

TRAINING CATALOGUE



20 20
25 26

A photograph of two women in a professional setting. The woman on the left, with brown hair, is wearing a white button-down shirt and is smiling broadly while looking towards the woman on the right. The woman on the right has blonde hair and is wearing an orange top. They appear to be in a meeting or collaborative work environment. The background is softly blurred, showing greenery and office elements.

**We turn
potential
into value!**

Training, consulting, coaching with clear business results!

Our mission is to support teams in achieving their goals by developing the skills that make them competitive in the new business environment.

Through all our services, we aim to accelerate people's potential, aligned with their role in the company, to drive efficiency and performance.



Our values

EXPERTISE: We have specialists with 15-25 years of experience in leadership roles within multinational companies.

TRUST: In everything we do, we establish and maintain trust through competence and integrity.

INNOVATION: All our programs are customized and incorporate elements of design thinking and innovation.

PASSION: We love what we do, and it shows. We share our passion and enthusiasm with our clients.



Elena Badea

Managing Director



Email: elena.badea@valoria.ro



Some of our clients

Over the years, we have worked with both large multinational companies and entrepreneurial Romanian firms from across the country. Each time, we bring our professional experience and passion for everything we do.



What do we offer?

3 types of services



Training

We offer online and offline training services. We customize the content, exercises, and learning experience.



Consulting

Through business consulting, we help companies structure and optimize their processes.

Executive coaching

Together, we explore the potential of each leadership team member to align their personal mission with that of the company.



What do we offer?

6 types of courses



Leadership skills

10 courses



Management skills

8 courses



Sales & negotiation skills

8 courses



Interpersonal skills

8 courses



Functional skills

8 courses



Courses on special topics

9 courses

1. Leadership skills



**Leadership
skills**

~~1450 EUR/day~~
1085 EUR/day

The path to leadership

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Understand what leadership is and how it impacts people's behavior and performance within organizations
- Define the core characteristics of leaders and how leaders can create a culture of trust
- Utilize the four areas of the Johari Window matrix: the arena, the agenda, the blind spot, and the unknown area in interpersonal communication
- Recognize and elicit the leadership skills they have acquired and developed from past experiences
- Access inner resources that will significantly advance them on the path to leadership

Benefits for your company

- Improves the quality of internal communication
- People become more aware of their roles as leaders
- Increases the level of trust within teams and across the organization as a whole

Testimonial

The trainer explained the concepts very clearly. I appreciated that they interacted with all the participants. The exercises helped me realize that I could apply what I had learned.

Iulian M. - General Director

**Leadership
skills**

~~1450 EUR/day~~
1085 EUR/day

Critical thinking and decision making

Trainer: Constantin Măgdălina



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Facilitate better decision-making through critical thinking and systematic problem-solving
- Adapt to different argumentation styles and effectively build counter-arguments
- Efficiently and realistically evaluate the responsibilities involved in making decisions that are suited to the context and timing
- Identify attitudes and behaviors that lead to effective decision-making
- Apply various divergent and convergent thinking methods
- Maintain a proper attitude based on strategic thinking
- Enhance their judgment and become more confident in decision-making

Benefits for your company

- Decision-making mechanisms will be consciously adjusted
- The errors and discomfort with decision-making will decrease
- Alternatives for complex situations will be found more easily

Testimonial

I came to this course expecting a lot of theory. That wasn't the case at all. The course was highly interactive, and I now understand how to apply these principles in my work.

Cristian G. - Financial Director

**Leadership
skills**

~~1450 EUR/day~~
1085 EUR/day

The psychology of leadership

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Understand the psychological mechanisms characteristic of leadership behaviors
- Grasp the key elements that make leaders both born and made
- Draw a clear and immediate connection between leadership styles and neurotransmitters
- Learn the Clare Graves model and apply it to become aware of the current stage of leadership evolution
- Understand the link between self-esteem and self-confidence for defining self-image versus social image
- Apply two transformation models to work on their leadership style with clear short- and medium-term results

Benefits for your company

- Once the psychological mechanisms of leadership are understood, their application becomes easier
- Participants will consciously take steps to lead their team to the highest level of excellence

Testimonial

This is the most interactive and relevant course I have ever attended. I appreciated the professionalism and excellent preparation of the trainer.

Adrian V. - General Director

**Leadership
skills**

~~1450 EUR/day~~
1085 EUR/day



From persuasion to influence

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Use a number of persuasion strategies and apply psychological techniques to succeed in influencing others
- Utilize emotional persuasion and verbal techniques to help the interlocutor see things from a different perspective, feel inspired, and change their opinion
- Use a step-by-step approach to prepare their argument when they want to convince others of something
- Apply NLP techniques to enhance their influence and deliver impactful messages
- Adapt their communication style to different personality types to increase the effectiveness of their influence strategies

Benefits for your company

- Clarifying the mechanisms of influence by modeling the successful behaviors of a leader
- Understanding and applying the 6 principles of persuasion will transform the way messages are crafted

Testimonial

I appreciated how the explanations were immediately followed by relevant exercises. This allowed me to apply the theory in practice and connect everything to my own work.

Ionuț G. - Entrepreneur in retail

**Leadership
skills**

~~1450~~ EUR/day
1085 EUR/day



How to build your personal brand in business

Trainer: Constantin Măgdălina

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- The importance of personal branding – Why it is crucial now in the business environment
- Identifying core personal values – What do I want to consistently showcase about myself in a natural and authentic way
- Personal brand structure – What are the key components and how to adapt them effectively to the professional context
- Building and monitoring your personal brand – How to develop your personal brand both online and offline
- Leveraging networking – How to use professional relationships to enhance your personal brand
- Dos and Don'ts in managing your personal brand in the business environment

Benefits for your company

- The understanding of how personal branding contributes to the company's visibility
- Transitioning more easily to consistent action to make personal branding a significant differentiating factor

Testimonial

I really enjoyed that it was engaging and filled with a lot of new and useful information. Honestly, it's a great asset for both personal and professional development.

Elena M. - Executive Director

**Leadership
skills**

~~1450 EUR/day~~
1085 EUR/day

The art of communication for leaders

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Use advanced communication techniques to successfully convey complex messages
- Manage all aspects of communication in transformation projects and change management
- Be liked and respected by others, strengthening and validating their self-image, while also making others more willing to listen and follow them
- Influence people to change their opinions and cooperate to achieve organizational goals
- Become more powerful and influential in all personal and business relationships through clear communication
- Develop the ability to listen actively and empathize with team members, fostering stronger relationships and trust

Benefits for your company

- Assertiveness and authenticity in semi-formal communication will increase, supporting the leader's influence
- Behaviors of authenticity, self-esteem, and self-confidence will radiate, inspiring others

Testimonial

It was an extraordinary course! I appreciated the mix of concepts and their practical relevance. I will apply these techniques immediately to benefit from what I've learned.

