

Model of Practice

Accredited by
Worldwide Association of Business Coaches (WABC)
and by Middlesex University



Mission and Beliefs

My **mission** as a Coach is to promote and increase individual and collective well-being for both business and people and in doing this I work to improve coachee's competences and behaviours toward desired goals-results.

My **beliefs**:

- any change is possible at any level (personal, interpersonal, systemic) depending on the “actors-roles” involved and their attitude towards change
- a changing attitude is something workable through coaching
- understanding the context beliefs/culture towards change is strategic in deciding the coaching conversation/subject level starting point
- change is only possible if the individual-group is committed to change

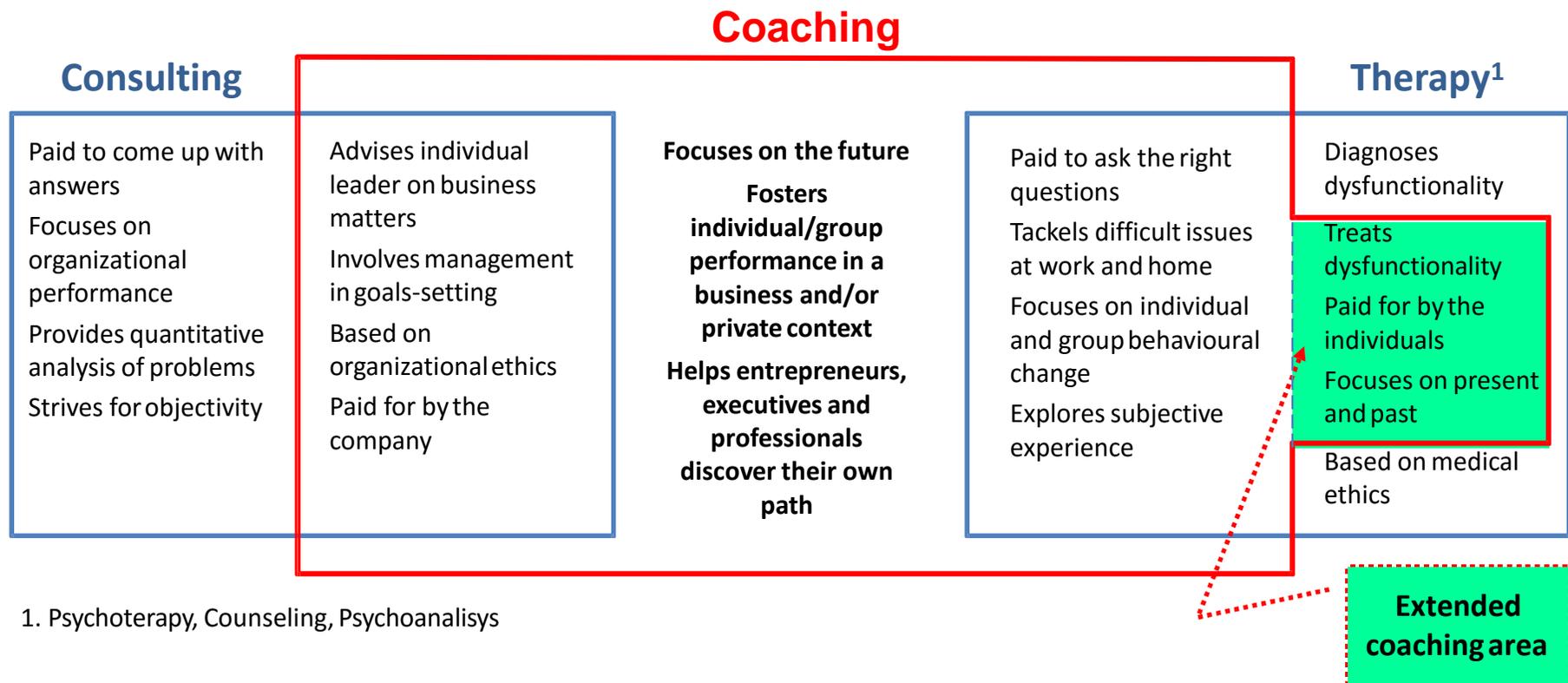
Expected Results

People and Business goals-expected results are a whole and business goals can be reached only through people work.

