



BPW Ticino presents:

## “BEING EFFECTIVE IN BUSINESS CONVERSATIONS”

An interactive workshop for professionals by BPW members

*Anna Favini Robertson* **Bprofessional** and

*Maren Donata Urschel* **fruitful coaching**  
committed to positive change

**(14<sup>th</sup> September 2011 – 19:00 to 21:00 – USI Lugano, Palazzo Rosso, A11)**

Please note that this workshop will be held in English. To take full advantage of this learning experience, reasonable comprehension skills are required.

### Workshop summary:

Success in our professional lives greatly depends on our ability to hold effective and productive conversations. The aim of this interactive 1 ½ hour Taster is to create awareness of some of the key skills which enable effective communication and to give participants an opportunity to practise them and reflect on the outcome.

In particular, this workshop will highlight the importance of Active Listening and Questioning in gathering information in different contexts and in creating a positive interaction. Participants will receive practical insight into the impact of Body Language on communication in general and on multi-cultural business interactions, such as international presentations. The workshop will also address the importance of projecting a positive and professional image, with useful tips on what works and what to avoid in different situations.



**Anna Favini Robertson** is an experienced management training consultant specializing in professional skill development and effective communication in business contexts. Totally bi-lingual (English/Italian), and with an international family and professional background, Anna works with managers and professionals from different sectors, functions and roles, helping them interact successfully with peers, clients and counterparts in the global market place. She has an MBA from a British business school and an Italian degree in Modern Languages, and also holds international specialisation certificates. She has worked with academic institutions and international training groups, prior to starting her own training business in 2009.



**Maren Donata Urschel** is an experienced coach and coach supervisor who has spent her career working with senior executives internationally in consulting, knowledge management, business development, research and project management. She has lived in three countries, is bi-lingual (English/German) and brings freshness, professionalism and a real joy in partnering with her clients to enable them to discover their potential and use it to their best advantage. Maren holds a Master's in Organisational Psychology from the London School of Economics, a Bachelor degree in Drama and English Literature and other international academic and professional qualifications.