Marcel N. - General Director

**Leadership
skills**

~~1450 EUR/day~~
1085 EUR/day



From a fixed mindset to a growth mindset

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Recognize the specific elements of both fixed and growth mindsets and their impact on organizational culture
- Use constructive, growth-oriented feedback to motivate employees and help them develop
- Set goals that allow for adjustments and adaptations based on circumstances and interim results
- Encourage a positive attitude towards failure, viewing it as a learning and improvement opportunity rather than an insurmountable obstacle
- Promote resilience among employees, enabling them to overcome challenges and stay motivated in the face of difficulties

Benefits for your company

- Employees feel encouraged to take risks and propose ideas
- A work environment based on these principles contributes to increased employee satisfaction and engagement

Testimonial

Although I was familiar with the topic, I was fascinated by the connections the trainer made, which have immediate applicability in the company's operations.

Gabriela S. - HR Director

**Leadership
skills**

~~1450 EUR/day~~
1085 EUR/day

Transformational leadership

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Understand what transformational leadership is and why organizations need transformational leaders
- Apply the knowledge gained to choose the most suitable approach to becoming transformational leaders
- Recognize the characteristics of a transformational leader and how to develop influence beyond formal authority
- Avoid common mistakes in the organizational change process and the consequences of poor change management
- Learn the 7 most important recommendations for facilitating the change process in an organization

Benefits for your company

- The impact of both conscious (managed) and automatic behavior of the leader in a transformation process will be recognized
- Dynamic and volatile situations will be navigated more easily

Testimonial

I'm glad I attended this course and discovered new things. I found many concepts highly relevant to my role, and I now know what I need to do to apply them.

Sebastian A. - Entrepreneur in IT

**Leadership
skills**

~~1450 EUR/day~~
1085 EUR/day

The principles of agile leadership

Trainer: Constantin Măgdălina



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Implement agile methodologies and apply agile principles for project management
- Lead with adaptability and manage change with ease and resilience
- Promote collaborative environments that enhance teamwork and innovation
- Improve decision-making mechanisms for informed choices in dynamic situations
- Optimize team performance, maximizing productivity through agile leadership practices
- Achieve sustainable success and guide the organization toward meeting its goals by applying agile leadership principles
- Foster learning within the team, encouraging a culture of growth through agile practices

Benefits for your company

- Flexibility will be promoted by adapting strategies in line with agile principles
- Uncertainty will be navigated more easily, and challenges will be approached with a proactive and agile mindset

Testimonial

This course provided valuable insights into the principles of agile leadership. I highly recommend it to leaders who are dealing with the constant changes in business.

Marius T. - Entrepreneur in IT

Leadership skills



Self-awareness and self-leadership

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates selected by the client

Location:
Chosen by the client. Travel and accommodation expenses will be covered by the client.

Skills developed through this course

By the end of this course, participants will be able to:

- Identify their personality structure, personal values, strengths, and areas for improvement
- Clarify and define their personal and professional goals
- Develop reflection and introspection skills to better understand their own thoughts and behaviors
- Build resilience and the ability to cope with challenges and change
- Improve collaboration and relationship-building skills with other team members
- Learn to manage emotions and reactions in various situations
- Cultivate a growth mindset to continuously seek development opportunities

Benefits for your company

- Conflicts will be managed more effectively, contributing to a more peaceful work environment
- Self-leadership skills make individuals more capable of taking responsibility and leading teams

Testimonial

This course was WOW because it helped me understand myself better. I am now more motivated and can set and achieve my goals with greater self-confidence.

Matei A. - Chief Executive Officer

2. Management skills



**Management
skills**

~~1450 EUR/day~~
1085 EUR/day

Team management for performance

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Lead their team and achieve results in a predictable, sustainable, and scalable manner
- Understand the role of strategic planning and team management in achieving results
- Think strategically and align their team with the company's goals and mission
- Set clear objectives at all levels and communicate them effectively to ensure the team moves in the right direction
- Develop their team to perform at maximum potential
- Communicate effectively with the team, both in individual interactions and in meetings
- Know how to give feedback and motivate the team

Benefits for your company

- Managers will become more self-assured in team management and inspire greater confidence
- The desired results will be achieved as managers' capacity to manage the team constructively increases

Testimonial

I am glad I attended this course and discovered new things. I learned many concepts highly relevant to my role and now know what I need to do to apply them.

Sebastian A. - Entrepreneur in IT

**Management
skills**

~~1450 EUR/day~~
1085 EUR/day

Principles of strategic planning

Trainer: Constantin Măgdălina



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Identify the components of strategy and strategic management
- Understand the concepts of strategy, strategic management, and organizational policy
- Recognize the role of planning in achieving results
- Set coherent objectives to guide organizational development and growth in the right direction
- Communicate effectively with the team, both in individual situations and in meetings
- Think strategically and align the team with the company's mission and values
- Foster a culture of continuous improvement and adaptability to respond effectively to changing market conditions and organizational needs

Benefits for your company

- The strategic planning process will run more smoothly and coherently
- Departmental objectives will be more easily and relevantly aligned with the organization's goals

Testimonial

The course included a wealth of information, and the trainer explained the concepts very clearly. He engaged with all participants. The exercises encouraged collaboration.

Daniel G. - CEO and Administrator

**Management
skills**

~~1450 EUR/day~~
1085 EUR/day

Project management

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Manage project resources to achieve the desired outcomes
- Monitor team progress within a project and address deviations from targets
- Use Work Breakdown Structures (WBS) for efficient project planning
- Manage team relationships and motivate the team
- Facilitate meetings effectively to enhance their efficiency
- Maintain relationships with all stakeholders and systematically foster team creativity
- Manage changing project requirements by communicating effectively with all parties involved

Benefits for your company

- All projects will be approached using established project management processes and methods
- Risk management plans will be considered in addition to addressing direct client requests

Testimonial

The trainer has a great energy and is highly committed to what she does. She kept our attention and facilitated very engaging discussions based on the presentation and exercises.