| Expected Results | |
|--|---|
| Business | People |
| <ul style="list-style-type: none">▪ Increased individual and team performances▪ Better Cultural-Leadership etc. survey results▪ Better management of organizational complexity▪ Increase of business results while respecting sustainability principles | <ul style="list-style-type: none">▪ Increased self-awareness▪ Better performances▪ Tuning of the work-life balance▪ Stress reduction |

DeGa's Coaching Model

DeGa according to Coachees' needs through his model* engages coachees in psychodynamic conceptualization enabling them to evaluate their own behaviours and to become aware of the emerging conversations rising in a complex and changing world (Lane and Corrie 2012) before taking action for change: he thus facilitates the development of reflective leaders-executives maintaining a business perspective.



1. Psychotherapy, Counseling, Psychoanalysis

* Coutu and Kaufmann (2009) - HBR Research report Harvard Business Review adapted by Luca De Gaudenzi

Profile Overview



Designation: Business-Executive
Coach & Counselor
Position: Entrepreneur – Free Lance

Summary

Luca supports clients in delicate professional and personal transitions both through on-to-one and team coaching initiatives. Luca started his career at Andersen Consulting – Accenture in the Change Management Professional Family where he focused on the Human Impact of Innovation and Process & Technology Transformation.

In 2006 Luca launched his own practice based in Italy – “DeGa” providing professional services as a Change Management Advisor-Coach or as a Teacher-Coach of Organization and Management Behaviors both in large international and small national companies.

He has contributed to coaching culture diffusion in Italy by collaborating with an Italian pioneer coaching institution. In addition to his core coaching programs, Luca also provides: psychoanalysis, counseling, life coaching & change management advisory.

Education:

Andersen-Accenture change management development path (Chicago and Milan). Luca has a degree in Business Studies & Management from the University of Turin Italy and he is Certified through the Worldwide Association of Business Coaches.

School of Coaching: Master in Business Coaching
Middlesex University: Chartered Coach programme -MA

Languages:

Italian (native language), English and French (fluent)

Relevant Experiences

- **International Chocolate Maker:** Design of a Coaching and Change journey project with neuro-research at academic level in collaboration with University of Turin (Psychology department), Coaching 1to1 and Leadership Team Shadowing (MD + first line)
- **Global medical device company and a leader in the treatment of cardiovascular diseases:**
Coaching 1to1 the Italian cardiac rhythm management Plant Manager
- **Global management consulting, technology services and outsourcing company:**
selling, projecting and delivering two coaching projects (team + 1to1) to the Fiat Group Application Outsourcing Management Team
- **Major Dutch Bank:** supporting the Italy HR Director in the “start-up” and transformation of the HR Division mediating between the Holding guidelines and the local status of organizational development. Coaching the Business and Change Manager and his team of high-potential young employees.
- **Major Italian Bank:** teaching (coach approach) managerial and organizational behaviors to the General and Regional Direction personnel in a program of organizational development and people managing behavioral transformation. Teaching managerial and organization behaviors to the Branch Directors
- **Major Italian Multiutility:** project management teaching (coach approach) to Group Executives and Project Managers referring to the ongoing Group governance strategical review due to the balanced scorecard introduction
- **Major Italian Insurance Company:** teaching (action learning) commercial behaviors to the branches front office personnel
- **Italian publisher:** teaching commercial behaviors to the sales network (Agents and Promoters), teaching ethical behaviors (from values to behaviors) to the back office personnel
- **International Automotive company:** supporting a worldwide business transformation program through the definition and implementation of a business unit re-engineering (process, technology, and people transformation) across multiple countries. Project leader-manager-coach (from selling to delivery). Coaching the client project manager to support him in entering the new role.
- **Private clients:** many 1to1 coaching developmental journeys both as a coach-counselor and as a supervisor to junior coaches