

## PRESS RELEASE



## DRAMA TRAINING FOR CEOs

### *- Top management trained to manage in times of crisis through advanced theatre techniques -*

**Bucharest, May 27<sup>th</sup> 2010.** Trainart ([www.trainart.ro](http://www.trainart.ro)), a Romanian company specializing in the development and delivery of high standards soft skills trainings, announces the launching of a new service, drama training for the top management. The workshops will be held together with stage director and trainer Mr. Dan Vasile and shall be delivered both in Romanian and in English.

According to several studies, drama education represents a strong and efficient method for helping adults manage difficult moments. The new module designed by Trainart and Dan Vasile has been created especially to meet the continuous learning needs of general managers and it uses key strategies such as the identification and usage of the optimum concentration point, getting out of the role, living through a role and learning through a role.

The course created by Trainart focuses on the development of leadership skills, the cooperation and the teamwork spirit, pressure and tensioned relationships management, adaptability in unsteady environments, building self trust, creativity and lateral thinking. The main challenges in the drama training for CEOs deal with the stimulation of the “mental barriers crossing” and the empowerment ability as well as the independent decision making.

“Drama, as well as dance, is one of the most important performing arts, due to their profound social roles. People love theatre because, apart from the practical, physical aspect, it involves feelings and emotions. According to some recent studies regarding the “crisis leader” the empathy towards people and situations is essential for an efficient management. Through drama, we learn that people are not alike and decisions are not good or bad. At the same time, through drama, one gets to perceive people at a higher level. Drama makes you <<clairvoyant >>”, declares Adriana Boşcănici, managing Partner Trainart.

“Drama is a social effort. It challenges one to work together with other people, to accept critiques, to refine their verbal and nonverbal communication. At the same time, it allows you to be somebody else. It lets you get into somebody else’s shoes, and this is a priceless moral instruction. We play roles everyday of our lives, and, even if we do it consciously or not, we adapt our tone of voice, our gestures and attitudes according to people and situations. Actually, the only difference between the everyday life and the theatre is the degree of concentration”, adds Mr. Dan Vasile, stage director and trainer.

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The drama courses designed by Trainart for the top management have formats and structures adapted to each participant and to the industry they perform in.

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### **Trainart**

Trainart is the expert in creating and delivering personalized soft skills trainings. Trainart offer includes trainings in selling and negotiation skills, in customer service, in personal development, team building, top management development programs, training of trainers (ToT), consultancy for internal trainers, drama training for top management, as well as mystery shopping and defensive driving programs. Starting July 2009, Trainart delivers courses in Entrepreneurial Competences and Sales Agent accredited by the National Council for Adult Vocational Training (CNFPA), with diplomas recognized by the Ministry of Labor, Family and Social Protection. Since 2008 Trainart is the strategic local partner of Profiles International, a world leader in employees internet assessment, with a more than 45.000 clients portfolio and 700 local offices in more than 120 countries. Among Trainart clients there are GDF Suez Energy Romania, Petrom, Audi Romania, Honda Romania, Mercedes-Benz Romania, Carrefour Romania, Mobexpert, Accessorize, GlaxoSmithKline, Medcenter, AxelSoft, TeamNet, HAT Group. For more details, please visit [www.trainart.ro](http://www.trainart.ro) or our check out our blog [www.trainart.ro/blog](http://www.trainart.ro/blog).