

CORTINA ACADEMY: LEADERSHIP AND SUSTAINABILITY CENTRE IN THE DOLOMITES





MARCO MASSAROTTO

A digital “*Entrepioneer*” with 25+ years experience in **digital communication** in multinational agencies and as entrepreneur for blue chip corporations and national institutions. Book **author**, **teacher**, executive **advisor** and keynote **speaker** on digital, communication, reputation.

A multicultural and sustainability certified expert founder of a **mountain leadership academy** for corporations, executives and young leaders.

15+ years **Japan** expert in **international business** relations and **marketing** and in **sake**, **travel** and **culture**.

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Agency: www.kaiwa.it

Leadership & Sustainability Center www.cortina.academy

Tour Operator and Consulting: www.nipponconcierge.com

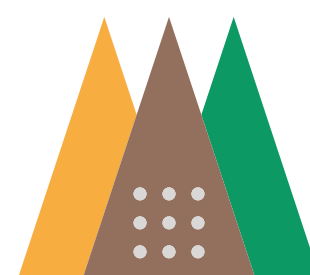
DIGITAL COMMUNICATION & STRATEGY “ENTREPIIONEER”



formerly



CULTURE, LEADERSHIP & SUSTAINABILITY ADVISOR

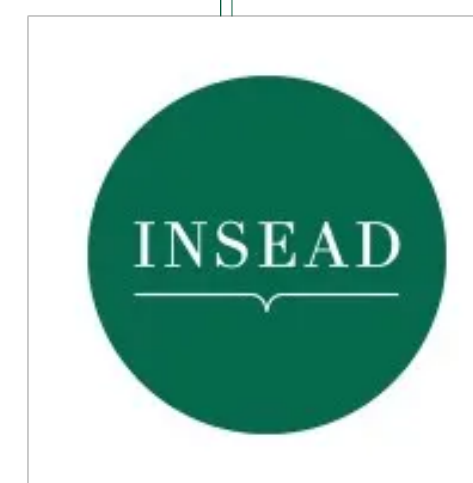


**CORTINA
ACADEMY**

JAPAN BUSINESS AND EXPERIENCE DESIGNER



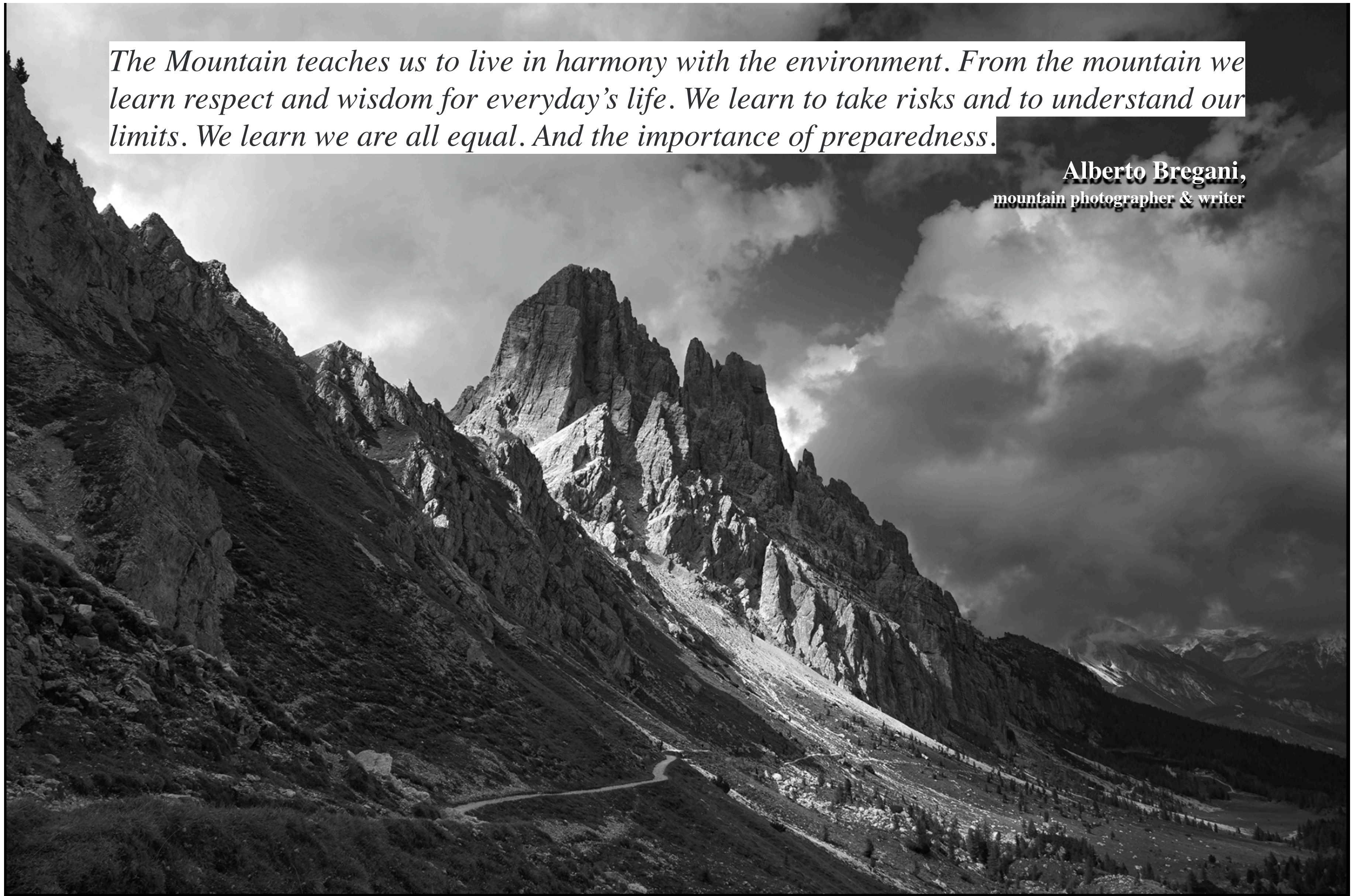
NIPPON
CONCIERGE



INSPIRATION

The Mountain teaches us to live in harmony with the environment. From the mountain we learn respect and wisdom for everyday's life. We learn to take risks and to understand our limits. We learn we are all equal. And the importance of preparedness.

Alberto Bregani,
mountain photographer & writer



Ph. © Alberto Bregani

Cortina d'Ampezzo and the Cortina Academy

The "queen" of the Dolomites and of sustainability.

Cortina D'Ampezzo has a long history, through the centuries, of alpine leadership and culture. Its fame became worldwide in 1956 with the Winter Olympics which will return to Cortina, 70 years later, in 2026. Its nature, culture and style of hospitality have earned Cortina the name of "Queen of the Dolomites".

Its community of families also has a history of leadership in "sustainable management" with an innovative community approach, dating back to the "Magnifica Comunità d'Ampezzo" in the 13th century and embodied today by "Le Regole d'Ampezzo" which is a model of community management of its natural resources unique in the world. The "queen" of the Dolomites and of sustainability



