# GIORGIO CATUCCI

UNLOCKING INNOVATION THROUGH MULTIDISCIPLINARY EXPERTISE

GCatucci

Expertise in diverse disciplines enables me to see things from different angles and bring new perspectives

Giorgio Catucci v5.07 | Empowering your growth through tailored training, coaching, mentoring, and consulting services in bite-sized

2
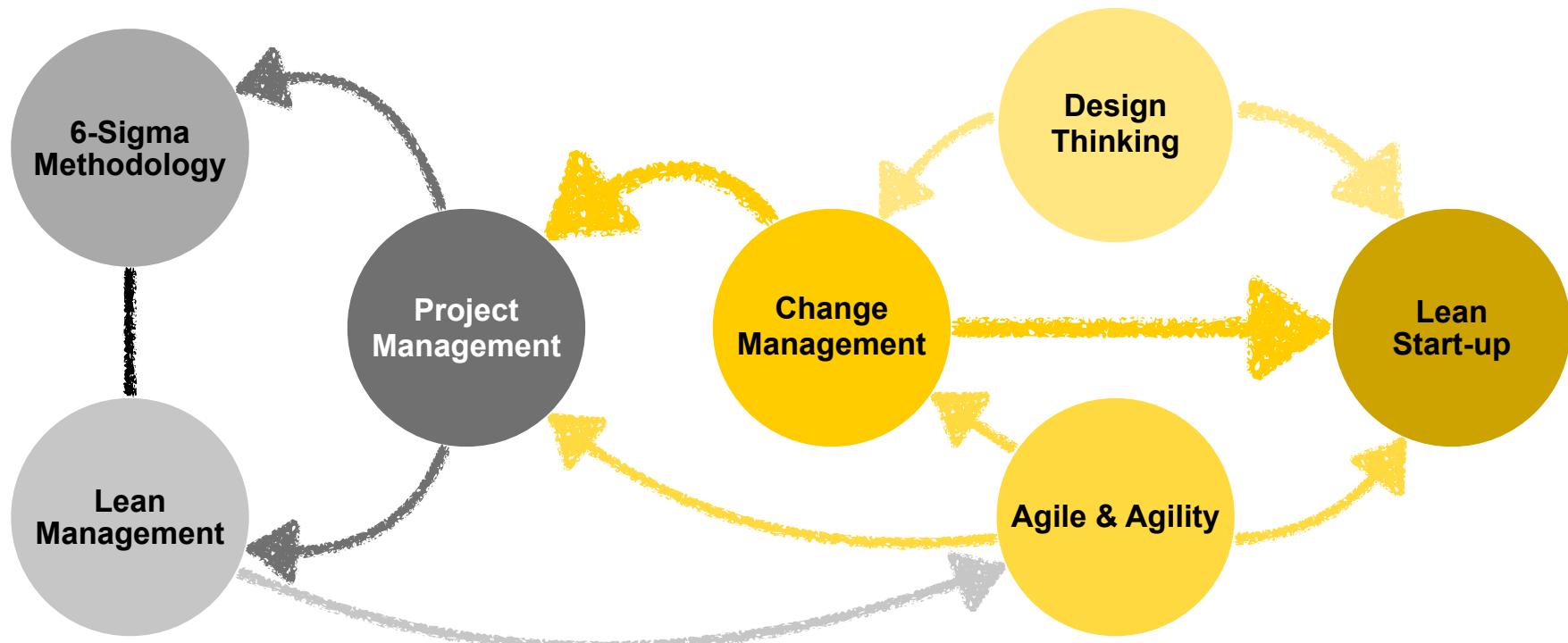
Out of those disciplines there is something for Everyone, Every Day & Everywhere

- Lead, Manage & Mobilize People
- Start, Run or Transform a Business
- Lead Continuous Improvement & Innovation
- Implement Operational Excellence

- Design Customer/User/Employee Experience
- Design Products/Services
- Sustain Customer Loyalty
- Develop Value Propositions & USP

- Manage & Improve Processes
- Manage & Measure Performances
- Measure & Achieve Impact
- Manage Conflict & Stakeholder
- Manage Crisis

- Work Faster, Better & Smarter
- Think Creatively or Critically
- React & Adapt To Changes
- Work & Think Agile
- Pitch & Present Ideas

- Solve Problems
- Analyze & Summarize Situations
- Make Informed Decisions
- Generate & Prioritize Ideas
- Plan & Think Strategically

Six-Sigma Methodology

Data driven approach to **reduce defects**, **minimize variation** and sustain quality of business processes.