Ioana Doina B. - Financial Director

**Management
skills**

~~1450 EUR/day~~
1085 EUR/day

Principles of change management

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Create and communicate the strategic direction and purpose of changes in a way that builds support and buy-in
- Consistently convey a compelling vision of the future created by implementing change
- Identify the four main behavioral responses to change: Critic, Victim, Bystander, Navigator
- Overcome obstacles to change through effective implementation
- Build on initial results to accelerate the change process
- Embed new practices as part of the culture
- Foster resilience and adaptability within the team to sustain momentum throughout the change process

Benefits for your company

- Managers will be able to communicate change appropriately, and confidently
- They will understand and effectively address the different types of resistance to change among people

Testimonial

I am glad that, through this course, I had the opportunity to clarify my principles of change management. I gained knowledge, inspiration, and practical examples.

Daniela C. - General Director

**Management
skills**

~~1450 EUR/day~~
1085 EUR/day

Team development and dynamics

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Understand the levers that enable new employees to achieve organizational goals more quickly
- Acquire the skills necessary for continuous team development
- Understand the mechanisms and techniques for achieving performance through ongoing training
- Develop effective skills to motivate team members
- Improve abilities to identify and develop talented employees, preparing them to meet their objectives
- Develop the skills needed to lead and coordinate employees effectively to improve results

Benefits for your company

- Managers will act proactively to develop the team
- More self-determined behaviors will be observed in managing both professional and personal development

Testimonial

I appreciated the trainer's experience and ability to connect theory with practice. There are many positive aspects, from interactivity to practical discussions.

Sorin Iulian M. - Procurement Director

**Management
skills**

~~1450 EUR/day~~
1085 EUR/day



Essential coaching techniques for managers

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Apply coaching principles in the workplace to maximize the efficiency of others and facilitate knowledge transfer
- Use the GROW model to coach, ask questions, and guide a coachee
- Ask the right questions to maximize the effectiveness of coaching sessions
- Increase the coachee's awareness and open their perspective to new opportunities
- Provide effective feedback and overcome any possible resistance
- In addition to the GROW model, two other models will be explained for special situations
- Develop active listening skills to fully understand the coachee's needs, challenges, and goals

Benefits for your company

- Managers' confidence in their ability to coach team members will increase
- More initiatives to start the coaching process within the team will be observed

Testimonial

The structure of information delivery is the strength of the course. I liked the relaxed atmosphere, which facilitated the sharing of participants' experiences.

Mihai T. - Executive Director

**Management
skills**

~~1450 EUR/day~~
1085 EUR/day

Success factors in delegation

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

- By the end of this course, participants will be able to:
- Recognize the importance of delegation as a way to offload certain tasks and focus on achieving more strategically significant objectives
 - Adopt an effective strategy to delegate the right task to the right person at the right time and in the right manner
 - Use a systematic, step-by-step approach to explain tasks to those they intend to delegate
 - Apply all types of feedback correctly according to the specifics of each interaction
 - Utilize a range of tools to monitor the performance of those to whom they have delegated tasks, as well as their own performance in the delegation process

Benefits for your company

- The roles and responsibilities of both the delegator and the delegatee will be clearly understood
- Fewer frustrations will arise due to ineffective delegation

Testimonial

This is the first course on this topic that I have attended, and I enjoyed it very much. I learned many useful things that I feel I will be able to apply right away.

Valentin D. - Financial Director

**Management
skills**

~~1450 EUR/day~~
1085 EUR/day

Impactful feedback and feedforward

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Understand the nature and purpose of giving feedback and know when to provide feedback or feedforward to others
- Deliver constructive feedback/feedforward that includes potentially negative messages while eliciting a positive reaction and commitment to change
- Use step-by-step feedback techniques to recognize achievements and reinforce positive behaviors in others
- Receive feedback or feedforward in a way that encourages the other person to provide as much relevant information as possible while effectively managing criticism

Benefits for your company

- Spontaneous and constructive interventions will be facilitated for skill development.
- The empathy necessary for authenticity in the feedback and feedforward process will be achieved naturally

Testimonial

Although I've attended courses on this topic before, I learned many new things. The exercises were well-chosen and gave us the opportunity to practice. Everything was great!

Ionuț Mihai B. - Logistics Director

3. Sales and negotiation skills



**Sales and
negotiation skills**

1450 EUR/day
1085 EUR/day

Essential sales techniques

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Sell using a structured framework and adopt the right mindset to maximize the effectiveness of sales discussions
- Utilize modern sales techniques, understanding the difference between these and traditional approaches
- Focus on customer needs and approach the sale from the best angle to achieve maximum results
- Conduct sales with a client-centered approach, using modern and effective sales structures
- Interpret and use verbal and non-verbal language effectively to improve communication
- Use communication as the main tool for changing behaviors and influencing people

Benefits for your company

- There will be greater confidence in the ability to open, manage, and successfully close the sales process
- Opportunities for cross-selling and upselling will be identified more easily and clearly

Testimonial

The course content was well-designed, and the information was explained in an accessible way. The trainer facilitated communication among all participants.

Silvan M. - Sales Director

**Sales and
negotiation skills**

1450 EUR/day
1085 EUR/day

Psychology of sales

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To understand the basic concepts of sales psychology
- To know the difference between the traditional sales model and the new sales model, based on psychological selling
- To understand why psychological selling is necessary and how to apply it concretely with clients
- To correctly identify the client's typology using simple profiling techniques
- To effectively apply the steps of psychological selling based on changes in buyer psychology
- To extract benefits and achieve results through psychological selling

Benefits for your company

- A profiling of the main persuasion systems will be conducted to tailor the sales process for each client
- The success rate in sales will be improved

Testimonial

In this course, I discovered a new dimension of the sales process: the psychological dimension. I really enjoyed what I learned, and it boosted my self-confidence.

Eugen D. - B2B Sales Manager

**Sales and
negotiation skills**

1450 EUR/day
1085 EUR/day

Customer centricity as a source of value

Trainer: Constantin Măgdălina



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To create and/or communicate the organization's specific client-centric vision
- To identify why and how the entire organization should focus on internal and external clients
- To integrate client centricity into the company's planning and strategy with measurable outcomes and support measures for the vision
- To understand, communicate, and manage client needs and desires
- To know and apply tools and templates for implementing the customer-centric excellence model
- To be a role model for customer-centric excellence within the company

Benefits for your company

- The perception that the client is causing stress or the frustration associated with this perception will be reduced
- Proactive solutions will be generated to improve customer satisfaction

Testimonial

What I appreciated most was the quality of the content and the high level of expertise of the trainer. I left the course with actionable steps to implement immediately.