Ph. © Marco Massarotto

Cortina Academy for Leadership and Sustainability begins its journey in 2021 after the Covid Pandemic on the initiative of an Italian entrepreneur in digital communication and a network of innovators, entrepreneurs, educators. Its purpose is to offer experiential learning on the topics of sustainable business management and leadership through corporate programs, individual management training, events and publications.

Training and nurturing your team in Cortina





**OPEN NEW HORIZONS
TO YOUR TEAM**

 **Sustainability, Leadership, Wellbeing.**
Experiential training in the Dolomites
www.cortina.academy



**A NEW BALANCE
FOR YOUR TEAM**

 **Wellbeing, Sustainability, Leadership.**
Experiential training in the Dolomites
www.cortina.academy



**SHARE NEW STORIES
WITH YOUR TEAM**

 **Leadership, Sustainability, Wellbeing.**
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Our educational areas and activities

Corporate Services

We offer **training and experiential learning** services on Leadership and Sustainability to companies, governments, organisations, business schools, schools and universities through **off-site, retreats and ad hoc courses**.

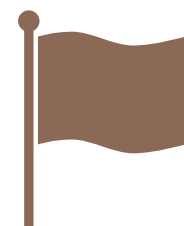
We also work in **partnership with leaders in the field and with the most authoritative institutions** to continuously enrich and update our program and our training offer.



COMPANIES



SCHOOLS AND
UNIVERSITIES



INSTITUTIONS AND
ORGANISATIONS



Individual education

We offer individual training courses on Leadership and Sustainability issued through **courses, events, seminars, executive programs and immersive training**.

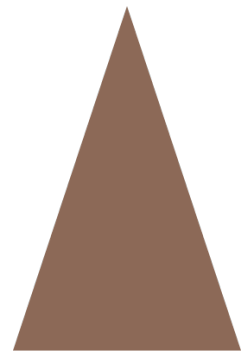
We cater to professionals, entrepreneurs and managers, but also to communicators and interested parties. Finally, we develop ad hoc leadership programs for young generations and entrepreneurship for seniors.



