



Visionary Business Consultants SRL

Unique registration code: RO26075155

Trade Registration No.: J40/9964/07.10.2009

19 Orzari Str., Ap. 15, District 2, Bucharest

Bank: Unicredit Tiriac Bank, Unirii Branch

Social capital: 200 RON

GBP account: RO22BACX0000000407879004

EUR account: RO76BACX0000000407879002

RON account: RO06BACX0000000407879001

EORI no. RO26075155

Work Proposal no. ... for ...

1. Consultant Profile

1.1. General Presentation

The consultant spent over 20 years understanding and solving the customers' needs. He has 17 years of international experience in working effectively with people at all levels of Multinational Corporations. He, also, accumulated 12 years of management experience in leading heterogeneous teams of professionals, improving business and maintaining collaborative relationships with customers, suppliers, partners and employees. For more than 9 years the consultant has worked in top management positions in global and local companies. Moreover, he founded several companies in the last 18 years.

The consultant has spent the last couple of years helping over 300 individual clients to improve their professional life, using his own methodology, and mentoring over 70 startups in creating a sustainable business from their passion, using the Lean Startup methodology. Also, the consultant designs and delivers customized learning and change programs (trainings, workshops, lectures) to various organizations and individuals, in accordance to their growth needs.

1.2. Professional Qualifications

Authorized Trainer and Coach, BS in Psychology, BS in Physics, NLP Coach Practitioner, Systemic Coach Practitioner, Brief Therapy, Strategic Therapy, Systemic Therapy, Non-Violent Communication, and over 25 years of various international sales and leadership trainings

1.3. Skills and Specializations

Executive Coaching, Executive Mentoring, Business Development, Strategic Planning, Conflict Management, Change Management, Organizational and Culture Management, Lean Startup

1.4. Consultant Services

The consultant provides mentoring and coaching sessions that guarantee immediate results, as each session has its own objective. Also, personalized "homework" is involved in order to produce long term cognitive and behavioral changes.

The professional services provided by the consultant are:

- Executive Coaching and Mentoring - helping people achieve their full professional and personal potential.
- Startup Advising - helping founders start a successful business with minimum risks and costs.
- Change Management – helping organizations obtain specific development objectives by designing and delivering customized trainings and workshops based on their environments



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- Inspirational Public Speaking - delivering personalized talks to conferences on topics such as leadership, mentoring, business development, lean startup and many more.

2. Methodologies

In order to create long-term cognitive and behavioural change the consultant uses the Nudge Methodology which has proven highly efficient both for personal/individual and organizational change management.

The nudge methodology has its roots in a wide variety of psychological and philosophical models including facilitative decision-making, NLP, behavioural economics and transactional analysis. For a short definition, nudge theory is an approach to understand and change people's behaviour by analysis, improvement, custom design and free choice, so as to achieve non-forced/voluntary compliance and helpful outcomes on long term. It is not a fixed process or self-contained theory, being adaptable according to the environment and the needs of the individual/organization.

Perhaps the most compelling early evidence that Nudge theory has become a very significant concept for managing change, people, and societies, is that governments - notably the US and UK - very quickly developed specialized 'Nudge departments' to use Nudge methods in helping shift societal behaviours on a very big scale.

The Nudge Toolkit, thus, includes different types of instruments like anchoring (using known things to estimate unknown things), optimism (allows flexibility and productive feedback), framing (shifting perspectives to positive inputs), self-control strategies (offerings that fit people's systems of beliefs, habits etc.), priming (preparing people for change) etc.

Also, the steps followed in applying nudge methodology include:

1. Understand and validate the required change - Understand clearly the change you seek to encourage or enable, and confirm that this is ethical and in the people's best interests. Consult as necessary. Be objective and fair. Use proper measures, not assumptions or guesswork. Quantify and define situations, changes, and outcomes. Clarify terminology. Avoid vague or technical terms which cannot be easily understood, or which could mean different things to different people. Avoid being influenced by your own heuristic tendencies, and those of your organizational leadership.
2. Check for obstacles - Consider what might be preventing people from naturally shifting towards the identified/required change. If necessary consult a sample group. This often highlights obstacles which can be removed, and/or supporting arrangements that can be introduced which enable a natural change, without need of further intervention.
3. Check for unhelpful existing nudges - Nudges often exist already, which are unhelpfully influencing or obstructing people's thinking. Use the nudge toolkit for clues as to possible heuristic effects which are already acting on people's thinking. These may have developed completely accidentally, or may have been established negligently or cynically by authorities, leaders, corporations, etc., in the past.



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4. Remove obstacles and establish support - Even if further interventions are warranted, remove obstacles and introduce support as far as possible to make it easier for people to shift towards the desired change.
5. Create a 'map' of the environmental/influential system around people - If no obvious obstacles exist, or additional interventions are warranted, create a 'map' or analysis of environmental/circumstantial factors, of people's engagement (or non-engagement) with the issue for which change is desired. Look for hidden influential factors. Refer to the Nudge toolkit for clues.
6. Explore which environmental/circumstantial factors can be altered/introduced - Assess and test the effects of altering/introducing these factors ('nudges'). Refine your ideas so that you can offer people new choices that can help their shifting - through free choice - towards beneficial change. Refer to the Nudge toolkit for ideas as to the types of heuristic influences which might be altered/introduced.
7. Teach/train leaders at all levels in the group/organization about Nudge theory and its potential use and advantages over conventional enforcement or direct instruction, threat, etc.

The Nudge Methodology is a proven modern instrument that leads to understanding how people think, helping them improve that thinking, managing change of all sorts and modifying unhelpful ways in the process.

The consultant will also use his large experience of business and coaching skills to support the managers in their approach to discover the best strategy for managing the intended changes.

2. Consultant Fees

The consultant fee rates are 100 eur/hour (VAT excluded). The number of hourly sessions required depends on agreed objectives and client's development and results.

3. Media and Referrals

You can find out more about the consultant on the following social media channels:

<http://dragosnicolaescu.com/>
<http://www.linkedin.com/in/dragosnicolaescu>
<https://www.facebook.com/dragos.nicolaescu>
<https://twitter.com/liveonpassion>

You can see some of the consultant's selected talks from various events here:

https://www.youtube.com/watch?v=OJIPbQcvrgU&list=PLH7_hBO3Y8W375ebnxGcCsrsudAcOR4hB

You can watch some of the consultant's interviews here:

https://www.youtube.com/playlist?list=PLH7_hBO3Y8W0bj9jda6bc4AkLs7MEDtVg



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Other selected articles/testimonials about the consultant here:

- <http://adevarul.ro/international/foreign-policy/top-100-fp-romania-2013-categoria-societate-nume-misca-societatea-romaneasca-bine>
- <http://changer.ro/business-planning-dragos-nicolaescu/>
- <http://oameni-frumosi.ro/portrete/dragos-nicolaescu/>

I am looking forward for your answer to our proposal.

Kind regards,

Dragos Nicolaescu
Chief Executive Officer
Visionary Business Consultants