



Paolo Casciato

Freelance Journalist
Trainer and Consultant
Communication and Relations
for Companies, Professionals,
Schools, Associations,
and Professional Orders

I am a Trainer. And more...

My professional path so far:

- **Since 2011** I have worked as a freelance trainer and consultant, designing and delivering training, communication and marketing solutions, press-office services, and public-relations support for medium-to-large companies, start-ups, professional firms, and associations. **Many of my Courses are becoming books:** www.paolocasciatopubblicazioni.it
- **1996 — 2011** I was responsible for international communication and institutional, media and community relations in two leading multinationals in the specialty-chemicals sector, while also managing training programs
- **1984 — 1996** I worked as a journalist and press officer; I have been a member of the Italian National Order of Journalists since 1989 (ID 56983) and regularly complete continuing-professional-development courses.

I speak fluent English and have a solid knowledge of French.

Based in Como, I support projects and clients throughout Italy and travel easily for training and communication assignments. I have lived and worked in several Italian regions, in Switzerland and for more than four years in Russia.

I authorize the processing of my personal data (GDPR: EU Regulation 679/2016, and Italian Legislative Decree 101/2018).

Interested? **Let's talk!**

Paolo Casciato

TRAINING and **CONSULTANCY**
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RELATIONS and **COMMUNICATIONS**
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Training Courses 2025

For more than fifteen years I have organized and delivered, in both Italian and English, high-impact training Courses in Italy and abroad for Senior and Middle Managers, Professionals and Professional Firms and Associations, Sales and Service Teams, Students and People in orientation, job placement and reintegration programs, and Apprentices. Over time I have developed engaging modules that vary in depth and duration.

This catalogue presents a selection of my Courses, which can be offered as stand-alone topics, combined into broader programs, or embedded as modules within larger Courses. The durations shown are estimates based on successful past sessions; every Course can be lengthened or shortened to suit your needs and circumstances. All Courses are available in-person or on-line.

Contact me to design a training path tailored precisely to your objectives.

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List of Courses

Transactional Analysis and Communication

1. I'm OK, You're OK

Personal and Leadership Skills

2. Personality Styles, Communication Styles, Social Interaction Styles
3. Principles, Mechanisms and Communication Channels
4. Non-verbal communication
5. Persuasion, Empathy, Assertiveness, and the role of Questions
6. Passive Listening, Active Listening, Empathic Listening
7. Negotiation and Negotiation Techniques
8. Techniques for managing intrapersonal and interpersonal conflicts
9. Public Speaking
10. Leaders and Leadership
11. TeamBuilding and TeamWorking
12. Motivation, Needs, Desires, Empowerment
13. Giving and Receiving Feedback
14. The Delegation Tool
15. Problem Solving
16. Stress Management
17. Optimize Time, Manage Priorities
18. Plan, Understand, Leverage Change
19. Personal Branding
20. Curriculum Vitae and Cover Letter, and Motivation
21. The Job interview

Strategic Skills for Organisations

22. Diversity, Equity and Inclusion
23. Develop Mission, Vision, Values, Value Proposition
24. Naming and Branding for Companies, Products, Services, Initiatives
25. SWOT Analysis
26. Internal Communication: Sharing and Achieving Common Goals
27. Employer Branding
28. Understanding and Using International Cultural Differences
29. Developing Effective Communication Plans
30. Business Organization
31. Schedule and Manage Useful Meetings
32. Quality and Certifications
33. Organizational Climate Analysis
34. Job Analysis and Job Description
35. Local Communities Relations: Building Relationships that Last
36. The Email Communication Tool
37. From Knowledge to Impact: "Train the trainer" Program
38. Communication Strategies for Occupational Health and Safety
39. The European Regulation 679/2016 for the processing of personal data (GDPR)

Journalistic Writing and Media Relations

40. Write Less, Write Better, Say More: Master the art of clear, impactful writing for any professional context.
41. Journalistic Thinking, Journalistic Writing
42. Organize and Manage the Press Office. Press Releases and Media Interviews
43. The world and history of Information
44. The world and history of Advertising

Marketing and Sales

45. Introduction to Marketing
46. Digital Marketing
47. Influencer Marketing
48. Social Media
49. Social Media Marketing
50. LinkedIn for Business
51. Negotiation, and Negotiation Techniques
52. Objection Management
53. Sales Techniques
54. Managing and Closing Business Negotiations
55. Customer Management and Customer Care

Transactional Analysis and Communication

01 Title **I'm OK, You're OK**

Description Enhance your self-awareness and your understanding of others. Learn to build, maintain, and manage positive, effective interpersonal relationships in any role and setting — at work and in your personal life. Reach your personal and professional goals more quickly and easily, and consolidate the advantages you gain.