Some popular topics are:

- Kano Model
- Critical To Customer (CtC)
- SIPOC (Supplier, Input, Process, Output, Customer)
- Data Collection, Analysis & Measurements (KPIs)
- Data Visualization - Graphs, Charts & Dashboards
- Statistical Process Control (SPC)
- Process Capability Measurements (i.e. CPK & DPMO)
- FMEA (Failure Mode & Effect Analysis)
- DMAIC, DMADV & 8D Approaches

Lean Management

Approach to achieve and sustain business effectiveness and efficiency by **eliminating WASTE** through Continuous Incremental Improvements (**Kaizen**) by **Empowered People** and **Standardization**.

Some popular topics are:
- 5S (Sort, Set In Order, Shine, Standardize & Sustain)
- GEMBA Walk
- TIMWOOD+T or DOWNTIME
- VSM (Value Stream Mapping)
- Problem Solving Approaches (i.e. A3 Method)
- 5 Time Why & Fishbone (Root Cause Analysis)
- PDCA (Plan, Do, Check & Act)
- Team/Performance Dialogs
- Process Management/Improvement & KPIs
- SOPs (Standard Operating Procedures)
- JIT (Just In Time), Queue MGMT, Kanban & Time Analysis

Project Management

Science of managing **scope**, **resources**, and **time** needed to start, execute and sustain a project to deliver what promised (**quality**).

Some popular topics are:

- Charter
- SMART (Goal) Statement
- Business Case
- IN/OUT Of Frame (Scope)
- Organization & RACI Matrix
- Risk Management
- Change Request Management
- Issue & Exception Management
- Implementation Plan & Work Packages

Change Management

Practice of **ensuring people transition and stay** in a desired TO BE state.

Some popular topics are:
- Kotter's 8 Steps
- PROSCI Triangle (including ADKAR)
- ACT (Accelerated Change & Transition)
- Law Of Diffusion Of Innovation
- Theory Of Change, Logic Models & OKRs
- Strategic Planning & Communication Plan
- T/O (Threats & Opportunities) Matrix
- WIIFM (What Is In It For Me)
- Stakeholder/Conflict Management & Facilitation Skills
- Start / Stop / Continue
- Nudge Theory & Influencing Model

Design Thinking

Experimental learning approach focusing on **emotions, thoughts** and **motivations** behind people's choices to design **experience** or **perception** for…

- Customer with brand or business (CX), or
- User with product or services (UX)

With roots from Creative Thinking, it finds application in Lean Start-up, Social Innovations, & Employee Experience (EX).

Some popular topics are:
- Empathy Techniques
- Personas
- POV (Point Of View)
- User Journey
- Creative Techniques
- Prototyping Techniques

Agile (Practices)

A way of working focused on **frequent delivery of value** enabling **to deal with requirements' changes** during a product/service life cycle.

Started in software development with **Agile Manifesto**, today it is used by businesses in all industries.

While **SCRUM** is the most known framework, there are different ways of working agile.

Some popular topics are:
• MVP (Minimum Viable Product)
• User Stories / Epics
• INVEST Checklist
• Sprints
• Kanban Board
• Daily Stand Up
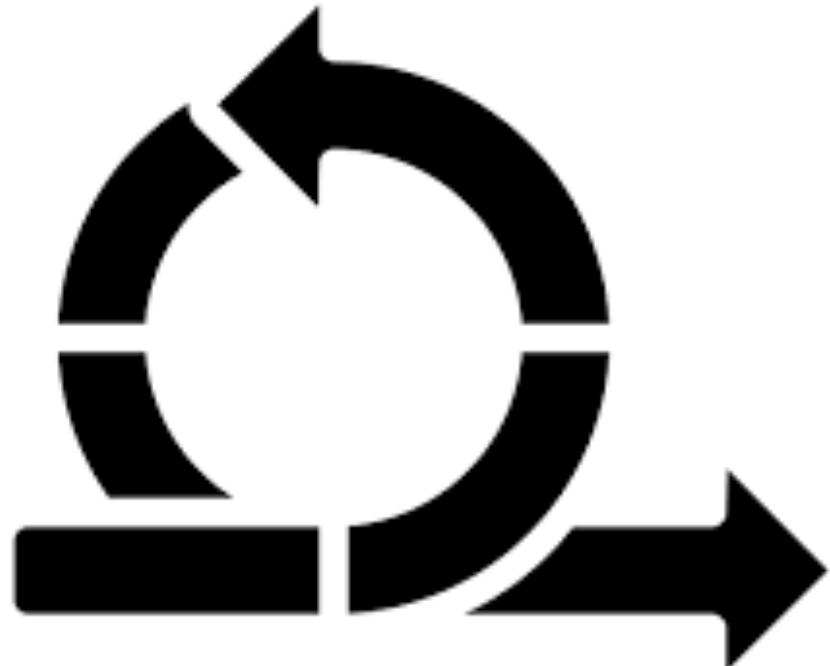
(Change) Agility

The **ability** (mindset) to **anticipate**, **respond** and **adapt** to change - see changes as opportunities, not as a threat or liability.

