



CINNAM

coaching and innovation mentoring

SUCCESS STORY | EXECUTIVE COACHING | INTERNATIONAL MARKETING DIRECTOR

This one-on-one Executive Coaching journey was designed to support the International Group Marketing Director in navigating the strategic repositioning of the Group's brand in the market.

Amid evolving objectives and challenges, the coaching process focused on refining marketing communication, strengthening stakeholder relations, and driving innovation in integrated brand experience.

Specifically, the coaching emphasized the Coachee's leadership and innovation competencies in seven key communication areas: Insight, Integration, Interpretation, Information, Inspiration, Involvement, and Impact (**7IS-ALDEHYDE MBS® Model**).

As a result, the Coachee gained greater awareness of his executive role, enhanced his strategic capabilities, and adapted to new functions within an increasingly competitive and dynamic business environment.