Delivery Modes In-person or remote

Duration 16 — 24 hours

Personal and Leadership Skills

02 Title **Personality Styles, Communication Styles, Social Interaction Styles**

Description Find out how to improve your personal and professional relationships. Transform your interpersonal skills; learn how to recognize and adapt to different styles to communicate effectively and interact successfully with everyone.

Delivery Modes In-person or remote

Duration 16 — 24 hours

03 Title **Principles, Mechanisms and Communication Channels**

Description Explore the fundamentals of communication; learn more about how we communicate, and master techniques for conveying and understanding effective messages through various channels. Boost your communication skills, and get real results!

Delivery Modes In-person or remote

Duration 16 — 24 hours

04 Title **Non-verbal communication**

Description Discover the secrets and power of non-verbal communication; learn how to communicate even without words. Recognize and interpret the gestures, expressions and postures of others and improve the effectiveness of your daily interactions in private and at work.

Delivery Modes In-person or remote

Duration 12 — 16 hours

05 Title **Persuasion, Empathy, Assertiveness, and the role of Questions**

Description Improve your ability to influence situations and people; transform your interactions. Learn techniques to persuade, connect emotionally and usefully, express yourself assertively and confidently, and ask effective questions.

Delivery Modes In-person or remote

Duration 16 — 24 hours

06 Title **Passive Listening, Active Listening, Empathic Listening**

Description Learn how to improve your relationships by truly understanding others through effective listening techniques. Enhance your listening skills and increase the value of your personal and professional relationships.

Delivery Modes In-person or remote

Duration 8 — 12 hours

07 Title Negotiation, and Negotiation Techniques

Description Become a skilled negotiator. Master advanced strategies for securing win-win agreements with anyone; hone your abilities and achieve your objectives more consistently — earning results and genuine satisfaction.

Delivery Modes In-person or remote

Duration 16 — 24 hours

08 Title Techniques for Managing Intrapersonal and Interpersonal Conflicts

Description Discover effective strategies and gain practical skills to deal with and resolve conflicts and complex situations in personal and professional contexts. Turn inevitable conflicts into opportunities for collaboration and growth.

Delivery Modes In-person or remote

Duration 16 — 24 hours

09 Title Public Speaking

Description Develop your confidence and public speaking skills; learn advanced communication techniques to captivate and engage others; become proficient in writing and preparing effective speeches and presentations.

Delivery Modes In-person or remote

Duration 16 — 24 hours

10 Title Leaders and Leadership

Description Explore the world of leadership and discover the essential qualities of successful leaders. Develop practical skills to inspire and guide others; get ready to turn your best and still untapped potential into Leadership!

Delivery Modes In-person or remote

Duration 16 — 24 hours

11 Title TeamBuilding and TeamWorking

Description Acquire the skills necessary to foster collaboration, trust and cohesion within your groups; explore and value their full potential by transforming your Teams into a united, motivated, capable, winning force!

Delivery Modes In-person or remote

Duration 16 — 24 hours

12 Title Motivation, Needs, Desires, Empowerment

Description Explore the levers and drivers of motivation and empowerment; learn to understand and meet the needs and desires of the people you engage with, sparking meaningful action and achieving extraordinary results that would otherwise be out of reach.

Delivery Modes In-person or remote

Duration 16 — 24 hours

13 Title Giving and Receiving Feedback

Description Explore the art of giving and receiving effective feedback: positive as well as negative. Develop the key skills to communicate constructively, address critical issues, boost performance, and foster the personal and professional growth of those you work with.

