learn even more?

OBJECTIVES
We invite you to discover the Bvlgari jewelry world and to find out the essence of the Bvlgari jewelry style. You will expand your knowledge about jewelry making and Bvlgari unrivalled craftsmanship and the diverse sources of inspirations.

PROGRAM CONTENT
During the experience you will discover:
• the magnificent style of Bvlgari jewelry
• inspiration and the importance of our Heritage collection
• Bvlgari points of differences: color, design, volume
• Bvlgari’s craftsmanship of Excellence:
  • The development phase: from the creative ideas to the sourcing
  • The production phase: the art of lost wax, tubogas revived, from the assembling to quality control

LEARNING METHODS
Discover Bvlgari Jewelry through...
• Presentations and Videos that will guide you through the full content spectrum
• Interactive team work, using materials such as a kit of metal parts and semi-finished parts of jewelry creations
• Learning checkpoints and wrap-up game to reinforce confidence in the knowledge acquired

FOR WHOM
Store Managers and Client advisors

FACILITATOR
Local Sales Trainer

TIME INVESTMENT
1 day in local headquarter

WHEN
Please refer to the Local Sales Training Department Calendar
Discover BVLGARI Watches Fundamentals

Life is made of two things: time and love. A watch tells one...but who tells the other? Learn and unveil the passion behind Bvlgari timepieces.

OBJECTIVES

Through timepieces, Bvlgari blends Italian design with Swiss watchmaking expertise. Discover this magic world, feel the heartbeat of our Bvlgari timepieces and get inspired by the strong passion of our colleagues who develop our signature Bvlgari creations at our ateliers.

PROGRAM CONTENT

During this journey, you will get insights into the
• Bvlgari Watches business strategy and market positioning
• Inspiration and stories behind Bvlgari timepieces
• Bvlgari timepieces style and craftsmanship points of difference
• realization of the watches starting from the pure drawings

LEARNING METHODS

Discover Bvlgari timepieces through...
• Presentations and Videos will enable you to experience the full content spectrum
• You will engage in interactive team work supported by materials like semi-finished parts of cases, dials and movements
• Retain key messages you will use to enrich our clients' Shopping@Bvlgari experience

FOR WHOM

Store Managers and Client advisors

FACILITATOR

Local Sales Trainer

TIME INVESTMENT

1 day in local headquarter

WHEN

Please refer to the Local Sales Training Department Calendar
Discover BVLGARI Accessories Fundamentals

What makes the BVLGARI Accessories unique? What inspires their creation?

OBJECTIVES

This learning experience will support you to
• increase your awareness and your knowledge of the Bvlgari Accessories World
• develop your understanding of the production phases, technical aspects of the finished products and of the raw materials used to create our Accessories with a focus on leather goods
• get a sense of the strong passion and excitement that drive the creation of our Accessories collections
• become part of the Bvlgari experience and get in touch with the sources of inspiration for our creations

PROGRAM CONTENT

During the program you will increase your knowledge of the
• history of the Bvlgari brand, focusing on Accessories
• evolution of the Bvlgari Accessories from the very beginning until today
• costume evolution with an emphasis on Leather Goods
• importance of our unique heritage as a source of inspiration

LEARNING METHODS

Discover Bvlgari Accessories through...
• videos and highlights that will immerse you into the multitude of different contents offered by this journey
• interactive learning experiences in teams, supported by materials like leather swatches, metal parts and semi-finished parts of accessories creations
• learning checkpoint to ensure sustainable knowledge transfer at the end of the learning experience

FOR WHOM

Store managers and Client advisors

FACILITATOR

Local Sales Trainer

TIME INVESTMENT

1 day in local headquarter

WHEN

Please refer to the Local Sales Training Department Calendar
Experience the BVLGARI Jewelry universe

Have you ever wondered as you looked at a creation of our beautiful jewelry just how it was made? Let’s discover it together...

OBJECTIVES

This training will deepen your understanding of the art of jewelry making. You will have the chance to visit a production site and to increase your knowledge of the various production phases as well as the raw materials and technical aspects of our jewelry creations.

PROGRAM CONTENT

During the first day of the learning experience you will take a deep dive into
• the magnificent style of Bvlgari jewelry
• inspirations and the importance of our Heritage Collection
• Bvlgari jewelry point of differences: color, design, volume
and you will
• Visit and experience the gems room, the “Sala delle Cere” in Rome HQs and the Bvlgari High Jewelry workshop in Via Aurelia

On the second day you will take a deep drive into Bvlgari’s craftsmanship of Excellence:
• The development phase: from the creative ideas to the sourcing
• The production phase: the art of lost wax, tubogas revived, from the assembling to quality control
And you will visit and experience the Valenza jewelry production site

LEARNING METHODS

Discover Bvlgari Jewelry through...
• Presentations and Videos that will enable you to experience the full content spectrum
• “Share with clients” - “features and benefits” group activity to share best practices
• Interactive teamwork using ad hoc materials kit to explore the various angles of jewelry creation
• Direct experience of craftsmanship excellence during the visit of our production sites, exploring the most precious materials and learning from experts

FOR WHOM

Store Managers and Client advisors

FACILITATOR

Jewelry Corporate Sales Trainer supported by professionals from different departments

TIME INVESTMENT

2 days training: 1 in Rome, 1 in Valenza (alternating classroom training and atelier visits)

WHEN

The training is offered 6 times per year. Participants should reserve their attendance since groups are limited to 15 participants. Please refer to the Corporate Sales Training Department Calendar
Experience the BVLGARI Watches Universe

What makes it tic? This journey deepens the understanding of Bvlgari watchmaking by highlighting the precision and accuracy in each development: Italian design blended with Swiss precision and excellence.