Dorin Iulian P. - Director of Sales

**Sales and
negotiation skills**

1450 EUR/day
1085 EUR/day

Strong relations with key clients

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To know how to elicit relevant information about clients' needs and provide solutions and alternatives in response to them
- To correctly understand clients' expectations of the organization
- To understand their own role and contribution in relation to clients' expectations
- To know the key points in building long-lasting and high-quality relationships with clients
- To identify how each client defines quality and then deliver services tailored to their individual requirements and expectations
- To propose changes and improvements that lead to excellent relationships with key clients

Benefits for your company

- Opportunities will be correctly and proactively qualified, and annual business plans for key clients will be developed
- Greater satisfaction among key clients and larger budgets will be generated

Testimonial

The course had well-structured content, and the explanations were easy to understand. I felt that the warm and relaxed atmosphere encouraged interaction.

Dan B. - National Sales Director

**Sales and
negotiation skills**

1450 EUR/day
1085 EUR/day

Basic principles in business development

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To understand the role of the internal Business Development function and the specific way it is approached in professional services firms
- To know the basic processes in business development and correctly differentiate between strategic and operational ones
- To correctly apply the stages of the business development process within a professional services organization
- To accurately define and monitor relevant performance indicators for this process to generate results in the organization
- To propose improved business development processes and implement them efficiently

Benefits for your company

- Business development will be correctly positioned as part of the sales process
- Business development results in the company will be better structured, planned, and monitored

Testimonial

Although I have experience, I didn't see the business development aspect with such conceptual clarity. The trainer succeeded in bringing us to an new level of understanding.

Cristina Ana D. - Director of Sales

**Sales and
negotiation skills**

1450 EUR/day
1085 EUR/day

Basic negotiation techniques

Trainer: Constantin Măgdălina



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To understand the principles underlying negotiation and what can be done to achieve the best results
- To use a negotiation strategy that brings them closer to a win-win outcome
- To prepare for negotiation by following a step-by-step approach and setting critical boundaries
- To identify the negotiation margin based on its variable parameters and use them to negotiate systematically within the proposed limits
- To formulate a final negotiation outcome that precisely reflects their intended goals
- To build and maintain trust during the negotiation process, ensuring long-term collaboration and mutual respect

Benefits for your company

- The difference between sales and negotiation and the best way to transition from one to the other will be understood
- Negotiations will be conducted much more easily and efficiently, focusing other than price

Testimonial

The trainer maintained an excellent pace in the two days of the course. We had theory segments followed by practical exercises, which provided us with maximum value.

Mihai Andrei S. - Director of Sales

Sales and negotiation skills



Advanced negotiation techniques

Trainer: Constantin Măgdălina

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates selected by the client

Location:
Chosen by the client. Travel and accommodation expenses will be covered by the client.

Skills developed through this course

By the end of this course, participants will be able to:

- To use a set of psychological tactics to explore the motivations of the other party and learn how to respond to these tactics
- To master advanced techniques of morphopsychological profiling of potential clients and adjust their negotiation strategy accordingly
- To naturally and intuitively, yet consciously and deliberately, establish gestural, facial, and verbal rapport during the negotiation, as well as to break it when necessary
- To control the non-verbal and para-verbal aspects of their behavior during negotiation and use them deliberately, dissociatively, and effectively to influence the negotiation outcome
- To efficiently control the negotiation process

Benefits for your company

- Advanced profiling and non-verbal influencing elements will be applied
- A significantly higher level of confidence in the ability to lead the negotiation toward success (win-win) will be achieved

Testimonial

Negotiation techniques are numerous and varied, but the course was excellent because we learned how to transition from techniques to psychological principles.

Ion Marin T. - Purchasing Director

**Sales and
negotiation skills**

~~1450 EUR/day~~
1085 EUR/day



Effective networking methods

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To overcome limiting or false beliefs about networking
- To create and convey the right mindset to initiate successful networking sessions
- To understand the main types of networking and discover the one that suits them best
- To grasp the importance of follow-up, how to do it correctly, and how to transition from follow-up to developing a business relationship
- To build self-confidence and apply tips and tricks to facilitate the networking process
- To be likable, relevant, and only then, important
- To build and maintain a diverse and sustainable network by engaging consistently and offering value to others

Benefits for your company

- Barriers to networking will be overcome, and strategies will be developed beyond the classic one-on-one approach
- Follow-up practices and their outcomes will be significantly improved

Testimonial

In this course, I learned the steps that lead me to success in networking. I replaced my limiting beliefs with empowering ones and practiced them in real scenarios.

Eva C. - Entrepreneur in Production

4. Interpersonal skills



**Interpersonal
skills**

~~1450 EUR/day~~
1085 EUR/day

Assertive communication in business

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To express their ideas assertively, with confidence and precision
- To use different communication styles when needed, adapting them to the circumstances
- To apply assertive techniques to ask the right questions for the right reasons
- To actively listen and provide constructive feedback in conversations
- To avoid misunderstandings and overcome communication barriers
- To empathize in order to build trust and communicate effectively
- To resolve conflicts by applying assertive communication techniques

Benefits for your company

- The level of passive-aggressive communication within the company will decrease
- Communication blockages will be overcome by elevating the discussion from the level of beliefs to the level of values

Testimonial

This is the best communication course I have attended because it is dynamic, interactive, full of great examples and exercises. It was a memorable experience!

Valentina S. - HR Director

**Interpersonal
skills**

~~1450 EUR/day~~
1085 EUR/day

Public speaking techniques

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To use a clear method for structuring a speech as well as concrete techniques for delivering an impactful presentation
- To have tools at their disposal for managing emotions and stress, along with practical actions to overcome blocks and difficult moments
- To know how to handle different types of audiences and participants during a presentation
- To understand how to generate constructive feedback from participants by systematically observing audience reactions to the presentation
- To confidently deliver impactful presentations or other types of public speaking engagements
- To master the use of body language to enhance the effectiveness of their message

Benefits for your company

- Fear of public speaking will decrease, and confidence in public speaking abilities will grow
- The ability to handle unpleasant or unforeseen moments during a speech will improve

Testimonial

The course is excellent for those who need tools to become appreciated speakers. The trainer's extensive experience enables them to guide participants toward success.

George M. - CEO and Administrator

**Interpersonal
skills**

~~1450 EUR/day~~
1085 EUR/day

Impactful business presentations

Trainer: Alexandra Cernian



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To accurately identify the objectives of the presentation and apply methods for building the argumentation in a business presentation
- To apply the rules for delivering impactful messages in business presentations
- To know how to structure a business presentation using the 3S Pyramid method to create content-focused presentations
- To adapt the message and structure according to the motivational profile of the target audience
- To use effective presentation planning methods, such as storyboarding and mind mapping
- To apply the 6×6 rule to determine the optimal amount of information per slide

Benefits of your company

- The quality of presentations delivered within the company or to clients will improve
- A better quality in the structure of presentations as well as in the style of visual solutions used will be noticeable

Testimonial

The trainer is highly skilled and knows effective techniques that are easy to apply in practice. I was impressed by their willingness to customize the course to our needs.

