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HR SERVICES

# First International Conference on Mindfulness

May, 8-12 2013 – Sapienza University of Rome, Italy

<https://www.ahwinstitute.com/first-international-conference-on-mindfulness>

## Symposium

**Mindful leadership. Real life experience in bringing mindfulness into organizational life.**

**Chairman Fabio Giommi**, [fabiomario.giommi@gmail.com](mailto:fabiomario.giommi@gmail.com),

AIM-Associazione Italiana Mindfulness [www.mindfulnessitalia.it](http://www.mindfulnessitalia.it) ; NOUS- School of Psychotherapy, Milano  
[www.nousmilano.it](http://www.nousmilano.it).

## Abstract Symposium

During the last decade there has been an surge of interest about the potential benefit of mindful individuals in leadership roles within organizational life. On the one side, the promise of it seems evident; on the other side, actual training experiences aimed to favour more mindful people are not so frequent in large organizations, and rarely they go beyond pilot projects limited to rather small sample.

The aim of the present symposium is to present two case histories from real life application of mindfulness in organisational life, and to reflect on the obstacles and the constraints as well as the benefit and the promise of such attempt .

The first presentation is an account of a massive, possibly the largest ever in Europe, experience of an introductory mindfulness exercises as part of a training program at Telecom Italia, a TLC multinational.

The interest of this case history, between other things, is in how mindfulness, although an introductory taste, was received by several hundreds persons in leadership roles.

The second presentation is about quite the opposite setting: a single young individual with a leadership role in a big multinational consultancy firm, who was personally moved and transformed by attending an MBSR course, and brought and consistently practiced a more mindful attitude in leading his team. In this specific case, also the financial results of a more mindful leadership were measurable.

The third presentation will offer a summary reflection, based on the previous case histories and other cases, on pros and cons of proposing mindfulness in organizations.

## First presentation

**TITLE: Telecom Italia HRS: promoting mindful attention in executives and managers.**

## Case history from a “massive” training experience.

**<sup>1</sup>Maria Antonietta Russo (presenter), <sup>1</sup> Imma Ardito, <sup>1</sup> Marco Granone.**

<sup>1</sup> Telecom Italia HRS, [MariaAntonietta.Russo@hrs.telecomitalia.it](mailto:MariaAntonietta.Russo@hrs.telecomitalia.it)

Telecom Italia is a multinational telecom company- the biggest Italian industrial company.

During the last three years, Telecom Italia Human Resources Services (HRS) - the group company specialized in delivering H. R. consultancy, training, and services to the other group companies in Italy , South America, and other countries – has launched a massive training program targeting almost all Telecom Italia executives, managers and middle management in Italy.

The training consisted of 5 different one -day intensive workshops. One of these workshop was aimed to develop awareness about the way we are conditioned by our attentional processes, and the crucial important of mindful attention in decision making and emotional intelligence. The workshop increased participant's knowledge about the recent scientific developments in neuroscience and cognitive psychology of attention. Most importantly, the workshop was mainly devoted to develop experiential, first-person awareness about the power of attention in conditioning our mind , as well as to introduce some basic mindfulness practices to improve attentional awareness. The workshop main teacher was delivered by a small team of consultants led by Fabio Giommi. Between July 2010 and June 2012, in two distinct flows, 613 executives and managers, and 744 middle management, attended this workshop. The mean overall evaluation from executives and managers about the training was 4.5 on a 1-5 likert scale (1= not satisfied at all; 5 = very satisfied); and the evaluation about how the workshop had met expectations and achieved its objectives was 4.5. While, the mean overall evaluation from middle management about the training was 4.1; and the evaluation about how the workshop had met expectations and achieved its objectives was 4.4. During this presentation qualitative data and narrative accounts of such unique training experience will be shared. The focus of the presentation will be particularly on how the “strange” mindful attention practices were received and experienced by participants.

## Second presentation

**TITLE: Management of trade investment in the FMCG sector. Practical case history of trade investment optimization and control based on a model of “responsibility” through the application of mindfulness and ACT principles.**

**Gabriele Rossi De Gasperis (presenter) Business development manager**

[gabrielerossidegasperis@gmail.com](mailto:gabrielerossidegasperis@gmail.com)

This paper presents a model that improves the return on investment in the FMCG sector, considering a practical case of management of trade investment developed in a multinational company in Italy. Trade investment in the FMCG sector is the main budget to develop the business and it holds long term strategies of multinational companies. This is a model of “responsibility”, wherewith the sales management team has the instruments to manage the profit and loss with full awareness. The objective is to allow business decision in line with the company mission and values through an efficient management of trade investment. I have developed this model based on my own personal meditation experience through attending an MBSR 8-weeks class, and then through the application of ACT (*Acceptance and Commitment therapy*) principles, a technique based on mindfulness that leads to be in contact with the present here and now and do actions in line with companies' values. Once I have proved that trade investment can be managed in a context of complexity through a simple process of “responsibility” I have set a system of control able to identify deviations from the guidelines.

**Keywords:** *trade investment, FMCG (fast moving consumer goods), ROI (return on investment), net revenue, front margin, back margin, NNP (net net price). MBSR (Mindfulness-Based Stress Reduction program)ACT (Acceptance and Commitment Therapy*

## Third presentation

**TITLE: Bringing mindfulness into organizational life: easy to say, much less to do, beautiful when succeed.**

**Fabio Giommi, (presenter), [fabiomario.giommi@gmail.com](mailto:fabiomario.giommi@gmail.com),**

AIM-Associazione Italiana Mindfulness [www.mindfulnessitalia.it](http://www.mindfulnessitalia.it) ; NOUS- School of Psychotherapy, Milano [www.nousmilano.it](http://www.nousmilano.it).

The third presentation will offer a summary reflection, based on a rather extended, real life professional experience about the obstacles, the illusions as well as the potential benefit and the beauty that might come from developing mindfulness into organizational life.

In the last years there has been a vivid interest of the business world and of the consultancy communities about the potential of bringing mindfulness into organizations. This is easy to say, much less to do. And the risk is that this opportunity promote, instead, lots of wishful thinking, over-simplistic ideas about mindfulness and leadership, and eventually to promote illusions. The presentation is aimed to show how, in order to be successful, a mix of (not so common) requirements and conditions is needed, as prerequisites. However, when these conditions are met, the results are often not only really remarkable and sustained but also beautiful: organizational life can be experienced as a more fully human life.



**Symposium: Mindful leadership. Real life experience in bringing mindfulness into organizational life.**  
Presenters from right: Gabriele Rossi De Gasperis, Fabio Giommi, Maria Antonietta Russo.



In the audience: Jon Kabat-Zinn (with the shirt) next to Antonella Commellato (green shirt), Giuseppe Pagnoni (with lap top), Imma Ardito (center, looking towards the camera).



**Aula Magna Sapienza University, Key note lecture: Jon Kabat-Zinn**



