

## PROFILE

**CHRISTA CANTIENI CUNIN PCC, LL.M - EXECUTIVE COACH, TRAINER & FACILITATOR**



### **SAMIDA**

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Coaching languages: **English, French and German**

## **Professional career**

My work experience spans over more than 20 years. I started my career in Switzerland working as a lawyer in the telecommunications industry. Later I moved for one year to the US where I undertook a LL.M. degree at New York University. Upon return I was offered the opportunity to become the General Counsel in a newly created IT company of over 3000 employees. I enormously enjoyed myself building up a team, develop people and doing strategy and management work. For family reasons I moved later to Brussels where I worked as an EU-lobbyist for a while and, in parallel, obtained a master's degree in EU law from ULB Brussels. In 2006 I decided to reorient my career to become a professional coach. When founding my company SAMIDA, I decided to combine my passion for people development, management and organisational health issues with all my previous career experiences and contribute to the advancement of the industries and sectors I knew best. Over the last several years, I have been very privileged to work with fantastic lawyers, leaders and organisations from all over the world. I have trained and coached people of over 50 different nationalities.

## **Coaching & training experience**

### ***Executive Coaching***

My coaching experience on different levels:

- **Managing partners/CEOs and practice group leaders:** leadership, strategy, balance between management work/client work, people management, dealing with conflicts, power and politics, effective communication etc.
- **Senior partners:** business strategy and client development, mid-career crisis, leadership development, effective communication, people management, preparation and transition into retirement etc.
- **New partners:** transition, client development, partner identity, business strategy, leadership, balance with family life, delegation, team/people development and management etc.
- **Senior associates:** preparation to partnership, building business strategy and professional profile, public speaking/presentation skills, negotiation skills, assertiveness/presence and gravitas, client development etc.
- **Female lawyers:** effective communication, networking, strategy, client/business development, power and politics, role modelling, balance, maternity transition etc.

### ***Team Coaching***

Different interventions in teams (practice groups, partnership, leadership teams) to help create better cooperation, stronger cohesion and increase the level of trust between the team members. Sometimes coupled with a mediation approach to help resolve conflict.

## **Training Programmes**

Different **public speaking/presentation skills** programmes to help lawyers progress in public speaking and give more impactful presentation. Video is used to enhance self-awareness.

**Negotiation skills** programme based on the Harvard Programme on Negotiations methodology to help lawyers become aware of negotiation dynamics and acquire specific persuasion skills.

**Business development skills** programme based on a profiling tool measuring preference in the "sales cycle" to help create awareness on strengths as well as sessions with role play exercises and video follow-up.

**Communication skills** programme based on a profiling tool measuring communication preference to help create awareness on strengths and development areas. Exercises around active listening, powerful questions, feedback and dealing with difficult communication situations.

**Workshop for partners to learn how to coach their associates** with exercises around active listening, giving powerful positive and negative feedback, management techniques of asking rather than telling etc. This can be coupled with role-play exercises with the help of a team of specialised actors.

## **Approach to coaching**

I see myself as an awareness-creator, sounding board and trusted sparring partner. Every lawyer is unique and has different needs, values and drivers. I adapt my approach to the learning preferences and underlying motivations of every client and to the culture of every team as well as the organisation. I use a variety of tools drawn from leadership development, performance improvement, NLP, principles of systems, constellations, emotional intelligence, inner game, mediation/negotiations etc. I also take advantage of my own past experience as a lawyer, manager and member of the senior management of a big company as well as a start-up business owner. In every of my intervention I focus on helping the client widen his/her perspective as well as perception and open up to new possibilities for action and responsibility.

## **Qualifications, accreditations and memberships**

- Professional Certified Coach (PCC) by the International Coach Federation
- Member of ICF (both Global and Belgian Chapter)
- Accredited Facilitator of Lumina Learning Psychometrics
- Trained in NLP, Systemic Constellations (John Whittington) etc.
- Trained and work experience in Mediation
- Trained in Harvard Concept of Negotiations
- Law degree University of Bern / Admission to the Bar of the Canton of Bern, Switzerland
- LL.M. (Master of Laws) from New York University, New York, USA
- Master in European Law from ULB Brussels, Belgium
- General Counsel (Member of the Senior Management) Swisscom IT Services (3'000 people), Bern, Switzerland
- European Affairs Adviser Datev eG, Nürnberg/Brussels, Germany/Belgium
- Senior Legal Counsel Swisscom (20'000 people), Bern, Switzerland
- Associate Lawyer Hammer & Steinlin Law Firm, Bern, Switzerland
- Mediator for the Mietamt of the City of Bern (disputes between tenants and landlords), Switzerland

## **Personal Interests**

I am happily married and a mother of three. In the little time still remaining, I love to sing. In winter I adore skiing with my family in my native Swiss Alps