It impacts strategic thinking, operations, willingness to experiment and take calculated risks.

There are many ways to achieve agility as an **organization** or an **individual,** and require enhanced skills (for example)

• Adaptability

• Resilience

• Versatility

Lean Start-up

Systematic **approach to develop and launch to market** businesses, products or services through…
- business hypothesis driven experimentation,
- iterative product releases, and
- validated learning

Big corporates use it as **incubator** isolated from existing business operation, governance, etc.

Some popular topics are:
- VPC (Value Proposition Canvas)
- BMC (Business Model Canvas)
- MVP (Minimum Valuable Product)
- NPA/NPS (Net Promoter Approach/Score)
- Vision, Mission (Purpose) & Values
- Business Metrics & Innovations KPIs
- Pitching, Presentation & Story Telling

Coaching (On The Job), Mentoring & Consulting In Bite-sized

Leverage on my expertise (no long term commitment) to…

Learn by doing with my supervision and feedback…

I show you how to do it
I shadow you as you do it
I review what you have done

OR

Get valuable insights & different perspectives…

Get practical advise
Get guidance & support
I observe & give feedbacks

OR

Assign me a small task to complete…

I design solutions
I facilitate meetings/workshops
I analyze/summarize information

Training Sessions (HRD Corp Registered Trainer)

After each engagement , I **follow-up** with participants who provided their contact number in the feedback survey, and I **share results** with training organizer.

	Master Class	**Discovery**	**Crash Course**	**Boot Camp**
Duration	1-2 hours	1/2 day	1/2 day to 2 days (Depending on the Topic)	2 (or more) days
Content	Lecture, Audio & Visual, Case Study, Pop Quizzes	Master Class + Practice (exercises)	Master Class + Practice (simulation)	Crash Course + Assignment (E2E Scenario)
Format	Online Face-to-Face	Mostly Face-to-Face	Face-to-Face	Face-to-Face
Outcomes	Awareness and potential applications	Master Class + Understand key concepts, principles, mindsets and behaviors	Discovery + Application & practice of learned topic/s	Crash Course + Experiment with learned topic/s

Activities Done Since 2010

	Entrepreneur Programs	Coach/ Mentor Sessions	Consulted Activities	Managed Initiatives	Training Delivered	TOTAL
Agile & Agility		4	1	3	16	24
Change MGMT		17	83	5	32	137
Design Thinking		3	9	2	105	119
Lean		41	95	37	217	390
Lean Start-up	12	52	18	2	25	109
Project MGMT		37		11	41	89
Six-sigma		10	54	7	25	96
TOTAL	**12**	**164**	**260**	**67**	**461**	**964**

Giorgio Catucci v5.07 | Empowering your growth through tailored training, coaching, mentoring, and consulting services in bite-sized

14

With >70 Net Promoter Score (NPS) in 2024, I am trusted by…

Over the years, I achieved (or helped achieve) desired outcomes…

- 25 years at DHL in **finance operation** (Order To Cash), **IT projects**, **business process optimization** (Billing, IT Build & Run) and various **transformations** (Cultural & Business) **programs**.
    - 15 years **leading people** functional, cross-functional & cross-regional, with or without authority.
    - 12 years **consulting** for **Global Business Functions** (IT, HR Services, Procurement, and others).
    - 6 years leading impactful **Corporate Citizenship**.
    - 5 years leading **Operational Excellence** & **Continuous Improvement** Culture.
    - 10 years practicing **DMAIC + Agile** or **working Agile**.
- 23 years **training,** (on the job) **coaching** and **mentoring -** corporate and youth empowerment programs.
- 15 years in **hotels, restaurants** and **cruise lines** performing different functions from food and beverage to front office - including running small **seasonal businesses**.
- 13 years empowering **Social Entrepreneurs** & **Start-ups**.

My Professional Accreditations

GSDC — Professional Learning & Development Program Certification

HRD Corp — HRD Corp. Malaysia Accredited **Trainer**

DHL — FIRST CHOICE Senior Advisor GOLD (**LSS Master Black Belt**)

Scrum Alliance — **SCRUM** Master & Product Owner

GENOVASI — **Design Thinking** Practitioner

DHL — **Change Management** Master

CMI — Management **Consulting** Skills

APMG International — **Project Management** PRINCE2 Practitioner
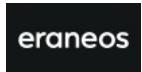
eraneos — **ITIL** (Information Technology Infrastructure Library) v2 CSI

DHL — Principle Of **Business Analysis**

Contact me…

Giorgio Catucci
+6012-224-7861
gcatucci@aol.com

https://www.linkedin.com/in/gcatucci/