

SUCCESS STORY | EXECUTIVE COACHING | INTERNATIONAL MARKETING DIRECTOR

This one-to-one Executive Coaching journey was carried out with the aim of supporting the International Group Marketing Director during the process of the Group brand strategic re-positioning on the market.

A given situation required new objectives and challenges in setting up marketing communication and stakeholder relations activities, as well as the innovation of integrated proposals for a new Brand Experience.

In particular, the Executive Coaching was focused on the communication leadership and innovation competences of the Coachee, in terms of Insight, Integration, Interpretation, Information, Inspiration, Involving, and Impact (7Is MODEL, 7IS-ALDEHYDE MBS®).

The whole process brought to higher awareness of the Coachee concerning his executive role, new functions, and new strategies within a changing competitive environment.

