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## Study Abroad Impact Lab

### 1) Personal branding & Persona

In this section we work on how to create your public Persona and build and use your Personal Brand to stand out. In your professional life, you become an ideal candidate and you get more choice if you are able to get people to see and understand who you are, your qualities, your competence and personality from the very first interaction, whether it happens online or in person.

Learning outcomes:

- Choose and create your narrative;
- Create your network and generate opportunities with your personal branding strategy;
- Meaningful content creation;
- How to present yourself
- Communicate with your looks

#### **BIO OF THE LECTURER:**

Claudia Barberis is a Personal Branding expert and Communication Strategist. She built her own company devoted to helping entrepreneurs, professionals and companies create a tailor-made strategy to communicate the personal side of their business and build their reputation to maximize authority and influence.

### 2) Elevator's pitch, self-reputation, CV and LinkedIn profile

In this section, the course will cover how to create an effective strategy to promote your brand in the job market (both during interviews and through LinkedIn) and how to build and leverage a strong network to get the right-fit job and advance your career. Moreover, the professor will share insights on how recruiters and head-hunters are using AI to find the best-fit talents for their companies.

#### **BIO OF THE LECTURER:**

Gabriele Ghini is a senior Executive Search Consultant with about 30 years of experience as Head Hunter for top level positions both at Italian and international level.

Before entering in the search business, Gabriele spent the first 10 years of his career in three chemical Multinationals (Du Pont, Uniroyal and Rhone Poulenc Agrochimie) working as international sales and marketing manager, holding responsibilities over multiple geographies for strategic products in the EMEA region.



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### 3) Theatrical training to improve/finetune body language, eye contact, gestures, presentation skills

The training focuses on social - theatre methodologies and practices for the growth and well-being of the participants starting from the specific needs of each group. The theatre, in its workshop dimension, represents the best place where empower individual soft skills and team work.

Goals:

The training improves the following skills:

- expressive and social theatre practices in relation to individual and group experience in the various professional roles and tasks to be carried out
- ability to observe the relational dynamics of the group and the communication needs to be implemented in different contexts
- stimulate, express and re-elaborate personal and professional presentations.

#### BIO OF THE LECTURER:

ELISA ROTA IS A PEDAGOGIST AND THEATRICAL TRAINER. SHE'S THE CO-FOUNDER OF ALCHEMILLA, A SOCIAL COOPERATIVE THAT FOCUSES ON INNOVATIVE AND GENERATIVE EDUCATION FOR CHILDREN AND TEENAGERS. AS AN EDUCATIONAL CONSULTANT, ELISA BRINGS THIS INNOVATIVE APPROACH ALSO TO COMPANIES, AGENCIES AND POLITICAL INSTITUTIONS. SHE IS PART OF CIT (CENTRO DI CULTURA E INIZIATIVA TEATRALE) "MARIO APOLLONIO" OF UNIVERSITÀ CATTOLICA WHERE HER MAIN AREA OF EXPERTISE IS ENHANCING COMMUNICATION SKILLS THROUGH THEATRICAL TECHNIQUES

### 4) Internship&stage deep dive, questions and curiosities about Italian companies and international ones for recruitment policies

The purpose of the session is to awaken students on cultural differences with a specific focus on the working world. During the session we interactively work, through specific games (Trompenaars's Dilemmas) in building intercultural competences, making students aware that they can all build behavioral skills and characteristics that support effective and appropriate interaction in a variety of intercultural working contest. At the end of the session students will have implemented their intercultural awareness.

#### BIO OF THE LECTURER:

Clara Anghileri is the Experiential Learning Unit Coordinator at the International Office of Università Cattolica del Sacro Cuore. Clara works closely with innumerable companies in Italy and abroad to secure internship placements for domestic and international students, placing over 600 hundred students a year. Graduated in sociology at New York University (NYU), she also holds a Master's Degree in Intercultural mediation. She has an infinite passion for young people and her goal is to help them be employable in a global world.

### 5) Workplace scenario in a global perspective

Key figures, trends and data are merely the starting point to understand challenges and barriers, post pandemic situation and hybrid work expectations in contemporary workplace market. What we need is to make a qualitative analysis of expectations and relationships employers/employees: a pragmatic session



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during which, after a scenario&guidelines short presentation, teams will work to create their own project to tackle present times global job trends with a challenging and creative attitude.

#### **BIO OF THE LECTURER:**

**Prof. Stefania Vitulli** is a creative consultant and journalist. She teaches Brand Communication, Green Communication and Personal Branding and she is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication and sustainability.

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#### **6) Example of a Company visit:**

MSL Publicis Group: roles and professional environment in the Italian headquarter of a global communication agency.