OBJECTIVES

Discover the magic world of watchmaking at Bvlgari. Feel the heartbeat of our unique Bvlgari timepieces and get inspired by the strong passion of our colleagues who create our signature Bvlgari timepieces at our ateliers and production sites.

PROGRAM CONTENT

During the 1st day you will get insights on
- Bvlgari Watches business strategy and market positioning
- Inspiration and stories behind Bvlgari timepieces
- Bvlgari timepieces style and craftsmanship point of differences

On the 2nd training day you will visit our main production sites in Switzerland and experience the entire creation process of our timepieces

LEARNING METHODS

Discover Bvlgari timepieces through...
- Presentations and Videos that will enable you to experience the full content spectrum
- Interacting within teams, practicing through watches components, dials and movements
- Direct experience of the craftsmanship during the visit of the production site. Interact with experts and learn Bvlgari’s difference and excellence

FOR WHOM

Store Managers and Client advisors

FACILITATOR

Watches Corporate Sales Trainer supported by professionals from different departments

TIME INVESTMENT

2 days training in Neuchatel (1 day classroom training and 1 day production site visit)

WHEN

The training is offered 6 times per year. Participants should confirm their attendance since groups are limited to 15 participants. Please refer to the Corporate Sales Training Department Calendar
**OBJECTIVES**

This learning experience will support you to
- increase your awareness and your knowledge of the Bvlgari Accessories World
- develop your understanding of the production phases, of the technical aspects of the finished products and of the raw materials used to create our Accessories, with a special focus on leather goods
- get a sense of the strong passion and excitement that drive the creation of our Accessories collections
- learn about the philosophy of our Accessories and get in touch with the sources of inspiration for our creations

**PROGRAM CONTENT**

During the program you will increase your knowledge about the
- history of the Bvlgari brand, focusing on Accessories
- evolution of the Bvlgari Accessories from the very beginning until today
- costume evolution with an emphasis on Accessories
- importance of our unique heritage as a source of inspiration
- tanning process by visiting the tanneries
- textile production excellence

**LEARNING METHODS**

Experience Bvlgari Accessories through...
- videos and highlights that will show you immerse you into the different contents offered by this program
- interactive learning experiences in teams, supported by materials like leather swatches, metal parts and semi-finished parts of accessory creations
- visiting the Bvlgari leather goods atelier
- experiencing the tanning process in the tanneries
- discovering textile excellence in Bvlgari silk atelier

**FOR WHOM**

Store managers and Client advisors

**FACILITATOR**

Accessories Corporate Sales Trainer supported by professionals from different departments
Languages: Italian, English and French

**TIME INVESTMENT**

2 days in Florence (classroom + atelier and tanneries visit) + 1 day in Como (once a year)

**WHEN**

The training is offered 6 times per year; 1 includes the visit to Como silk atelier. Participants should reserve their attendance since groups are limited to 15 participants. Please refer to the Corporate Sales Training Department Calendar
Essentials: Bvlgari High Jewelry

Gems look for ideas, and ideas look for gems...to create the most desirable high jewelry creations in the world.

OBJECTIVES

Join us on a magnificent journey to discover and enjoy the essence of Bvlgari, as the contemporary Roman high jeweler, master of colors gemstones. An emotional path showing how Bvlgari thinks shapes and crafts sublime works of art. The quest for perfection paired with an unrivaled craftsmanship for over 130 years turn visionary ideas and symbols into one of a kind magnificent creations.

PROGRAM CONTENT

The journey will take you to:
• Discover the inspirations that lies behind our high jewelry creations
• Bvlgari’s Mastery of color, a daring passion no one experience before
• A deep dive into our craftsmanship of excellence: the dream comes true, from an hand crafted sculpted piece into to the final creation
• Bvlgari’s sparkle over the red carpet: the acclaimed “Jeweler to the stars”
• Bvlgari’s unique selling proposition versus other high jewelry players
• Test your knowledge by going through online questionnaires and learning quizzes

FOR WHOM

All employees

E-LEARNING

Online Training at Bvlgari Learning Lab

TIME INVESTMENT

20 minutes

WHEN

Always available
The Lord of Gemstones

From the heart of the earth to the hand of a woman...

OBJECTIVES
Join us on a journey to discover the soul of Bvlgari masterpieces. See how our creations become reality starting from the raw gems. Through this adventure, you will explore our colored gemstones from different angles, starting from their origins to meanings and technical elements.

PROGRAM CONTENT
The journey will take you to
• know the inspiration behind our gemstones
• discover the sourcing of our gemstones
• perfect your understanding of the Bvlgari quality standards and peculiarities (i.e. cuts, typologies, etc.)