Doina P. - Chief Executive Officer

**Interpersonal
skills**

~~1450 EUR/day~~
1085 EUR/day

The psychological mechanisms of (self)-motivation

Trainer: Elena Badea



Important!

Group size:

10-12 people

Schedule:

09:00 – 17:30

with a lunch break

Course duration:

Two days on dates selected by the client

Location:

Chosen by the client. Travel and accommodation expenses will be covered by the client.

Skills developed through this course

By the end of this course, participants will be able to:

- To discover the psychological mechanisms of motivation, how they are formed, and to what extent they can be influenced
- To understand the types of motivation and self-motivation mechanisms and their effectiveness
- To know themselves better and identify their own motivational mechanisms
- To understand the role a manager plays in motivating the team
- To learn what tools can be used to overcome personal or team motivation blockages
- To apply this knowledge to bring added value to the company in any other area of their responsibilities

Benefits for your company

- The psychological elements that lead to self-motivation will be understood
- Situations requiring the management of team members' motivational factors will be more easily identified

Testimonial

After this course, I feel that I have been able to identify why certain motivational mechanisms don't help me achieve my goals. The trainer is absolutely exceptional!

Liliana R. - Supply Chain Director

**Interpersonal
skills**

~~1450 EUR/day~~
1085 EUR/day



Emotional intelligence and its impact on business

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To identify the main elements of EQ and understand how each contributes to their own emotional state
- To recognize and understand their emotions and states, as well as their impact on others
- To manage and adjust their emotional states to ensure they do not negatively affect their behavior
- To understand others' feelings during interactions and become a trusted partner
- To understand others' needs and respond appropriately to achieve maximum results in their interactions
- To develop empathy as a key skill for building stronger professional relationships

Benefits for your company

- More balanced behaviors, even in situations characterized by discomfort and pressure
- Increased level of engagement, as employees will use information filtering processes focused on managed emotions

Testimonial

The course had a coherent structure, and the explanations were engaging. The interactivity was at its peak. The relaxed atmosphere allowed us to share our ideas freely.

Violeta B. - Entrepreneur in bakery

**Interpersonal
skills**

~~1450 EUR/day~~
1085 EUR/day



Limiting beliefs vs. empowering beliefs

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To effectively use techniques for overcoming limiting beliefs and activating empowering beliefs
- To efficiently and relevantly identify what exists at each neurological level (according to Robert Dilts)
- To discover the inner map, meta-programs, and beliefs of the interlocutor
- To understand and experience the three perceptual positions and extract added value from each of them
- To use sub-modalities for conveying shared values and generating consensus and engagement
- To apply anchoring techniques to reinforce empowering beliefs and positive states

Benefits for your company

- The current set of beliefs will be brought into awareness
- Challenges, unpleasant, or frustrating situations will be better managed
- An increase in determination and resilience will be observed

Testimonial

In this course, I learned how beliefs are formed. I applied techniques to transform certain limiting beliefs into empowering ones.

Dragoş T. - CEO and Administrator

**Interpersonal
skills**

~~1450 EUR/day~~
1085 EUR/day

Personal values and success

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To apply the Barrett model and the Dilts model regarding the structure of neurological levels and personal values
- To understand the differences between values and beliefs, as well as the crucial role both categories play in professional and personal success
- To identify their personal values using the VIA test and discuss the results within the team
- To become aware of positive behaviors and those needing improvement to achieve success
- To explore and gain self-awareness through exercises, group games, and role-play
- To align personal values with professional goals for greater fulfillment and effectiveness

Benefits for your company

- An increase in engagement, motivation, and effective collaboration will be observed
- The team will display customer-focused behaviors aimed at meeting client needs at an excellent standard

Testimonial

I really enjoyed attending this course because I learned a lot of information based on neuroscience. The trainer's passion for the subject is unparalleled.

Ionela G. - Entrepreneur in education

**Interpersonal
skills**

~~1450 EUR/day~~
1085 EUR/day



Awareness, empathy, and social intelligence

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To understand the relationship between awareness, empathy, and social intelligence
- To easily interact with anyone in almost any situation
- To be motivated to improve relationships in business or at work
- To ethically persuade and positively influence others
- To turn difficult social situations into advantageous opportunities for both parties
- To learn more about different types of people and how to accept and appreciate them, even if they are different
- To build self-confidence and value themselves more

Benefits for your company

- The importance of social intelligence in personal and professional success will grow
- There will be a greater focus on collaboration, win-win outcomes, and achieving success as a team

Testimonial

It was a wonderful course! I loved everything I learned and discovered about myself. I resonated with the interactive style, and it was great that we did many role-play exercises.

Alina Daniela C. - HR Director

5. Functional skills



**Functional
skills**

~~1450 EUR/day~~
1085 EUR/day

Take your Excel skills to next level

Trainer: Alexandra Cernian



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To apply practical techniques to transform data into relevant information using functions and formulas
- To utilize mathematical, logical, text processing, date functions, and lookup and reference functions (e.g., VLOOKUP, MATCH, INDEX)
- To use techniques for generating performance indicator analysis reports that impact decision-making processes with Excel
- To apply shortcuts to increase productivity in Excel and solutions to common participant challenges
- To engage in numerous practical exercises and work with participants' real-life examples

Benefits for your company

- Efficiency and accuracy in data processing in Excel will be improved
- A culture of excellence regarding Excel skills will be established

Testimonial

The trainer is excellent, patient and attentive to the learning needs of the participants. We worked on real-life situations from our activity, which was incredibly valuable.

Paul B. - Entrepreneur in advisory

**Functional
skills**

~~1450 EUR/day~~
1085 EUR/day



Business modeling with PowerPivot

Trainer: Alexandra Cernian

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- Loading data into PowerPivot from various sources (text files, Excel, Access, SQL Server) and creating relationships between tables
- Utilizing pivoting techniques, slicers, filtering, and conditional formatting
- Processing data with PowerPivot formulas and DAX functions to prepare data for analysis in PowerPivot
- Using mathematical and statistical functions, text processing functions, and logical functions
- Creating pivot tables and charts in PowerPivot and using tools like Slicers and Sparklines
- Gaining practical experience working with this powerful modeling and analysis tool

Benefits for your company

- The work of analyzing and structuring data for recurring complex reports will become more efficient
- These skills will be applied to projects involving data modeling

Testimonial

The course was very useful and engaging. The techniques I learned transformed my workflow, allowing me to create complex and relevant reports with ease.

