



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## The Human Side of Business

PROF. BRIAN GROVES

|                       |                        |
|-----------------------|------------------------|
| <b>Area of study:</b> | Business and Economics |
| <b>Area Code:</b>     | IB/CM360               |

### Description

“Playing small, hiding our potential, for fear of failing or even fear of succeeding in some cases, does a disservice to both ourselves and our role. Work gives us an opportunity to stretch out towards our desired goals and many times actually reach them.” Brian Groves, *Personal performance potential at work*.

Spotlighting personal performance while exploring aspects of potential, the course focuses on the human side of business, so often ignored in more traditional business courses, for the sake of understanding how we can live our potential in the world of work.

### Course objectives can be synthesized as follows:

- Be aware of the positive, and profitable, impact ‘being human’ at work can bring;
- Develop an understanding of the passion economy;
- Examine aspects of business from a perspective of collaboration rather than competition;
- Explore and enhance personal potential;
- Prepare and present an example of one’s personal potential lived to the full.

### COURSE CONTENTS

- Adding value to organizations by ‘being human’
- Colleagues as family
- Excellence of performance
- Living one’s potential in the world of work
- Soft skills as hard business practices
- The Passion Economy as defined by Adam Davidson
- The workplace of tomorrow

### PREREQUISITES

The course is an introduction to the human side of business and does not require any previous knowledge of the material to be covered. Curiosity towards ‘living one’s potential’ will be a facilitating factor in obtaining the most from the sessions.

### METHOD OF TEACHING

Together with traditional front-of-room lectures coupled with MS PowerPoint input, the learning process is supported by stimulating experiential learning and interactive coaching exercises, short videos, small group work, pair work and group discussions.



## COURSE REQUIREMENTS

Students are required to:

- Attend in class and actively participate in the class lessons;
- Create, in MS PowerPoint, a five-minute end-of-course presentation, highlighting an example of their personal potential being lived to the full (from the world of study, work, or life in general). The presentation should be submitted for viewing during the scheduled 'Class presentations' lesson(s);
- Take an end-of-course two-part (open book) written exam assignment for submission by the scheduled 'Final exams' lesson.

## CREDITS

6 ECTS

## GRADING

|                             |                    |
|-----------------------------|--------------------|
| Engagement with the lessons | 10% of final grade |
| Class presentation          | 30% of final grade |
| Final written exam          | 60% of final grade |

## COURSE READINGS AND MATERIALS

Essential reading list:

Groves Brian, *Personal performance potential at work* (EDUCatt publication).

## INSTRUCTOR BIO

Brian Groves DipM FCIM Chartered Marketer, CTI-trained Co-Active Coach, Freelance Trainer and Author has supplied to date over 15,900 hours of professional and personal development to a portfolio of corporate and individual clients.

Past clients include: ARCA SGR SpA, Compaq Computer SpA, Credit Suisse First Boston, Dell SpA, Escada Italia Srl, Fideuram Capital SpA and Luxottica Group SpA.

As an Adjunct Professor, in addition to the course The human side of business, Brian teaches the Università Cattolica's International Curriculum graduate courses Leadership coaching: bringing potential to the stage of work, Personal marketing: performance skills at work and Diversity at work: working better by working together, plus the course Mentoring success: the stage of work, being part of the Università Cattolica's International Internship Program.

Between 2009 and 2018, he taught the postgraduate interfaculty (Arts and Philosophy, Economics) course Training through drama and coaching for work as part of the Università Cattolica's Corso di Laurea Magistrale CIMO offering. In 2012, as a Visiting Professor, he taught his course at the Pontifical University of John Paul II in Krakow, Poland.



Born in Brighton, England, he started his career in the corporate worlds of London and Brighton working in finance and banking. Putting aside the suit and tie, he then experienced a different perspective of life as a kibbutz volunteer, based near Haifa, Israel, for six months.

After residing in Milan for many years, he currently lives in Modena, Italy. A passion for music, sport, and the theatre, examples of channelling the power of preparation and practice into peak moments of performance, have accompanied him throughout his journey to now.

To date, he has published 29 books uniting coaching, performance and work, plus more recently, inspirational and haiku poetry. A keen blogger, Brian's 1,325+ postings regarding professional and personal development can be read at <http://bgdtcoaching.wordpress.com> and feel free to connect with him on Instagram: @bgdtcoaching

#### E-MAIL ADDRESS

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