TEACHING METHODS
• Get inspired by emotional and impactful online videos
• Take in the key words and phrases of the new collection to understand the fundamental concepts
• Test your knowledge by going through online questionnaires and learning quizzes

FOR WHOM
• Store Managers and Client advisors
• Training also open to all employees

E-LEARNING
Online Training at Bvlgari Learning Lab
Languages: English, French, Spanish, German, Arab, Korean, Japanese, Chinese Simplified, Chinese Traditional

TIME INVESTMENT
20 Minutes

WHEN
Always available
Watches: Back to Basics (I) and Basics in Depth (II)

Time has a wonderful way of showing us what really matters. BVLGARI has a wonderful way of translating it through exclusive timepieces.

Objectives

Dive with us in BVLGARI watchmaking and develop an overall understanding of this fascinating world, starting from the different aspects of a watch:

I) acquiring the technical vocabulary of its aesthetics; enabling you to promote this category to our clients in a simple and easy way
II) From complications to movements, you will acquire more insights enabling you to entertain clients that have a stronger knowledge on watches.

Program Content

The journey in Back to Basics will take you to:

- understanding the components of a timepiece
- knowing the materials used in the watchmaking industry in general, highlighting the ones used exclusively in our timepieces

The Basics in Deep module will

- reinforce your understanding of the different movements and complications in the watchmaking industry
- empower you to master the movements developed in-house enabling BVLGARI to claim world records

Learning Methods

- Get inspired by emotional and impactful online videos
- Get the essentials of BVLGARI timepieces
- Test your knowledge by going through online learning interactions and quizzes

For Whom

- Store Managers and Client Advisors
- Training also open to all employees

E-Learning

Online Training at Bvlgari Learning Lab

English, French, Spanish, German, Arab, Korean, Japanese, Chinese Simplified, Chinese Traditional

Time Investment

45 minutes (Back to basics I: 20 Minutes + Basics in depth II: 25 minutes)

When

Always available
It is through diamonds that you dream big, sparkle more and shine bright...

OBJECTIVES
This course is your introduction to the wonderful world of diamonds from the myths, history and legends to the evolution of science surrounding the "stone of the stone"

PROGRAM CONTENT
During the online journey you will
- Have solid foundation of diamonds product knowledge and the skills you need to sell diamonds effectively.
- Be able to explain diamond clarity, cut, and carat weight to clients and help them understand how these factors relate to the diamond’s value
- Be impressed by the high Bvlgari quality standards

LEARNING METHODS
- Get inspired by emotional and impactful online images and texts.
- Catch key words and phrases enabling you to share the fundamentals with your clients
- Test your knowledge by going through online questionnaires and learning quizzes

FOR WHOM
- Store Managers and client Advisors
- Training also open to all employees

E-LEARNING
Online Training at Bvlgari Learning Lab
Languages: English, Korean, Japanese, Chinese Simplified, Chinese Traditional

TIME INVESTMENT
20/30 Minutes

WHEN
Always available
There are no secrets that curiosity does not reveal. A program that never stops teaching you on the uniqueness of the Bvlgari brand.

OBJECTIVES
Take a deep dive into the universe of Bvlgari symbols, focusing on our main signs and in line with the Bvlgari brand values. Unveil the secrets of the collections, discover the unique craftsmanship and the power of inspiration shining through every product.

PROGRAM CONTENT
Indulge in the
- inspiration of Bvlgari iconic collections
- stories behind their creation
- various collections involved -from jewelry to watches to accessories- illustrated by special product features and supported by key selling points
- how to apply the shopping @ Bvlgari phases to sell the collections

TEACHING METHODS
- Get inspired by impactful videos and animations
- Take in the key words and phrases of the new collection to understand the fundamental concepts
- Test your knowledge by going through online questionnaires and learning quizzes

FOR WHOM
- Store Managers and Client advisors
- Training also open to all employees

E-LEARNING
Online Training at Bvlgari Learning Lab
Available collections: Serpenti, Bvlgari-Bvlgari, Diva’s Dream
Languages: English, French, Spanish, German, Arabic, Korean, Japanese, Chinese Simplified, Chinese Traditional

TIME INVESTMENT
Approximately 20 Minutes each

WHEN
On going
Collection Modules

What makes people dream? Inspired by Bvlgari’s craftsmanship, this program offers all fundamentals on the maison and topnotch masterpieces.

OBJECTIVES
Our inspiring online journey will support you to
- maximize your knowledge about our jewelry and timepieces collections
- increase your understanding of the accessories seasonal launches
- ensure your awareness on the collections’ fundamentals (i.e. bridal, diamonds, colour gemstones)
- focus on the main signs of the brand

PROGRAM CONTENT
Get connected and get to know
- what inspired the new collection
- the stories behind the collection
- the look and feel of the collection illustrated by special product features and supported by key selling points
- how to apply the shopping @ Bvlgari phases to sell the collections

LEARNING METHODS
- Get inspired by emotional and impactful online animations
- see the key words and phrases connected to the collections to understand the fundamental concepts
- Test your knowledge by going through online questionnaires and interactive quizzes

FOR WHOM
- Store Managers and Client advisors
- Training also open to all employees

E-LEARNING
Online Training at Bvlgari Learning Lab
Available collections: B.zero1 launches, Serpenti, Diagono, Octo, Lucea, Accessories SS/FW, Giardini Italiani, Mvsa, Le Gemme
Languages: English, French, Spanish, German, Arab, Korean, Japanese, Chinese Simplified, Chinese Traditional

TIME INVESTMENT
Approximately 15 Minutes each

WHEN
On going
What makes us fall in love, over and over again...