Iulian D. - Production Director

**Functional
skills**

~~1450 EUR/day~~
1085 EUR/day



Automation with Visual Basic for applications

Trainer: Alexandra Cernian

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To understand the basics of using VBA in Excel, including the concept of objects and collections of objects
- To record and run macros in the Visual Basic Editor (VBE)
- To work with variables and constants, data types, and use data series
- To define and run user-defined functions (UDF) with one or more arguments in VBA
- To manage and handle errors in VBA, including types of errors and methods to prevent them
- To use VBA with confidence and efficiency
- To automate repetitive tasks and create customized solutions to enhance productivity

Benefits for your company

- The work of analyzing and structuring data for recurring complex reports will become more efficient
- These skills will be applied to projects involving data modeling

Testimonial

During the course, I learned how to automate repetitive tasks, saving valuable time. The instructor provided clear examples, and now I feel much more confident in using VBA.

Angela C. - Entrepreneur in publicity

**Functional
skills**

~~1450 EUR/day~~
1085 EUR/day



AI-powered CRM for efficient customer relationships

Trainer: Alexandra Cernian

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To define business processes for managing customer relationships
- To understand the types of CRM solutions, the value they bring to an organization, and key criteria for selecting a CRM solution
- To know the components of a CRM solution and the methodology for implementation
- To manage certain activities within the organization using a CRM solution, including assigning roles and permissions
- To analyze data and generate predictions using a CRM solution, including leveraging AI capabilities
- To evaluate the impact of a CRM solution on organizational activities

Benefits for your company

- The ability to use AI and the CRM system more efficiently and generate added value will be improved
- The transfer of know-how from advanced users to beginners will be facilitated

Testimonial

The most important aspect is that we worked with the trainer before the course to customize the content specifically for our system. We are very pleased with how well it went.

Alin V. - Client Relationship Director

**Functional
skills**

~~1450 EUR/day~~
1085 EUR/day



Efficiency and productivity with Microsoft Outlook

Trainer: Alexandra Cernian

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To use specific tools for improving planning, organization, and control of personal activities
- To utilize the importance-urgency matrix, priority-setting methods, and activity organization techniques (e.g., the Pomodoro Technique)
- To implement the 4D system for managing email flow
- To organize everything into folders and categories, assign flags, set reminders, and convert emails into tasks
- To define and prioritize work tasks, including tracking status and delegation, using Outlook
- To integrate Outlook with other Microsoft Office tools for seamless workflow management and enhanced productivity

Benefits for your company

- The workflow in MS Outlook will become more efficient
- The application's functionalities for delegation, task status monitoring, collaboration, and organization will be utilized more effectively

Testimonial

The course completely changed the way I organize myself. I learned how to efficiently manage my calendar and daily tasks. The exercises were perfectly tailored to our needs!

Cornel A. - Operations Manager

**Functional
skills**

~~1450 EUR/day~~
1085 EUR/day



Modeling and Analysis with Unified Modeling Language (UML)

Trainer: Alexandra Cernian

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will have knowledge about:

- Static modeling of software systems - class diagrams, identifying and modeling relationships between classes
- Modeling the functionalities of software systems - use cases, activity diagrams with single and multiple actors, generalization relationships, association, aggregation, and composition relationships, object diagrams
- Dynamic modeling of software systems and managing interactions between components
- Correlation of use-case diagrams with state diagrams, communication diagrams, component and deployment diagrams, state diagrams, sequence diagrams, and state transitions

Benefits for your company

- Modeling knowledge will be significantly improved
- Projects requiring advanced skills in working with Unified Modeling Language will be manageable

Testimonial

In this course, I learned to create clear and precise models, improving project communication with the entire team. I now feel more confident in approaching projects.

Diana G. - Project Manager

**Functional
skills**

~~1450 EUR/day~~
1085 EUR/day



Business Intelligence Systems

Trainer: Alexandra Cernian

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will have knowledge about:

- The impact of Knowledge Management and Business Intelligence systems on managerial decision-making processes
- Emerging technologies: from Data Warehousing to Big Data and the Internet of Things
- The role of Knowledge Management and Business Analytics in organizational performance
- The Extract-Transform-Load (ETL) process for data collection: the centralized warehouse
- Techniques for summarizing large volumes of data. Summarizing and visualizing performance indicators
- Strategies and tools for Business Analytics reporting

Benefits for your company

- Knowledge of Big Data, BI, and Business Analytics will be significantly improved
- Projects requiring advanced skills in working with BI and BA will be manageable

Testimonial

What I liked most was the energy and professionalism of the trainer. Additionally, I gained advanced skills in data management and analysis.

Mădălina D. - Financial Manager

Functional skills

~~1450 EUR/day~~
1085 EUR/day

Effective methods of Data Visualization

Trainer: Alexandra Cernian



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates selected by the client

Location:
Chosen by the client. Travel and accommodation expenses will be covered by the client.

Skills developed through this course

By the end of this course, participants will have knowledge about:

- Methods for planning data presentations: storyboard, mind mapping
- Creating advanced types of charts such as Treemaps, Sparklines, Histograms, Scatter Plots, and Filled Map Charts
- Selecting impactful and representative visual elements for business reports and presentations
- Designing charts and efficiently using colors in a business presentation. The Rule of Thirds for creating visually balanced slides
- Design rules for contrast, repetition, alignment, and proximity
- Design principles for ensuring the clear visibility of data

Benefits for your company

- The quality of business presentations will improve
- There will be an enhanced structure and style of visual solutions used for data presentation

Testimonial

The course provided me with the tools needed to transform complex data into intuitive and engaging visualizations. These skills help me effectively communicate data.

Crina B. - Entrepreneur in advisory

6. Courses on special topics



**Courses on
special topics**

1450 EUR/day
1085 EUR/day

Gender differences in communication

Trainer: Elena Badea



Important!

Group size:

10-12 people

Schedule:

09:00 – 17:30
with a lunch break

Course duration:

Two days on dates
selected by the
client

Location:

Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To identify and manage gender differences in communication at the workplace
- To understand specific methods for effective communication based on preferences for certain communication channels
- To correctly interpret communication patterns, avoiding potential conflicts or frustration
- To adapt their communication style based on the audience's composition or the gender of the interlocutor
- To become aware of their own communication patterns and find better ways to express themselves
- To foster inclusive communication that promotes collaboration and mutual understanding

Benefits for your company

- Communication will be calibrated according to gender characteristics
- Assertive and persuasive communication will be facilitated after internalizing this knowledge

Testimonial

The course was eye-opening. I gained a better understanding of how gender differences influence our interactions and learned practical techniques to communicate better.

