**BUSYGIN OLEG**

**General director GC Intake-Group, business-coach, management consulter, psychologist, candidate of sociological sciences.**

* **Certified Motivational and NLP Coach (INEMLA, USA)**
* **Certified Transformational Coach (ACSTH, UK)**

Working experience in the industry of training conduct since 2005

Author of books: «Factors of organizational development of the company», «Compass of a negotiator». Among the numerous clients there are Gazpromneft», VEKA, SMR, Mosenergosbyt, Vneshekonombank, Grundfos and others . Conduct professional practice.

**Competative advantages of the specialist:**

**Personnel experience:** staff management, working experience in sales, working experience in productional and trading companies, in companies, rendering services

**Style of carrying:** simplicity of statement, specifity in passing training material, tried and tested in practice methodology, orientation on the result

**Visualization:** usage of video materials, models and techniques demonstration, envisaged during the training, working out of adaptive cases for the situations of the client (as before the training, and also creation of situations during the lessons ), video recording and analysis of materials in the process of training

**Professional experience:**

* Organizational diagnostics of industrial enterprises and comercial organizations
* Formation and development of corporational ideology in the biggest European and Russian companies
* Projection and launch of business-projects in different business industries
* Participation in international, transcontinental business projects
* Execution of major business-conferences
* Development of long-lasting module-type training programs
* Description of business-processes, reglamentation and implementation of process, working out of job instructions
* Negotiations conduct at high level (top-manegers, heads of amdinistrations, principals of cities)
* Development of competence model
* Implementation evaluation system for competences
* Development the system of key indexes for effective work of staff
* Psychological diagnostics of staff
* Coaching of line managers and TOP-management

**Experience of practical work:**

* 17 years experience as a business-coach
* Consultant of leading top-managers in big Russian companies
* Personnel teaching methods
* Teaching profession in the leading universities. 4 years in the frame of programs EMBA and DBA in RANEPA
* Author of more than ten articles in corporate culture, staff motivation and sales organization

**Key skills:**

* Development and conduct of internal and external trainings, systemization of educative process in the organization
* Sales management and personnel experience in sales
* Conduct of assestment –centers
* Development of competence models
* Formation and development of corporate culture
* Evaluation of competences
* Business processes description, processes reglamentation, job instructions development
* Business –planning of projects
* Management of project groups for implementation improvement in the enterprise
* Conduct of interviews and psychological assessment of staff

**Education and continuing vocational training:**

* 2018 – Certification in INEMLA (Los Angeles, USA). Confirmed certification: Motivational and NLP coach
* 2018 – Education and certification in EATA (San Francisco, USA). Confirmed certification: Transactional analytics (101)
* 2018-2019 Education and certification in ACSTH (London, United Kingdom). Confirmed qualification: Transformational coach
* 2008-2014 - Institute of Psychology RAS. Moscow. Speciality: Psychoanalysis
* 2006-2007 – High school of consultants in management. RANEPA, affiliated to the government of RF. Moscow. Speciality: consultant in management
* 2005 - Course of coaches' training MBD-Group. Moscow. Certified coach
* 2000-2003 - Belgorod State Technological University (БГТУ). Postgraduate education, speciality: sociology of management
* 1995-2000- Belgorod Technological Academy. Speciality: industrial management.

**Main themes:**

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| Staff management | Stress management |
| Strategical management | Teambuilding |
| Motivational tools in management | Effective communication in a team |
| Conflicts management | Organizational diagnostics |
| Effective preparation and presentation conduct | Formation and development of corporate culture |
| Coaches' training | Formation of system T&D |
| Leadership in management | Development and implementation of KPI |
| Effective business correspondence | Individual coaching |

**Clients:**

**«RANEPA»**, the Russian Presidential Academy of the National economy and Public Administration, Moscow, master class “Formation of corporate ideology” in the frames of program Executive MBA.