OBJECTIVES

Dream about the everlasting story of love and discover our Bvlgari bridal collection. Get to know and understand the story that inspired this unique collection. Take a deep dive into the craftsmanship.

PROGRAM CONTENT

During the online journey you will
- Get to know the Bridal collection and its sources of inspiration
- Perfect your understanding of the Bvlgari quality standards and peculiarities (i.e. cuts, typologies, etc.)
- Learn about the craftsmanship that makes our collections come to reality
- Discover tips on this unique selling ceremony

LEARNING METHODS

- Get inspired by emotional and impactful online videos
- Take in the key words and phrases of the new collection to understand the fundamental concepts
- Test your knowledge by going through online questionnaires and learning quizzes

FOR WHOM

- Store Managers and Client advisors
- Training also open to all employees

E-LEARNING

Online Training at Bvlgari Learning Lab
Languages: English, French, Spanish, German, Arab, Korean, Japanese, Chinese Simplified, Chinese Traditional

TIME INVESTMENT

45 Minutes

WHEN

On going
You work in sales, so your driver is successful selling... how about learning the most advanced tools to become even more impactful in achieving excellent results with your customers?

**OBJECTIVES**

Maximize your selling skills by participating to the program Shopping @ Bvlgari, a worldwide training focused on selling techniques. Profit from learning on-the-job offered by your Local Sales Trainer who will coach you on your selling techniques throughout the year during his/her visits to the stores.

To reinforce the selling techniques in our flagship stores, and based on KPIs and Mystery shopping results, we have an external consultant who, flanked by the Local Sales Trainer, will coach you on your main areas of development to make you excel even more in selling to your customers.

**PROGRAM CONTENT**

In this highly experiential program you will learn and practice the most advanced selling techniques. Interactive exercises and role plays will support you to apply the freshly acquired skills on each phase of the Shopping @ Bvlgari cycle (preparation, observation, greeting, engaging, discovery, handling, presentation, objections, conclusion, optimizing, farewell, loyalty).

**TEACHING METHODS**

In order to optimize your learning experience the programme combines several learning modules:

- Engaging e-learning module for online self-study
- In-store coaching by your local sales trainer (observation, coaching, feedback, action plan)
- Training to learn the theoretical aspects
- Role play to practice the selling techniques

**FOR WHOM**

Client advisors and Store Managers

**FACILITATOR**

Local Sales Trainer

In case of country flagship stores: External consultant – Jean Marie Brucker, Christophe Brucker from Pole Luxe, an agency specialized in selling skills in the luxury industry.

Languages: English and French

**TIME INVESTMENT**

2 days

**WHEN**

Please refer to the Local Sales Training Department Calendar for both offers, the throughout the year visits and (if applicable) for the in-store coaching by the external consultant.
This is the Chinese symbol for listening which includes Eyes, Ears, Undivided Attention and the Heart. Curious to learn even more? Then read on...

OBJECTIVES

To get accustomed to a new culture, one needs to understand its core values. This learning experience will support you to better tailor your selling techniques to approach, deal and close a sale with a Chinese client. In order to understand Chinese mindsets, spending habits and to transfer a Bvlgari brand experience, you will learn new tools and behaviors.

PROGRAM CONTENT

The basic program will enable you to:
- Discover how to adapt the different phases of the selling process, from the greeting to the “arrivederci” to Chinese clients
- Discover how to connect and adapt to observed behaviors
- Know how to deal with outright demands and insistence on discounts
- Learn Chinese language basics

The advanced program will provide deeper cultural info such as festivals, seasonality, focus on expectations and motivations vs the changing environment.

LEARNING METHODS

In order to optimize your learning experience the program combines several learning modules:
- Online training module on Chinese phrasebook
- 2 days in class training with role plays to share examples, experiences and best practices
- 1 day in-store application with coaching, observation, and feedback

FOR WHOM

Client Advisors and Store Managers (excluding greater China)

FACILITATOR

- Local Sales Trainer
- External consultant – Betty Trieu from WIIP, expert in luxury sales and training

Languages: English and some Chinese words learned during the training

TIME INVESTMENT

2 days in class + 1 day in store (1st day for Mandarin speakers, 2nd day for non speakers, 3rd day integration in store)

WHEN

Please refer to the Local Sales Training Department Calendar for both offers, the throughout the year visits and (if applicable) for the in-store coaching by the external consultant.
Mastering Middle Eastern Clients

“A man can pose as a wise when searching for wisdom, but if he believes to have find it, is a fool” Arabic & Persian Proverb

OBJECTIVES

To connect with a new culture, one needs to understand its core values. This learning experience will support you to better tailor your selling techniques to approach, deal and close a sale with a Middle Eastern client. In order to understand Middle Eastern mindsets, spending habits and to transfer a memorable and joyous Bvlgari brand experience, you will learn new tools and behaviors.