Valentina M. - Investment Director

**Courses on
special topics**

~~1450 EUR/day~~
1085 EUR/day



From competition to collaboration

Trainer: Constantin Măgdălina

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To understand the influence of organizational, departmental, and team culture on team members and how it affects their ability to achieve expected results
- To learn about the neurotransmitters that drive competition and their positive role, as well as those that drive collaboration and their positive impact on individuals
- To apply models for a natural transition from ME to WE to generate consensus and engagement
- To identify forms of culture and the levers managers use to foster collaboration between teams
- To use leadership skills to promote performance based on values

Benefits for your company

- Establishing genuine collaborative relationships within the company will be facilitated
- Mistakes in communication that could lead to competitiveness and subsequently to aggression will be avoided

Testimonial

The course completely changed my perspective on teamwork. I learned to leverage the diversity of ideas and skills, leading to better results.

Alexandru B. - Entrepreneur in IT

**Courses on
special topics**

~~1450 EUR/day~~
1085 EUR/day

Non-verbal language in business

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To use the principles of body language to read cues in communication
- To distinguish between open and closed body positions and interpret them correctly in context
- To notice a lack of confidence in others by interpreting body language and use this information to adjust and assert their own position
- To “read” others through eye contact and learn to leave a strong impression by adopting specific expressions
- To identify lies and recognize evaluative gestures before final decisions are expressed
- To use non-verbal communication techniques to build trust in professional relationships

Benefits for your company

- The ability to accurately read non-verbal language will improve
- The capacity for correct response to a given situation, whether within the company or with a client, will increase

Testimonial

I chose the course because I am very passionate about this topic, and my expectations were completely exceeded. The trainer is highly knowledgeable and well-prepared.

Eduard R. - Sales Manager

**Courses on
special topics**

~~1450 EUR/day~~
1085 EUR/day

Business writing with NLP techniques

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will have knowledge about:

- Understanding the state and internal map of the recipient and correctly calibrating the message accordingly
- Avoiding writing mistakes that contradict the principles of persuasive communication
- Methods to interpret what the sender conveyed in terms of beliefs and motivations, beyond the literal meaning of the words
- Using Robert Cialdini's principles of persuasion in crafting business messages
- Identifying the best counter-argumentation points to achieve the desired outcome
- Structuring messages to create emotional engagement while maintaining clarity

Benefits for your company

- The quality of written messages and communication will improve
- Structures that enhance the impact and persuasive power of communication will be consciously utilized

Testimonial

Everything I discovered in this course far exceeded my expectations. I appreciated the trainer's expertise and the applicability of all the techniques.

Mihaela B. - Marketing Director

**Courses on
special topics**

~~1450 EUR/day~~
1085 EUR/day



Creativity and innovation techniques

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To identify and implement new ways of acting and creating value
- To shift perspectives and reveal new aspects to others
- To develop initiative and the courage to do things differently
- To create a safe environment for exchanging and communicating innovative ideas
- To use the planning process to transform innovative ideas into action, considering the market, competitors, and clients
- To enhance the ability to analyze and evaluate the effectiveness of implemented solutions, adjusting strategies where necessary

Benefits for your company

- The ability to identify possible alternatives before making a decision will improve
- The ability to eliminate elements that block personal creativity and that of the team will improve

Testimonial

I learned how to think creatively and apply new methods to innovate. I feel more inspired and ready to put it into practice!

Sorina C. - Entrepreneur in Media

**Courses on
special topics**

~~1450 EUR/day~~
1085 EUR/day



Game theory applied to decision-making

Trainer: Constantin Măgdălina

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To identify strategic games in a market with complex interactions
- To identify and differentiate various possible strategies: dominant, secure, mixed, trigger, and the conditions in which they apply
- To understand what Nash equilibrium is, what a subgame is, and the perfect equilibrium of a subgame
- To identify and evaluate the options available when making decisions
- To understand how to shift strategic market interactions in favor of the business, influencing activities and outcomes
- To gain a deeper understanding of the market in which they operate and its future evolution

Benefits for your company

- The ways to shift strategic market interactions in favor of the business, influencing activities and outcomes, will be understood
- A deeper understanding of market dynamics will be gained

Testimonial

Attending the course provided me with a new perspective on how to approach complex problems. I now have valuable tools that help me make accurate decisions.

Tudor D. - General Director



Time management or tasks management?

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To plan effectively to achieve individual and team objectives
- To organize their life efficiently and free their mind from minor tasks
- To respond decisively to interruptions and achieve maximum results
- To control their thoughts by adopting the right attitude
- To say "No" and be appreciated for it
- To delegate tasks to the right people to maximize efficiency
- To manage stress and pressure effectively to maintain high productivity
- To identify and eliminate habits that unnecessarily consume time and energy

Benefits for your company

- A reduction in stress caused by time pressure will be observed by minimizing stress factors
- Planning and control activities will improve through effective time management

Testimonial

I really enjoyed the course because of the psychological concepts. With the new techniques, I feel more in control of my schedule and can achieve my goals.

Răzvan M. - HR Director

**Courses on
special topics**

~~1450 EUR/day~~
1085 EUR/day



Management of multigenerational teams

Trainer: Elena Badea

Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To identify and understand the differences between generations, including the values, preferences, and work styles of each generation
- To communicate effectively with team members from different generations, adapting the communication style to their needs
- To create an inclusive work environment that encourages collaboration and mutual respect between generations
- To develop strategies for leveraging the strengths of each generation, thereby maximizing the team's potential
- To manage intergenerational conflicts and turn differences into opportunities for growth and learning

Benefits for your company

- Meetings and projects will be conducted to effectively engage team members from all generations
- Strategies for managing multigenerational teams will be improved based on feedback

Testimonial

The multigenerational team management course taught me how to leverage the strengths of each generation, leading to more effective collaboration within our team.

Radu S. - HR Director

**Courses on
special topics**

~~1450 EUR/day~~
1085 EUR/day

The neuroscience of happiness

Trainer: Elena Badea



Important!

Group size:
10-12 people

Schedule:
09:00 – 17:30
with a lunch break

Course duration:
Two days on dates
selected by the
client

Location:
Chosen by the
client. Travel and
accommodation
expenses will be
covered by the
client.