**«Gaspromneft-SM »**, production and sales of lubricants in Russia and in the territory of CIS, Moscow.

Development of methodology of training exclusive trading representatives of the company in product lines. Trainings on the following topics: «Satff management», «Technologies of active sales conduct», «Effective negotiations in terms of high competition».

«**Rosatom**», Moscow. Training of line managers of the company with basic skills of management and communication.

**«Spirax Sarco»,** production and sales of steam and condensate equipment. London, Great Britain. Training of heads of sales departments with methods of staff management..

**«NIS»,** petroleum processing, production and sales of lubricants, Belgrad, Serbia. Training of line managers with methods of effective staff management, application of motivational tools in management.

**«Gaspromneft Lubricants Ukraine »**, production and sales of lubricants, Kiev. Formation and realization of the concept for training exclusive trading representatives of the company.

**«Nidan Soki », Group of companies Coca-Cola**, production and sales of juices («Moja semja»), Moscow

Consulting project «Formation of corporate culture».

**«Gaspromneft - SM»**, production and sales of lubricants in Russia and on the territory of CIS, Moscow.   
Development of methodology of training exclusive sales representatives of the company for product lines. Educational realisation in the format of trainings and conferences.

**«Mosenergosbyt»**, Moscow.   
Training of top-management and line managers with methods of effective planning the activiy of departments. Development and conduct of moderative sessions for formation management standards.

**«Grundfos»**, production and sales of industrial equipment (head quarter in Denmark), Moscow.   
Training of line staff of the company with methods of business communication in the format of correspondence. Realization the system of distance control over the resultiveness of training.

**«Gaspromneft – SM»** production and sales of lubricants in Russia and on the territory of CIS, Moscow.   
Formation and realization the training concept of the staff of the company. Implementation of multifactorial evaluation system of the trading staff's working results. Development of standards for servicing clients by the department of clients' service.

**«Nidan Soki», Group of companies Coca-Cola,** production and sales of juices («Moja semja», etc.) Moscow. Organizational diagnostics in the format of group work with top=management. Conduct of training programs: «Leadership in management», «Effective business communication».

**«STEP»**, general contracting company (industrial and civil construction), St Petersburg.

Analysis of managing documentation, internal and external correspondence with the aim of its optimisation. Course of distant education is worked out «Mastership of business correspondence”, education is organized and evaluation of its resultiveness is conducted.

**«Guardian»**, production and sales of glass (headquarter in Great Britain, Ryazan.

Auditing of internal communication system between departments of the company. Teaching of the program “Effective business communication” is held, post-training events are realized, rules of effective business communication between the departments are formalized.

**«Mosenergosbyt»**, Moscow.   
Strategical session with top-management of the company is held: «Strategy of cooperation with contracting organizations ».

**«Grundfos»**, production and sales of industrial equipment (head quarter in Denmark), Moscow.   
Development of corporate model of competences. Formation of educational competences for trading staff, education in the programs «Active sale», «Consultational sale», «Formation of partners' relations with key clients», «Effective negotiations for a sale in terms of competition», «Projects management», «Staff management in sales department».

**«Pragmatic»**, sales of stationaries, Moscow. Implementation mentoring system in trading departments of the company. Conduct of educational program “Tools of coaching and mentoring in staff development”. Implementation everyday managing activity of coaching methodology in practice.

**«Veka»**, production and sales of plastics profile (headquarter in Germany), Moscow. Development the concept of training trading staff of the company- distributors (more than 200 companies on the territory of Russian and CIS).

**«TNK-VR»**, Moscow .   
Development the program of young specialists. Development mentoring programs. Realization programs in representative offices of the company: Nizhnevartovsk, Tjumen, Nyagan, etc.

**«Vnesheconombank»**, Moscow.   
Development the program and conduct of depository staff training. Development and implementation the reglament of effective cooperation with external and internal clients.

**«Beeline»**, representative office in St Petersburg.   
Development the reglament of cooperation with lessors of premises for installation telephone stations. Conduct of the relevant training in the format of seminars and business-trainings.