The program will enable you to:

• Develop a framework to understand the Middle Eastern culture
• Learn how to connect and deal with Middle Eastern clients
• Learn how to build a relationship and long term loyalty
• Present creations and handle objections most effectively

PROGRAM CONTENT

1 day in class training with role plays to share examples, experiences and best practices

LEARNING METHODS

Client Advisors and Store Managers

FOR WHOM

FACILITATOR

• Local Sales Trainer
• External consultant – Kais Badran, from Grey Matter, specialized in luxury training

Languages: English

TIME INVESTMENT

1 day in class

WHEN

Please refer to the Local Sales Training Department Calendar
THE POWER OF CLIENTELING

OBJECTIVES
Understand the power of clienteling and develop the right mindset and attitude to connect with the client and build a long-term relationship of trust.

PROGRAM CONTENT
During the program you will:
- Discover the client’s five wishes, identifying the needs behind them.
- Develop the right attitudes to answer the client’s wishes and begin a relationship.
- Learn how to reach a high level of intimacy through active listening, quality questioning and mutual engaging.
- Enhance the Shopping@Bvlgari experience and keep the Bvlgari promise.

LEARNING METHODS
- Interactive team work to understand the meaning of clienteling step by step through a puzzle wheel.
- Quality questioning role plays, critical reflection and decoding, sharing Do’s and Don’ts.

FOR WHOM
Client Advisors and Store Managers.

FACILITATOR
External consultant – Matthieu Mielet, expert in luxury sales, coaching and retail management.
Language: English.

TIME INVESTMENT
1 day.

WHEN
Please refer to the Corporate Sales Training Department Calendar.

‘Quel est votre patron? Vous connaissez certainement votre supérieur hiérarchique. Vous vous dites certainement que je suis le patron. Je vais donc vous livrer une confidence: j’ai moi aussi un patron. Mon patron, c’est le client. Le vrai patron du Groupe, ce n’est pas moi. C’est le client’. (Bernard Arnault) The client is my boss!
OBJECTIVES

Learn how to use the power of storytelling to inspire and engage your clients, appealing to head and heart.

PROGRAM CONTENT

During this highly interactive learning experience you will
- Learn the hierarchy of understanding and storytelling as a shared frame of reference
- Create the structure of a memorable and effective narrative with specific techniques
- Romance Bvlgari customizing the narrative according to the client

LEARNING METHODS

Learning by doing:
- After a tutor led introduction, exercise to read the signals, making space for the client to think and speak
- Practice on brand stories and product stories, creating the narrative in groups
- Role play client interactions, using the structure proposed

FOR WHOM

Store Managers and Client Advisors

FACILITATOR

RADA in Business (Royal Academy of Dramatic Arts, London) world leader in training on communication skills

Languages: English

TIME INVESTMENT

1 day

WHEN

Please refer to the Corporate Sales Training Department Calendar
The Magnificent House of BVLGARI Module

It is just like for your first visits in museums, exhibitions or wonderful cities. Your eyes saw exceptional pieces, but you need to be guided.

OBJECTIVES

Discover the new Bvlgari boutiques' architectural design concept and learn about the links between the new stores’ architecture and BVLGARI’s DNA, codes, Mediterranean and Roman origins.

PROGRAM CONTENT

Join us on our exciting online journey to:
- Discover the inspiration and explanation of the architectural concept
- Explore the different areas in order to further the knowledge of the different atmospheres and echoes of BVLGARI's story
- Learn about the deployment of the new concept starting from Via dei Condotti boutique in Rome along the Bvlgari network

TEACHING METHODS

- Videos to describe the inspiration and vision of the new concept
- Interactive learning experience
- Online questionnaires and learning quizzes to verify retention of information

FOR WHOM

Store managers and client advisors
Training also open to all employees

E-LEARNING

Online Training at Bvlgari Learning Lab
Languages: English, French, Spanish, Korean, Arab, Japanese, Chinese Simplified, Chinese Traditional, German

TIME INVESTMENT

15 minutes

WHEN

Always available
Do you also think that a surveillance camera is not enough to ensure the safety in our stores?

OBJECTIVES

During the online training you will learn how
- to detect as well as prevent security risks at your workplace and beyond
- to increase the safety in our stores and at events

PROGRAM CONTENT

In the 2-hours online course you will see and experience potential risk situations as well as ways and methods to prevent, detect and respond to security risks in our stores and at events. Based on the experience and knowledge of security experts the training will provide you with tools and techniques to handle security risks in an appropriate way.

Languages: English and local language

FOR WHOM

All Client advisors, Event Officers and their staff

TIME INVESTMENT

2 hours

Please refer to your local calendar for available sessions
Microsoft Office Word

“*The good news about computers is that they do what you tell them to do. The bad news is that they do what you tell them to do.*” (Ted Nelson)

**OBJECTIVES**

Participating to the Microsoft Office Word course will provide you with the knowledge and skills to use Microsoft Office Word efficiently for your daily tasks.