Delivery Modes In-person or remote

Duration 8 — 12 hours

14 Title The Delegation Tool

Description Learn how to delegate and distribute responsibilities and tasks effectively to boost productivity and free up your valuable time. Discover the key principles and power of delegation, and optimise both your resources and your Team's potential.

Delivery Modes In-person or remote

Duration 8 — 12 hours

15 Title Problem Solving

Description Hone your skills in identifying, understanding, analyzing, and solving problems! Acquire practical tools and develop innovative strategies to address complex challenges in any context. Discover in yourself the expert in finding effective solutions!

Delivery Modes In-person or remote

Duration 12 — 16 hours

16 Title Stress Management

Description Immerse yourself in the world of Stress Management. Gain practical tools and develop effective strategies to handle daily pressures in a healthy, balanced way. Begin your journey toward a more serene, productive, and sustainable life.

Delivery Modes In-person or remote

Duration 16 — 24 hours

17 Title Optimize Time and Manage Priorities

Description Learn how to maximize your productivity, understand and organize your time efficiently, and focus on the most important tasks while also learning why, when, and how to say "no".

Delivery Modes In-person or remote

Duration 16 — 24 hours

18 Title Plan, Understand, Leverage Change

Description Learn to navigate change with clarity and confidence. Discover strategies to proactively adapt to challenges and seize new opportunities, transforming uncertainty into a competitive advantage. Harness change, instead of being overwhelmed by it!

Delivery Modes In-person or remote

Duration 16 — 24 hours

19 Title Personal Branding

Description Stand out from the crowd. Learn to define your uniqueness, to communicate your value, to build your memorable on-line and off-line presence. Start shaping your personal and professional image now, and go for new successes!

Delivery Modes In-person or remote

Duration 16 — 24 hours

20 Title Curriculum Vitae and Cover Letter

Description Learn how to craft your Curriculum Vitae and Cover Letter, and capture the attention of your next employer. Discover practical techniques to showcase your skills and experience effectively, and stand out in a competitive job market.

Delivery Modes In-person or remote

Duration 12 — 16 hours

21 Title The Job Interview

Description Prepare professionally for your next job interview, and make it a successful experience. Master winning strategies and effective communication techniques to confidently handle even the toughest questions.

Delivery Modes In-person or remote

Duration 16 — 24 hours

Strategic Skills for Organisations

22 Title Diversity, Equity and Inclusion

Description Learn how to value Diversity and create a fair and inclusive work environment. Discover effective strategies and tools to promote Equity and Inclusion and improve your team's productivity. Investigate Certifications, and start transforming your organization!

Delivery Modes In-person or remote

Duration 16 — 24 hours

23 Title Mission, Vision, Values, Value Proposition

Description Learn how to clearly define the strategic direction of your company through Mission, Vision and Values. Find out how to articulate a Value Proposition that is unique on the market and that involves all your stakeholders. Inspire towards success!

Delivery Modes In-person or remote

Duration 16 — 24 hours

24 Title Naming and Branding for Companies, Products, Services, Initiatives

Description Learn how to create powerful brands and craft unique and memorable names for businesses, products, services, Projects and initiatives. Discover proven techniques to build a distinct identity that captures market attention and transforms your ideas into successful brands!

Delivery Modes In-person or remote

Duration 16 — 24 hours

25 Title SWOT Analysis

Description Learn how to identify the Strengths, Weaknesses, Opportunities, and Threats affecting your Company, your Business, your Initiatives, and Yourself. Master the use of this strategic analysis to make informed decisions, supercharge and elevate your strategy to the next level!

Delivery Modes In-person or remote

Duration 16 — 24 hours

26 Title Internal communication: Sharing and Achieving Common Goals

Description Learn how to enhance internal communication within your Company to align everyone towards shared goals. Discover effective techniques to share information, boost collaboration, and foster a cohesive, productive work environment!

Delivery Modes In-person or remote

Duration 16 — 24 hours

27 Title Employer Branding

Description Learn how to build a strong corporate image to attract and retain top talent. Discover new strategies to enhance your Company as an ideal place to work, and make your corporate reputation an absolute reference!