**«TNK - SM»**, production and sales of lubricants in Russia and on the territory of CIS, Moscow.

Development and realization of the sales training for employees of the companies-distributors.

**«Europlant»**, distributing and promotion products, based on plant raw materials, Krasnogorsk.

Master-class “Effective staff management”.

**Publications:**

* Criteria for the effectiveness of business training. Navika Pro educational portal. August, 2022.
* Coaching and communication ecology. Female entrepreneur No. 15. May, 2022.
* Learned helplessness and how to get rid of it? Psychology of effective life. April, 2022.
* Principles, rules and algorithm for dealing with objections in sales. Sales management. February, 2022.
* The technique of developing a new habit. Psychology of effective life. February, 2022.
* How using SMART helps increase sales. Navika Pro educational portal. January, 2022.
* How to turn a dream into a goal to achieve it? Psychology of effective life. December 2021.
* Start with yourself: how to make your business more successful by improving the personal qualities of the owner. BroDude online magazine. August, 2021.
* How to stay effective? The psychology of effective life. July, 2021.
* Coaching tools in sales: part 2. The psychology of effective life. July, 2021.
* Implementation of coaching methods in sales negotiations. Sales Management №5, June 2021.
* Coaching tools in sales. The psychology of effective life. June, 2021.
* How the wheel of life balance works? The psychology of effective life. April, 2021.
* How can a salesperson gain a customer confidence? To sell, sales technique. №1, 2021.
* Game methods in the non-material motivation of trading teams. Sales Management, №6, June, 2020.
* Productivity of the working day: how to divide the time to make it work for us? The psychology of effective life. Online magazine. April, 2020.
* Techniques for motivating the team. Sales Management, № 3, 2020.
* Modern tools for individual selection of sales personnel. Sales Management, № 3, 2020.
* Customer trends in the Russian B2C and their psychological foundations. Marketing News, № 2, February, 2020.
* How to prepare a speaker and make public speaking effective. Press service, № 2, 2020.
* How to deal with customer rejections? To sell, sales technique, № 1, 2020.
* Value management: how corporate culture can effectively motivate. Press service. № 1, 2020.
* Concept and laws of time management. The psychology of effective life. 2019.
* How to avoid mistakes when hiring employees for the sales department. General principles and universal tools for the selection of sellers. Sales management, № 11, 2019.
* How does sales reasoning work? Tools, models and techniques. To sell! Sales technique. № 6, 2019.
* How personalized KPI matrices increased sales by 20%. E-Executive.ru. 2019.
* Internal PR: corporate culture, management and motivation. Press service, № 11, 2019.
* Building a motivation system based on SMART: goal setting. E-Executive.ru, 2019.
* Internal marketing of personnel: motivation in the management of employees. Marketing News, № 5, 2019.
* Leadership of the highest level: how to climb the steps of effectiveness. E-Executive.ru. 2019.
* True values should become a norm– Modern technologies of staff management, №12, 2015
* Any problem – is a challenge, which helps to grow – To the desk of the chief, №40, 2015
* Active listening: how to manage negotiations, without any affirmations– Contur, №11, 2015
* Increase of effectiveness in sales department: how to persuade staff to work? – Contur, №9, 2015
* How to hold a slecialist without salary rise – Contur, №6, 2015
* Which education a general director needs – Ibussiness, №8, 2015
* Five objectives in project management– Secretarial practice, №3, 2015
* Top-managers leave despite worthy conditions. In order to understand why, conduct organizational diagnostics – HR director , №8, 2012
* Organizational diagnostics as success factor in TND-director work – Human potential management, №1, 2011
* Not only do they rest abroard, but advance in skills – Sales management, №12, 2010
* Risks management through strategical modernization of a corporate culture–Problems of market analysis, №1, 2011
* Understand, accept and persuade– Sales master, №4, 2010