

# Massimiliano Ghini, MBA

## An expert in Change and People Management

Massimiliano Ghini is the Regional Director of Six Seconds Europe and Six Seconds' Director of Global Strategy, and author of *INSIDE CHANGE: Transforming Your Organization with Emotional Intelligence* with Joshua Freedman (in English and Italian). A professor of Human Resources Management and People Management at Alma Graduate School (AGS), the Business School of the University of Bologna. At AGS Max is in charge of Organization and Personnel for the Executive MBA.

Max is also consultant of organizational development and change management in large and medium companies; he has a proven track-record of emotional intelligence consulting and training since 1999.

Ghini's areas of expertise include:

Human Capital Strategy

Organizational Change

Leadership Development

### Selected Clients:

Daimler-Chrysler

Eli Lilly

Adecco

Coty-Lancaster Italia

Ciba Speciality Chemicals

Ajilon

Janssen-Cilag Johnson & Johnson Group

Telecom Italia Learning Services

Michelin



“Working side by side with Massimiliano Ghini to get Sales Trainers internal certification on Emotional Intelligence and build an EQ targeted training course for Sales people , I have had the opportunity of appreciate his professionalism.

Understanding our requirements, expectations and needs he provided training, knowledge, guidelines and suggestions for enhancing our training capabilities. We discussed how to create customized, original and innovative EQ training solutions: his strong EQ knowledge and expertise, interpersonal and communication factors enabled us to reach our training objectives.”

- Michele Favilli  
Sales & Marketing Training Sr Mgr  
-- Eli Lilly Italia

# Massimiliano Ghini, MBA

An expert in Change and People Management

Max is the coauthor and project leader of the *Six Seconds Emotional Intelligence Assessment* (SEI), and the author of several articles and white paper on EQ in Italian as well as the new book, *INSIDE CHANGE (Ilsole24ore)* His research, articles and findings were published on *Fortune*, *Ilsole24ore*, and *Direzione del Personale*.

He is a speaker, consultant, and coach with a wide experience in management and human resources management. He took a degree in Political Economics at the University of Bologna. While he attended the University he launched a start up for business services. After earning a master's degree in International Business from MIB School of Management University of Trieste, he worked as HR assistant and responsible for external relations at the business school.

Max worked in Milan at Ergon Executive Search Deloitte Consulting Group as executive search consultant. After this experience he focused his activity as a consultant on organizational development linking EQ and performance and change management issues. Since 1999 he is professor of Human Resources Management at Alma Graduate School (formerly called "Profingest Management School").

Professor Ghini became interested in emotional intelligence and began to research how this concept would benefit MBA students and organizations. He created a not-for-profit institute bringing these concepts into the Italian context, the first organization in Italy focused on emotional intelligence development.

Max adapted the "Self-Science Emotional Intelligence Curriculum" from elementary schools in the US to use with his MBA students and business clients. He brings cutting-edge social and human research into the business sector to help leaders recognize that organizations succeed when people are engaged.

One of his mantra's is Peter Drucker's statement: "Your foremost job as leader is to take charge of your own energy, and then orchestrate the energy of others." Using emotional intelligence tools, Max is showing leaders how to make it happen.

## Selected Keynotes:

What You Measure  
is What You Get

The People Side of Change

The Seventh Sigma

A Situation for Leadership

"...Solid background, fast thinker, great emotional fluidity, brilliant communicator: it is really worth to work with Max!"

- Luigi Boaretto,  
Technical Operations Manager  
Ciba Speciality Chemicals



## ★ Contact

Jenny Wiley

T: (831) 763-1800

E: [jenny@6seconds.org](mailto:jenny@6seconds.org)

[www.6seconds.org](http://www.6seconds.org)