Skills developed through this course

By the end of this course, participants will be able to:

- To understand the neuroscience of happiness, how the brain is involved in the subjective experience of happiness, and how neural processes can influence mental and emotional states
- To learn about the neural circuit of happiness, highlighting the brain regions and neurotransmitters involved in producing and regulating positive emotions, providing a deeper understanding of how we function during moments of happiness
- To become aware of the deep connection between the body and mind, particularly how our emotions are expressed and regulated through the central nervous system

Benefits for your company

- The ability to adapt and regulate emotions will be developed
- Life's challenges will be navigated more effectively, enabling the maintenance of a healthy level of happiness and well-being

Testimonial

This course was a fascinating and profound experience. I discovered how our brain works and learned practical techniques to cultivate happiness.

Paula G. - Sales Manager

Our team

Expertise and trust

Elena Badea is a graduate of the Politehnica University of Bucharest, but she has built a career spanning over 25 years in marketing, sales, and business development.

She has coordinated 55 studies on Romania's business and entrepreneurial environment.

Also, she has been involved in training and coaching programs for managers and business leaders, as well as in social responsibility and education projects.

Elena frequently publishes articles in Romania's mainstream press and is invited as a speaker at numerous national conferences on current topics in marketing and business development.

In the past three years, she has delivered over 2,500 hours of training, both within multinational companies and large Romanian entrepreneurial firms.

The topics she covers include: marketing and communication, business development, account management, body language in business, presentation techniques, networking, personal branding development, leadership, sales psychology, and neuromarketing.



Elena Badea

Our team

Professionalism and experience

Constantin Măgdălina has 15 years of professional experience, during which he worked for multinational companies both in Romania and abroad.

He holds a Master's degree in Marketing and Communication from the Bucharest Academy of Economic Studies.

He is certified in Lean Six Sigma and ITIL (IT Information Library®), which gives him a solid understanding of organizational processes and transformations, and he completed the MBA program at Tiffin University in the USA.

His certification from the Chartered Institute of Marketing further enhances his business expertise.

Constantin has initiated and coordinated studies on Romania's business environment.

He participates in numerous business conferences and writes on topics related to innovation, business process optimization, social media, digital transformation, trends, and emerging technologies.

Constantin frequently publishes articles in Romania's mainstream press. The topics he covers include emerging trends and technologies, process improvement, agile leadership, knowledge management, Six Sigma, and hyper-digitalization.



**Constantin
Măgdălina**

Our team

Excellence and passion

Alexandra has been a university lecturer at the Faculty of Automatic Control and Computers at the Politehnica University of Bucharest since 2007.

She has teaching and research experience in fields such as databases, artificial intelligence, software engineering, business intelligence, and data mining. She holds a PhD in Systems Engineering.

She has participated as an expert in numerous national and international projects and has conducted training and consultancy activities in various companies.

Alexandra frequently publishes articles in Romania's business press and is invited as a speaker at numerous conferences on current topics such as technology, digital transformation, and Gen AI.

As a trainer, she has over 15 years of experience delivering courses in national and multinational B2B and B2C companies, and she conducts training and consultancy programs in both functional and soft skills.

She has collaborated with more than 50 national and multinational companies, for which she has delivered over 550 training and consultancy sessions.



**Alexandra
Cernian**

Recorded courses on www.valoria.ro

On our website, we offer a balanced mix of recorded courses that develop managerial competencies as well as communication, influence, and leadership skills.



Agile leadership mastery

This course will make you a master of the skills you need to inspire your team to achieve high performance.



Psychology of leadership

Discover the essential elements of leadership psychology, along with key aspects of transpersonal psychology.



Main skills for a first time manager

Learn how to become a manager appreciated by your colleagues and respected by company leadership.



6 principles of content marketing

If you're passionate about social media, this course will show you the principles that make a difference in content marketing.



Obstacles in communication

This course will teach you how to quickly and reliably recognize 10 common obstacles in communication.

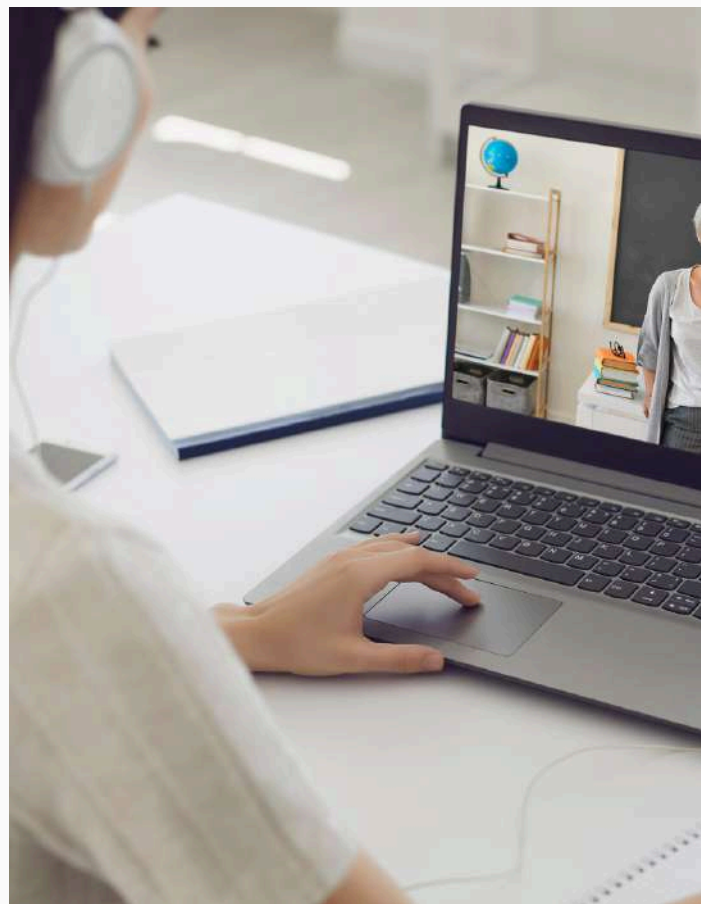


Non-verbal language in business

You will learn to understand the true state of mind of the person you're talking to by "reading" their non-verbal language.

Advantages of recorded courses

- They allow asynchronous learning, enabling everyone to follow their own schedule and pace
- They include practical exercises and quizzes
- They are effective for refining knowledge





Why choose us?

We consistently achieve a very high level of satisfaction, according to the feedback received from participants.

96%

97%



Constantin Măgdalina
Director



Email: constantin.magdalina@valoria.ro



Address

4-6 Prof. Ion Bogdan Street, 3rd Floor
Sector 1, Bucharest (Dorobanți Area)

Contact

Mobile phone: 0726-13.99.02

Email: info@valoria.ro

Web: www.valoria.ro