**PROGRAM CONTENT**

Learn how to use with ease Microsoft Office Word.

Languages: English and local language.

**FOR WHOM**

All employees.

**TIME INVESTMENT**

Depending on the results of placement test.
Microsoft Office PowerPoint

Do you sometimes speak to your computer trying to make him follow your orders? In case you never lose time to produce a PowerPoint presentation you can skip the following content...

OBJECTIVES
Participating to the Microsoft Office PowerPoint course will provide you with the knowledge and skills to use Microsoft Office PowerPoint efficiently for your daily tasks.

PROGRAM CONTENT
Learn how to use with ease Microsoft Office PowerPoint
Languages: English and local language

FOR WHOM
All employees

TIME INVESTMENT
Depending on the results of placement test.
Microsoft Office Excel

Do you sometimes speak to your computer trying to make him follow your orders? In case you never lose time to create a formula in Excel you can skip the following content...

OBJECTIVES
Participating to the Microsoft Office Excel course will provide you with the knowledge and skills to use Microsoft Office Excel efficiently for your daily tasks.

PROGRAM CONTENT
Learn how to use with ease Microsoft Office Excel.

Languages: English and local language.

FOR WHOM
All employees.

TIME INVESTMENT
Depending on the results of placement test.
Microsoft Office Access

Do you sometimes speak to your computer trying to make him follow your orders? In case you never lose time to combine databases with Access, you can skip the following content...

OBJECTIVES
Participating to the Microsoft Office Access course will provide you with the knowledge and skills to use Microsoft Office Access efficiently for your daily tasks.

PROGRAM CONTENT
Learn how to use with ease the following Microsoft Office Access.

Languages: English and local language

FOR WHOM
All employees

TIME INVESTMENT
Depending on the results of placement test.
Basic Professional English

What if you could communicate to your customers in English like you do in your mother tongue? Why not?

**OBJECTIVES**

Your Professional English Course will
- support you to master every business communication in English
- increase your proficiency level in speaking, listening, reading and writing

**PROGRAM CONTENT**

Based on your initial language proficiency level and customized to your individual needs you will work with an experienced native language teacher on a case-by-case basis to reduce grammatical errors, build up your business vocabulary and read, write, listen and speak with ease.

Languages: English

**TEACHING METHODS**

Discover the language through a multi-channel approach:
- 1-to-1 and group lessons
- webinars
- online platforms
- phone calls
- articles reading
- videos watching

**FOR WHOM**

All employees who use English on a daily basis

**TIME INVESTMENT**

20+20 hours

Please refer to your local calendar for available sessions.
Basic Professional Language

What if you could communicate to your customers in their language like you do in your mother tongue? Why not?

OBJECTIVES
Your Professional Language Course will
• support you to master every business communication in a foreign language
• increase your proficiency level in speaking, listening, reading and writing

PROGRAM CONTENT
Based on your initial language proficiency level and customized to your individual needs you will work with an experienced native language teacher on a case-by-case basis to reduce grammatical errors, build up your business vocabulary and read, write, listen and speak with ease
Languages: depending on the request

TEACHING METHODS
Discover the language through a multi-channel approach:
• 1-to-1 and group lessons
• webinars
• online platforms
• phone calls
• articles reading
• videos watching

FOR WHOM
All employees who use the foreign language on a daily basis

TIME INVESTMENT
20+20 hours

Please refer to your local calendar for available sessions
OBJECTIVES
In these 2 days of learning experience you will:
• Raise your level of financial awareness
• Become more confident with financial terms and processes
• Gain the basic knowledge in finance to become more effective in your role without fear of the numbers
• Understand and communicate better with finance specialists

PROGRAM CONTENT
Finance for Non-Financiers enables participants to gain an introduction to financial terms and fundamental accounting concepts. This knowledge will allow participants to learn the structure of basic accounts as well as budgeting processes, purpose, and financial implications

TEACHING METHODS
The course is interactive with a great deal of discussion and break out sessions. Specific examples and best practices are explored in depth

FOR WHOM
Non-finance managers and professionals

TIME INVESTMENT
2 days

“Many people are in the dark when it comes to money, and I’m going to turn on the lights.” (Suze Orman)
Effective Communication Skills

Let’s talk about ineffective communication first: do you know the common reactions to ineffective communication? They can be summarized as 3 F’s: Fight, Flight or Freeze...
Effective communication means that everything in the communication process goes as planned: the receiver understands the message in the way you intended.
Curious to learn more? Read on...

OBJECTIVES

The 2 days learning experience will raise your communication skills to the next level: Get your communication to the point, communicate effectively and with confidence in any business situation

PROGRAM CONTENT

It’s about practice...During the program you will focus on practicing communication. Based on your individual needs you will work with the trainer and the group to make your messages even more effective by applying useful communication tools and techniques:
• Define and clarify your message, frame questions and be concrete
• Develop emotional intelligence and generate confidence and trust
• Practice to provide constructive feedback and to say ‘no’
• Learn how to manage 1:1 and group meetings
• Improve your writing skills
Languages: English and local language

FOR WHOM

All employees

TIME INVESTMENT

2 days program

Please refer to your local calendar for available sessions
Constructive Teamworking

If you were choosing team members for your business team, who would the best team players be? Teams need strong team players to perform well. But what defines such people?

