



Leading with a Smile

A Mindful Approach
to Leadership



What Can We Do For You?

Do You Want to develop an entrepreneurial organization, able to create sustainable long-term growth?

Do You Want to foster a learning culture based on Open Dialogue?

Do You Want to prepare your team to leverage on market and technology changes and turn them into innovative opportunities?

Do You Want to unleash the potential of your team in order to ideate, design and execute innovative solutions?

Do You Want for yourself and your team to nurture the confidence, inquisitiveness, transparency, courage and business acumen that will make you co-create a better future for your business and the world that you impact?

Let us help You with:

- ☐ Strategic Consultancy
- ☐ Leadership Development Training
- ☐ Executive Coaching
- ☐ Bespoke Programs, tailored to your needs

What's in the Name?

Gróa or Grooa, is the name of a mythological figure from the old Nordic Sagas, a woman who could see into the future

The Grooa Approach

We **create value for our Clients**
by relentlessly challenging them ... with a Smile

Our ambition is to engage our Clients in an Open Dialogue that can result in sustainable business and cultural improvement.

We offer a unique combination of competences:

Strategic Management

(As Business Veterans, we understand the corporate world)

Engaging Leadership

(As Thought Leaders and Coaches, we understand human behavior)

Global perspective

(As Citizens of the World, we understand intercultural challenges)

We specialize in Constructive Disagreements that lead to Innovation,
Change Management and Diversity/Inclusion.

We use the most modern neuroscience-based approaches including
Mindfulness and Co-Active Coaching.





Why Grooa?

Trusted by International Leaders

Our approach is trusted and appreciated by leaders around the world.

We have trained and coached hundreds of international leaders in blue-chip business organizations like Oracle, P&G, Unilever, Mars, Yara, SKF, Aviva, NBC Universal, Lego, Kraft Food, Mondelez.

We are consulting on innovation and organizational strategy at Board C-suite level.

Simple and Clear Methodologies

Our methods are based on in-depth understanding of cognitive and behavioral neuroscience.

Our training is modular, sequential, practical and flexible.

It can easily be customized to meet personal or organizational objectives.

Exceptional Qualifications

Our consultants are professionally trained leaders, coaches, and instructors with stellar accreditations (e.g. ICF, IMD, TIAS)

They are themselves corporate executives and leaders with extensive experience from international positions in companies like: J&J, Marel, Mars, Norsk Hydro, Procter&Gamble, Philips, Sony, Stork, Yara.

Multicultural and Diverse

We are an international and diverse team, we speak several languages and have worked in and with countries of the five continents.

We fully understand the challenges of cross-cultural communication and have learned to capitalize on our differences.

Who Are We?

Grooa is a partnership of Thought Leaders, Consultants and Coaches dedicated to Innovation Leadership

Grooa is part of an extensive network of Executive Coaches and HR consultants, so we can flexibly deploy qualified international resources



Laura Lozza, M.Sc. (Chemistry), PCC

Managing Partner

Business Veteran, Entrepreneur, Inspirational Leader, Author, Course Designer, Leadership Trainer and Executive Coach



Jos van den Nieuwelaar (Eng. Food Technology)

Partner

Business Veteran, Groundbreaking Innovator, World-Class Food Technologist Guru, C-Level Innovation Coach



Monica Garcia, M.Sc. (Physics), CPCC

Partner

Project Manager, Entrepreneur, Course Designer, Leadership Trainer and Executive Coach



Jon Vidar Sigurdsson (Academic Professor)

Chairman of the Board

Historian, Prolific Author, Inspirational Speaker, Academic Mentor and Coach

Anne Mette Langholm, *Board Member*

Brigitte Nijs, *Associate Consultant*

Elena Digirolamo, *Associate Consultant*

Stefania Filipponio, *Partner*



Corporate Social Responsibility

The focus of our Corporate Social Responsibility agenda is Gender Diversity.

We believe that our world will be a better place for everyone when we ensure “Egalitarian Diversity”; this means a world where the uniqueness of every human being is valued, a world where everyone has equal rights, is equally respected and has unbiased access to opportunities. We focus on supporting women to gain a more influential voice.

We invest 5% of our Turnover in Activities in the following

Key Activities:

Executive Women Scholarships

**Yearly Support to SOLA
School of Leadership for girls in Afghanistan**

We also pride ourselves in actively Role Modeling our beliefs: we teach, train and coach about inclusion and respect of diversities.

Our Values

We are passionate about bringing a confident and courageous smile to the business arena.

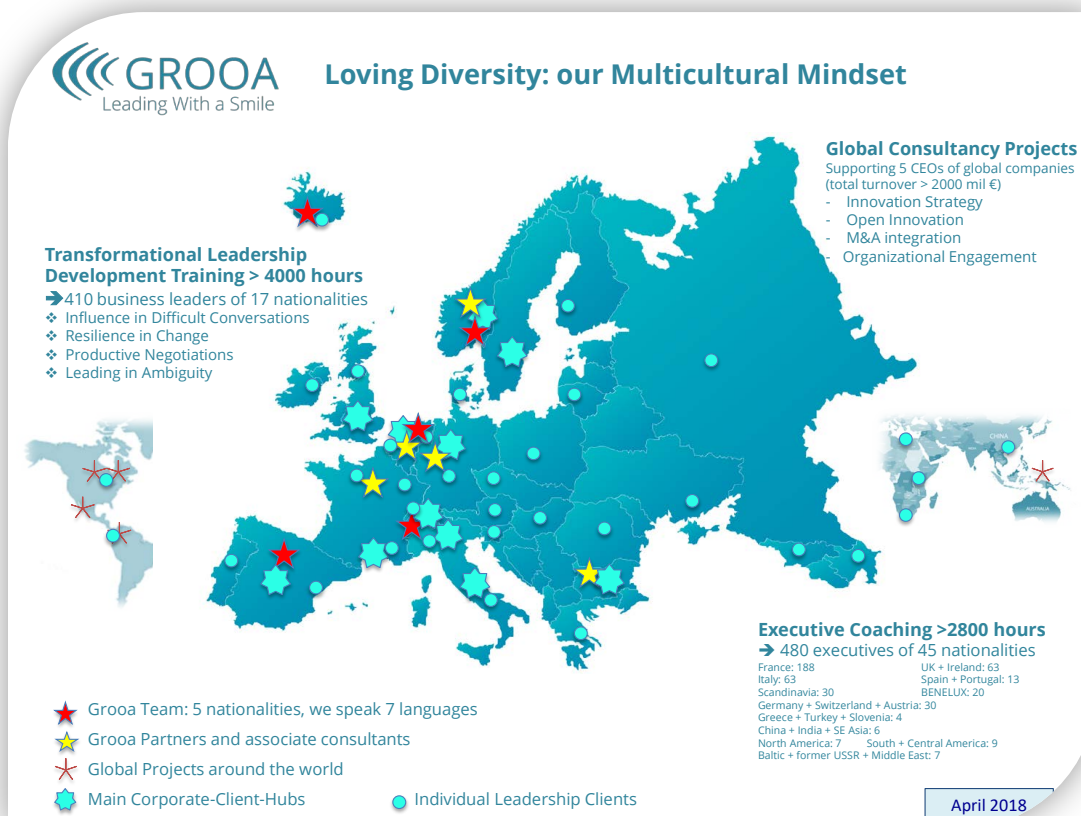
Our Core Values guide the way we want to be within our team and with our Clients world:

Simplicity from Complexity

Knowledge from Information

Focus on the Human Side with Courage and a Smile

Loving and Leveraging on Diversity





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