



WEBINAR SERIES



CORPORATE ENGAGEMENT:
How to work with the corporate community
to generate creativity and motivation
even at a distance

MAY 13, 2020

WEBINAR SERIES

Corporate Engagement



In this period when we are facing many challenges and everyone is looking for new ways to collaborate, human relationships become even more central and authentic. In a phase of transformation in business and organizational approaches, people need to feel involved and engaged to continue generating value.

FOCUS ON

With a mentality geared towards meeting the challenges we are currently facing, we must have the ability to react, cooperate, and give our collaborators an opportunity to grow. In these days of uncertainty, it is fundamental to remain curious, to train emotional and self-empowerment skills thinking big and having the humility to challenge our conventional ways of thinking, pushing us beyond the boundaries of our comfort zone.



THE TRAINER

Luigi Mazzola

Former coordinator of Team F1 Ferrari |
Executive Coach

Born in Ferrara, Mazzola has a degree in mechanical engineering, with a specialization in motor vehicles.

His adventure with Formula 1 in Gestione Sportiva Ferrari began in 1988 as Race Engineer and ended in 2009, as the executive coordinator of performance development. During his career, he wins 8 F1 constructor world championships with the prestigious Scuderia Ferrari as Technical Manager of testing activities, and 6 F1 drivers' championships as Test Team Manager.

Luigi Mazzola has been able to combine technical and business skills with soft skills making him a unique testimonial in performance development and leadership activities.



AGENDA

MAY 13, 2020

How to be the maker of your destiny

- How to navigate negative emotions
 - Being creative by activating optimism that transforms obstacles into opportunities
 - The importance of turning anxiety into courage
 - Understanding that the internal crisis is the real killer to be defeated
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Q&A

Conclusion

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\$ 300 + VAT per person (if applicable)
AED 1100 + VAT per person (if applicable)

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