

Webinars on professional competencies held in 2020

On 24 April we organised the webinar "**Temps de canvis, temps d'oportunitats, temps de creativitat!**" (Times of change, times for opportunities, times for creativity!).

Participants in this webinar learnt to how to view the current situation as an opportunity for transformation and detecting new needs in order to contribute value to our society through new ideas and creativity. The art of creativity in times of change. The session was facilitated by the trainer Bibiana Villa (specialist coach in the development of talent, well-being and happiness in organisations. She encouraged our alumni to see changes as opportunities and to make their own contribution, however modest, to make a place better to live in.

On 30 April we held the webinar "**CreActiva't! Eines per a la generació d'idees**" (CreActiva't! /Tools for generating ideas).

The alumni that participated learnt about the Design Thinking methodology used to generate ideas by the best international companies. They learnt how to develop an entire process for generating ideas. The session was facilitated by the trainer Bibiana Villa (specialist coach in the development of talent, well-being and happiness in organisations. She encouraged our students to place the individual at the centre of the creative process by connecting with the challenge posed by this process and developing each stage successfully.

On 6 May we organised the webinar "**Gestió del canvi en temps d'incertesa**" (Managing change in times of uncertainty).

During this webinar the participants learnt to identify the factors that enable good change management. They learnt to recognise and accept change as a learning process that led to personal and professional growth. The session was facilitated by the trainer Jorgina Martínez (psychologist, therapist and human resources consultant). She encouraged our alumni to manage the change process, to connect emotionally to be able to accept change and to modify their habits so they could improve their ability to react to critical situations.

On 7 May we organized the webinar "**Gestió de l'estrès**" (Stress management").

This webinar facilitated the learning of habits to improve social skills in order to manage critical situations and reduce stress levels. The alumni learnt practical strategies and acquired tools that they could use to deal with and manage stress. The session was facilitated by the trainer Jorgina Martínez (psychologist, therapist and human resources consultant). She encouraged our alumni to act positively and confidently in the face of pressure and stress. She also taught them techniques for eliminating or reducing stress in their lives.

On 13 May we organised the webinar "**Dispara la teva productivitat i redueix l'estrès amb GTD**" (Unleash your productivity and reduce stress with GTD).

In this webinar, students learnt tools to improve their productivity and personal organisation using the GTD methodology. The session was taught by URV alumnus Agustí López (consultant in marketing, creativity and innovation). He taught our alumni good practices, how to organise projects, tasks and filing and how to manage interruptions.

On 14 May, we organised the webinar “**Millora la teva productivitat amb teletreball**” (Improve your teleworking productivity).

During this webinar, the participants learnt tools and steps they could take to improve productivity in a teleworking environment. The session was taught by URV alumnus Agustí López (consultant in marketing, creativity and innovation). He taught our alumni about teleworking and how to work from home, to prepare routines and how to use certain teleworking tools for video calls, messaging and project and task management online.

On 20 May, we held the webinar “**Introducció a la comunicació eficaç: oratòria per a professionals**” (Introduction to effective communication: oratory for professionals).

The participants learnt basic techniques on how to control their voices and bodies whilst giving a presentation in front of an audience. The session was facilitated by the trainer Xènia Castellort (actor and presenter). She taught our alumni to control the tone, speed and non-verbal language used in a structured discourse.

On 21 May we held the webinar “**La síndrome del paper en blanc**” (Blank page syndrome).

Students who participated in this webinar learnt techniques on how to move from the initial idea to the final discourse in a manner that is effective and that impacts the audience. The session was facilitated by the trainer Xènia Castellort (actor and presenter). She taught our alumni about the importance of defining an objective and developing creative thinking and about the types of discourse that exist and how these can be structured.

On 27 May we organised the webinar “**Resolució de conflictes**” (Conflict resolution).

