

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