OBJECTIVES

In this 2-days learning experience you will learn to
- enable effective employee participation on teams
- recognize and leverage the role and contribution of each team member
- reach the team goals together as efficient as possible

PROGRAM CONTENT

Make your team successful by
- getting to know the key characteristics of successful teams, important catalysts as well as crucial barriers for team performance
- analyzing what makes your team strong and what you need to become or stay a high performing team
- mapping your team environment and the key stakeholders that are influencing your team
- learning how to alleviate potential conflict situations
- determining how you can contribute to make your team successful

Languages: English and local language

FOR WHOM

All employees/teams

TIME INVESTMENT

2 days

Please refer to your local calendar for available sessions
Driving for Results

Imagine you have nearly arrived at the top of the Kilimanjaro...your feet are hurting, conditions get worse, your co-climbers want to rest...what makes you reach the top?

OBJECTIVES
You will reach pinnacle performance by developing your ability to
• drive for results, doggedly, powerful and focused
• persist despite obstacles that are blocking your way
• assume personal responsibility for organizational and individual achievement
• define and refine priorities
• take on initiatives
• challenge others

PROGRAM CONTENT
During this 2 days experiences you will explore specific behaviors and structured approaches to increase your drive for results. You will learn to specify where you want to arrive, how you can reach your individual goals and how you can contribute to organizational achievement. Focusing on the essential elements of pinnacle performance you will develop
• Persistence
• Responsibility
• Propulsion
• Guidance
Languages: English and local language

FOR WHOM
All employees

TIME INVESTMENT
2 days program

Please refer to your local calendar for available sessions
Maintaining Focus in Stressful Situations

Stress is not what happens to us. It's our response TO what happens...

OBJECTIVES

Choose your response and improve your performance by
- developing new ways to cope with uncertain and complex situations
- learning Mindfulness techniques to maintain awareness and reduce emotional stress
- increasing your ability to stay focused on goals

Languages: English and local language

FOR WHOM

All employees

TIME INVESTMENT

1 day program

Please refer to your local calendar for available sessions
Working Cross-Culturally

Do you know in which cultures a “Yes” usually means “No” or “Maybe”? Do you know how to show your Japanese host that you like your meal?

OBJECTIVES

Working Cross-Culturally will

• make you succeed in working effectively with different cultures
• raise your awareness about the diversity of cultural values and expectations
• increase your ability to adapt your behavior and communication

PROGRAM CONTENT

During this learning experience you will

• learn about the main distinguishing characteristics of cultures
• get to know the impact of cultural differences on working together and on overall work performance
• evaluate differences in cultural expectations
• learn how to work effectively and respectfully together despite cultural differences

Languages: English and local language

FOR WHOM

All employees

TIME INVESTMENT

2 days

Please refer to your local calendar for available sessions
Advanced Negotiation Skills

What if you could maximize your negotiation skills and master every negotiation situation?

OBJECTIVES
During this 3 days program you will
• perfect your negotiation skills by practicing advanced negotiation techniques
• learn how to identify an appropriate negotiation strategy

PROGRAM CONTENT
The ingredients. By learning from others and practicing negotiation yourself you will get to know when you need to negotiate and how to offer a proposal and respond to an offer. Learn the difference between assertiveness and aggressiveness and which techniques you can use to arrive at a win-win solution. Identify your negotiation strengths and development areas by analyzing videos of your negotiation simulations. Work with the trainer and the group to polish your negotiation skills by receiving feedback and applying the skills and techniques learned during the course
Languages: English and local language

FOR WHOM
Retail and buyers

TIME INVESTMENT
3 days

Please refer to your local calendar for available sessions
Sales Talent Development

Have you ever wondered how you can become a sales expert? What are the skills that make you a specialist in the sales process?

OBJECTIVES
The Sales Talent Development will support you to
- assess your strengths and development areas in sales related activities
- to select the right development measures to boost your sales performance

PROGRAM CONTENT
How can you assess your sales fitness?
You will assess your sales competence by a quick web talent assessment, interview and feedback. By receiving feedback and coaching you will get a clear picture of your individual strengths and development areas. Based on your needs as well as on individual and group feedback you will create a personal action plan to support and guide your development

Languages: English and local language

FOR WHOM
Sales Advisors / Deputy Store Managers

TIME INVESTMENT
1 hour web assessment
2 hours interview and feedback

Please refer to your local calendar for available sessions
With the Bvlgari Experience Enhancement Program (BEEP) we offer you the possibility to see and experience something different by working in another job for a short period of time. BEEP enables you to increase your performance by broadening your experience. At the same time, BEEP contributes to the growth of our company by creating greater connectedness and teamwork amongst diverse units, supporting locations in need for specific skill sets and increasing the ability to backfill local vacancies.