Delivery Modes In-person or remote

Duration 16 — 24 hours

28 Title Understanding and Using International Cultural Differences

Description Learn how to successfully navigate complex global cultural dynamics. Acquire key skills to work, communicate, negotiate, and collaborate with people from different cultural backgrounds. Broaden your international competencies and thrive in a multicultural world!

Delivery Modes In-person or remote

Duration 16 — 24 hours

29 Title Developing Effective Communication Plans

Description Learn how to design and implement effective communication strategies to achieve your business goals. Gain practical skills to develop targeted plans that increase engagement and turn ideas into action.

Delivery Modes In-person or remote

Duration 16 — 24 hours

30 Title Business Organization

Description Explore the fundamental dynamics of business structures and operations. Gain strategic skills to effectively organize and manage resources, Teams, procedures and processes. Develop the capabilities needed to lead, inspire and grow in today's competitive landscape.

Delivery Modes In-person or remote

Duration 12 — 16 hours

31 Title Schedule and Manage Useful Meetings

Description Learn to plan and conduct effective meetings that optimize time and maximize results. Try easy and effective strategies to manage group dynamics, facilitate everyone's participation and reach concrete and useful decisions.

Delivery Modes In-person or remote

Duration 12 — 16 hours

32 Title Quality and Certifications

Description Acquire the skills necessary to implement Quality Systems, deserve Certifications and achieve international standards. A path to distinguish Businesses and Companies through certified excellence and compliance.

Delivery Modes In-person or remote

Duration 12 — 16 hours

33 Title Organizational Climate Analysis

Description Learn how to assess and enhance organizational well-being. Acquire practical tools to understand employees' perceptions and needs, and foster a visibly positive, motivated, and productive work environment.

Delivery Modes In-person or remote

Duration 12 — 16 hours

34 Title Job Analysis, and Job Description

Description Learn how to accurately and effectively analyze and define company roles and tasks. Acquire the skills to clarify responsibilities and requirements, strengthen organizational structure, and optimize overall business performance.

Delivery Modes In-person or remote

Duration 12 — 16 hours

**35 Title Communication and Local Communities:
Building Relationships That Last**

Description Strengthen your organization's connection with local communities, authorities, associations and media to foster lasting development and collaboration. Learn strategies for building authentic, sustainable relationships and discover how to positively influence your social and territorial context.

Delivery Modes In-person or remote

Duration 16 — 24 hours

36 Title The Email Communication Tool

Description Learn how to effectively use and manage the most widely used communication tool in the professional world. Gain the skills to write clear, concise, and impactful emails, and optimize both your personal and business communication.

Delivery Modes In-person or remote

Duration 12 — 16 hours

37 Title From Knowledge to Impact: "Train the trainer" Program

Description Discover the key skills needed to train and teach effectively by turning knowledge into engaging, meaningful learning experiences. Master advanced teaching techniques and learn how to design, lead, and manage impactful training sessions.

Delivery Modes In-person or remote

Duration 16 — 24 hours

38 Title Communication Strategies for Occupational Health and Safety

Description Improve Occupational Health and Safety with effective communication techniques. Learn how to clearly convey safety regulations and promote a health- and safety-conscious corporate culture and a safe working environment.

Delivery Modes In-person or remote

Duration 16 — 24 hours

39 Title European Regulation 679/2016 for the processing of personal data (GDPR)

Description Discover the essential guidelines for complying with the European General Data Protection Regulation (GDPR). Gain practical skills to manage and protect sensitive data effectively, in full alignment with current legal requirements.

Delivery Modes In-person or remote

Duration 16 — 24 hours

Journalistic Writing, and Media Relations

40 Title Write Less, Write Better, Say More. Master the art of clear, impactful writing for any professional context.

Description Learn how to increase the clarity and impact of your writing. Reduce unnecessary words, improve punctuation and structure, and craft messages that truly engage your reader. Refine your style and communicate more persuasively and effectively — whatever the context.

Delivery Modes In-person or remote

Duration 16 — 24 hours

41 Title Journalistic Thinking, Journalistic Writing

Description Explore the mindset and techniques of professional journalism to craft informative, engaging, and well-structured content. Gain hands-on skills to write clear, impactful articles, conduct effective interviews, and communicate with accuracy, clarity, and persuasive power.