The participants acquired skills and techniques for preventing or resolving conflicts and increased their ability to provide effective leadership in conflict situations. The session was facilitated by the trainer Jorgina Martínez (psychologist, therapist and human resources consultant). She taught our alumni what is meant by the term conflict, which types of conflict are there and which approaches can be adopted to deal with them.

On 28 May we held the webinar “**Pensament crític en la presa de decisions**” (Critical thinking in decision taking)

During this webinar, the participants learnt to develop critical thinking that enabled them to take reasoned and well-founded decisions in order to successfully guide teams in a work setting. They also learnt about the advantages and disadvantages of taking decisions as an individual and as a team. The session was facilitated by the trainer Jorgina Martínez (psychologist, therapist and human resources consultant). She taught our alumni how to apply critical thinking in working teams, which variables affect decision taking and which techniques can be used to improve decision taking.

On 3 June we held the webinar “**Millore el teu Elevator Pitch!**” (Improve your Elevator Pitch!).

The webinar taught our alumni how to present an idea, a business pitch or even themselves in a manner that is agile, effective and has an impact. The session was facilitated by the trainer Xènia Castellort (actor and presenter). She taught our alumni about the general structure of a discourse and how to communicate it.

On 4 June we organised the webinar "**Les claus del lideratge d'equips**" (The keys to team leadership).

The participants learnt tools for establishing the foundations of team leadership. They also learnt resources to reinforce the basic aspects of leadership and to achieve well-being, connection and motivation in a team. The session was facilitated by the trainer Bibiana Villa (specialist coach in the development of talent, well-being and happiness in organisations). She taught our alumni about fundamental aspects of human development, how the mind works, emotional management, etc.

On 27 October, we held the webinar "**Lideratge 4.0**" (Leadership 4.0).

This webinar taught our alumni about self-leadership and the different types of leadership that foster the ability to listen, participate, motivate, lead and guide a team. The session was facilitated by the trainer Jorgina Martínez (psychologist, therapist and human resources consultant). She taught our alumni to discern the most important information for taking quick decisions.

On 3 November we held the webinar "**Gestió de persones en un entorn laboral col·laboratiu**" (Managing people in a collaborative working environment).

The participants learnt to identify their personal strengths and those of others in order to accompany the development and empowerment of their colleagues. The session was facilitated by the trainer Jorgina Martínez (psychologist, therapist and human resources consultant). She taught our alumni to understand how a working team functions and how to acquire the skills necessary to manage and motivate professional teams.

On 5 November we held the webinar "**Gestió de persones en un entorn laboral col·laboratiu**" (Managing people in a collaborative work environment).

During this webinar, the participants learnt basic techniques on how to control their voices and bodies whilst giving a presentation in front of an audience. The session was facilitated by the trainer Xènia Castelltort (actor and presenter). She taught our alumni to control the tone, speed and non-verbal language used in a structured discourse.

On 12 November we held the webinar "**Estructurem un projecte o una idea per causar impacte!**" (How to structure a project or idea to cause an impact!).

The webinar taught how to create a narrative from zero, how to get inspired, find the objective and structure it to capture the attention of the public from the outset. The session was facilitated by the trainer Xènia Castelltort (actor and presenter). She taught our alumni how to keep people's attention during the narrative and how to give it an ending that will stick in people's memories.

On 18 November we organised the webinar "**Fes un reset a la teva productivitat**" (Reset your productivity).

The participating alumni learnt how to create their own work system based on the GTD methodology (Getting Things Done). The session was taught by URV alumnus Agustí López (consultant in marketing, creativity and innovation). He taught our alumni how to increase their results by improving their organisation and showing them the organising system most widely used around the world.

On 25 November we held the webinar “**Fes clients en pilot automàtic**” (Get clients while on automatic pilot).

In this webinar, alumni learnt how to implement new web-based sales techniques. The session was taught by URV alumnus Agustí López (consultant in marketing, creativity and innovation). He taught our alumni how to manage the current moment where physical distance is compulsory, making it essential to use new marketing strategies to remain close to clients.