What you will experience on the ride...
is depending on where you go. BEEP follows a customized and tailored approach based on your development needs and career planning. Work for 3-6 months in another job or work setting and
- gain new skills and competences
- expand your cultural awareness
- practice teamwork
- increase your understanding of new processes

Languages: English and local language

FOR WHOM
All employees

TIME INVESTMENT
3 -6 months

Please refer to your local calendar for available sessions
Managing at BVLGARI

Do you know how many results show up when you search for “Being a Manager” in the world wide web? Over 1 million articles, stories, cases, books, courses... Would you like to get to know what you really need to succeed in your management role? Then forget the internet search and read on...

OBJECTIVES

A training program specifically designed for the Bvlgari managers, in order to develop the key skills required by the role, in complex organizational contexts, promoting a culture that encourages talents and values human capital, to increase the company’s competitiveness, investing in people who make part

PROGRAM CONTENT

During the program you will learn and practice:

• Your skills to effectively manage yourself, activities and others
• To face and compare different leadership styles, recognize your and what could be the most appropriate approach for the achievement of successful results
• To motivate your team and to retain your best people

Languages: English and local language

FOR WHOM

New or recently appointed managers with less than 3 years of experience in their role

TIME INVESTMENT

3 days

Please refer to your local calendar for available sessions
Performance & Career Review

What if you could maximize the outcome of your annual Performance & Career Reviews? Curious to learn more? Read on...

OBJECTIVES
The Performance and Career Review training will boost your capability
• to prepare and conduct performance & career reviews
• to reach optimal outcome with each performance review
• to provide constructive feedback

PROGRAM CONTENT
During the program you will learn how to prepare for the performance review with your employees and you will get to know useful skills to conduct an effective performance review session. You will practice how to set objectives and development goals together with your employee and how you can handle differences in perception as well as objections. Increase your ability to provide constructive feedback based on observed behaviors and objective evidence. By simulating the review you will directly apply the new skills learned and become ready to maximize the outcome of your next performance reviews
Languages: English and local language

FOR WHOM
People who manage people

TIME INVESTMENT
1 day

Please refer to your local calendar for available sessions
Crisis Management

UNDER DEVELOPMENT
DiSC® overing Effective Relationships’ Management

Hop aboard to get a tour around the island of leadership skills and discover the secrets of Effective Relationship Management...

OBJECTIVES
On the discovery journey you will raise your sensitivity to the needs and interests of others and become more open-minded and flexible. This will maximize your performance in business situations where you have to deal with a variety of people.

PROGRAM CONTENT
Learn about yourself first: What is your relational style? After having identified your style you will learn how to identify the style of other people as well as how to flex your style to meet their needs and achieve the best possible outcome together. By getting to know the most useful relationship tools and skills you will maximize your ability to create and maintain trustful relationships with others.
Languages: English and local language

FOR WHOM
People who manage people

TIME INVESTMENT
2 days + 1 day follow-up

Please refer to your local calendar for available sessions.
Manager as Coach: Growing People, Performance and Purpose

Someone said that to grow people you need to be direct and demanding, always pushing them to the maximum? Well...have you always had success with that style? If not, would you be interested to learn what else you can do to make your people grow and perform?

OBJECTIVES

This learning experience will
- develop your coaching skills to obtain the best performance from others
- increase your positive impact on the performance of your direct reports

PROGRAM CONTENT

You will get to know and experience yourself the most successful performance coaching methods. By learning and practicing active listening and supportive feedback skills you will make the first steps towards successfully coaching others. During the course you will also see how you can increase your ability to handle difficult conversations and to conduct effective interviews. And by practicing coaching in one-to-one or group settings you will get ready to grow your people, performance and purpose

Languages: English and local language

FOR WHOM

People who manage people

TIME INVESTMENT

2 days

Please refer to your local calendar for available sessions
Recruiting Skills

UNDER DEVELOPMENT
Becoming an Agile Leader within a Complex Environment

Do you ever wonder how you could surf more strategically through the waves of uncertainty? We have an agile surfboard for complex waves... ready to jump on?

OBJECTIVES
Choosing to learn agile leadership will support you to increase your performance as a leader also in times of uncertainty and change. The program will boost your ability to think agile and to create adaptive strategies that correspond to the fast-paced business environment. You will boost your skills to engage, support and lead others as an agile leader.

PROGRAM CONTENT
What you need to start surfing the waves of uncertainty...
- Learn and experience the meaning of emotional intelligence and agile leadership
- Develop your ability to manage organizational transitions and to lead change with agility
- Get to know useful tools to maintain resiliency and to control stress when the waves are getting stronger

Languages: English and local language

FOR WHOM
People who manage people

TIME INVESTMENT
3 days with prework

Please refer to your local calendar for available sessions
Being a Team Coordinator

Imagine you were the coordinator of a team...

OBJECTIVES
This learning experience will
- boost your capability to coordinate teams as a head of or deputy store manager
- provide you with the knowledge & skills to make the team succeed

PROGRAM CONTENT
Prepare for your role as a team coordinator and get to know how to build high-performing teams and how to coordinate them effectively. Learn how you can identify and leverage the strengths of your teams. Boost your team coordination and motivation skills and experience through practice how you can increase the motivation and performance of the team.

Languages: English and local language

FOR WHOM
Head of or Deputy Store Manager

TIME INVESTMENT
2 days

Please refer to your local calendar for available sessions