Delivery Modes In-person or remote

Duration 16 — 24 hours

42 Title Organize and Manage the Press Office. Press Releases and Media Interviews

Description Discover essential strategies for effectively organizing and managing a Press Office. Learn how to build strong relationships with media outlets and journalists, and conduct interviews and press conversations with confidence and professionalism.

Delivery Modes In-person or remote

Duration 16 — 24 hours

43 Title The world and history of Information

Description Explore the evolution and impact of information across historical and contemporary contexts. Gain a deep understanding of cultural dynamics and transformations through the critical study of media and journalism.

Delivery Modes In-person or remote

Duration 8 — 12 hours

44 Title The world and history of Advertising

Description Explore the fascinating evolution of advertising through history and within today's global context. Understand how the power and craft of advertising communication shape our perceptions and influence our everyday choices.

Delivery Modes In-person or remote

Duration 8 — 12 hours

Marketing and Sales

45 Title Introduction to Marketing

Description Learn the core strategies for effectively promoting and positioning products and services in the marketplace. Gain practical skills to develop successful marketing plans and drive your company's growth and competitive edge.

Delivery Modes In-person or remote

Duration 8 — 12 hours

46 Title Digital Marketing

Description Harness the full potential of digital marketing by developing the skills to use online tools effectively. Boost your competitiveness in today's fast-evolving digital landscape and maximize the return on your marketing efforts.

Delivery Modes In-person or remote

Duration 8 — 12 hours

47 Title Influencer Marketing

Description Learn how to collaborate with influential personalities by integrating them into your marketing mix. Effectively promote brands and products, reach new audiences in an authentic, engaging way, and maximize the impact of your digital initiatives.

Delivery Modes In-person or remote

Duration 8 — 12 hours

48 Title Social Media

Description Learn how to use social media to boost your brand's visibility and engagement. Gain practical skills to create impactful content, manage online communities, and turn your social presence into a strategic driver of business success.

Delivery Modes In-person or remote

Duration 8 — 12 hours

49 Title Social Media Marketing

Description Learn how to unlock the full potential of social media in your marketing strategy. Develop the skills to manage your brand's online presence effectively and turn your social media expertise into real, measurable business results.

Delivery Modes In-person or remote

Duration 8 — 12 hours

50 Title LinkedIn for Business

Description Explore how to leverage LinkedIn to develop powerful networking and marketing strategies: for your business and yourself. Gain skills to optimize your profile, craft strategic descriptions, and use advanced tools to achieve your goals.

Delivery Modes In-person or remote

Duration 8 — 12 hours

51 Title Negotiation, and Negotiation Techniques

Description Discover advanced strategies to strengthen your negotiation skills and positively influence deal outcomes. Gain practical skills and tools to build collaborative relationships and achieve mutually beneficial agreements.

Delivery Modes In-person or remote

Duration 16 — 24 hours

52 Title Objection Management

Description Learn and apply advanced techniques to effectively handle and overcome objections during negotiations and sales. Acquire strategic tools to turn objections into opportunities, building strong lasting relationships, and closing more deals.

Delivery Modes In-person or remote
Duration 16 — 24 hours

53 Title Sales Techniques

Description Learn advanced strategies to enhance your sales skills and achieve ambitious business goals. Gain practical skills and tools to understand customer needs, apply persuasive techniques effectively, and close successful sales.

Delivery Modes In-person or remote
Duration 12 — 16 hours

54 Title Managing and Closing Business Negotiations

Description Gain practical skills to negotiate with confidence, manage complex negotiation dynamics, and achieve win-win outcomes. Refine your negotiation techniques to secure lasting success across every area of business.

Delivery Modes In-person or remote
Duration 8 — 12 hours

55 Title Customer Management | Customer care

Description Learn how to effectively manage customer relationships and enhance Customer Care service. Gain practical skills to understand customer needs, handle complaints successfully, and build lasting trust and loyalty.

Delivery Modes In-person or remote
Duration 16 — 24 hours

April 2025



Contact me to design a training path tailored precisely to your objectives!