LEADERKIDS



EXECUTREES



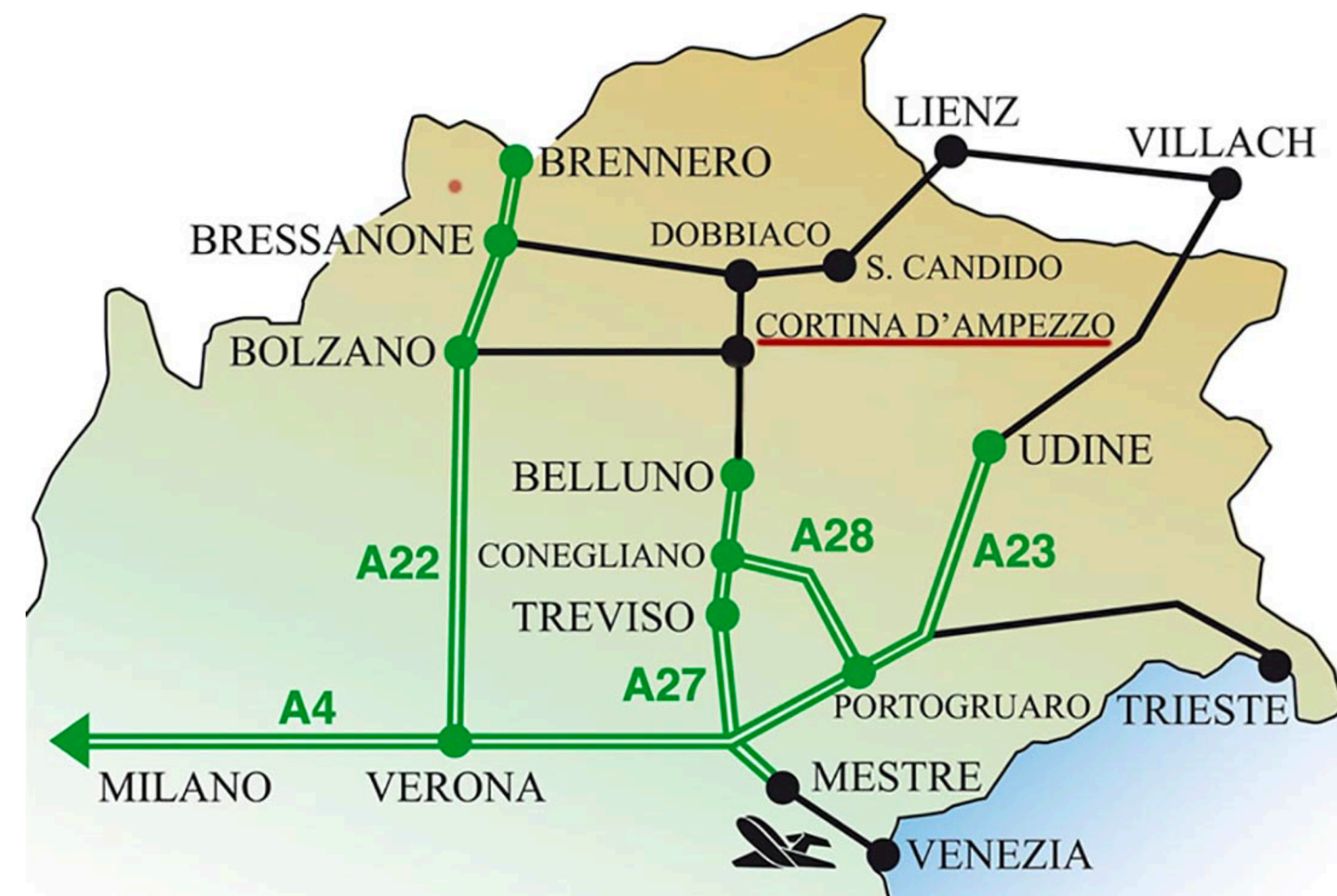
THIRD LIFE

Your school in Cortina D'Ampezzo.

Create your own Campus, Course or School in the Dolomites!

We offer to Business Schools, Companies and Organisations a full private label service, including:

- **Your School Branded Campus.** | We can be your “sister” school or just a provider of services to design a full scale campus or venue
- A **custom course** in the Italian Alps | We can co-design and/or co-brand a special course leveraging our local knowledge, partnerships, educational content.
- A mountain based **learning module** | Expand and enrich your course or Master with a specifically design learning module in Cortina D'Ampezzo.
- A fully customised **Corporate Academy** | The CBS can offer a branded/unbranded support in designing, implementing and delivering a full service Corporate school or course.



Cortina is easily reachable with National and International transport. Trenitalia, or FrecciaLink are not affiliated in any way with CBS or this offer.

Let's design together your fully customised educational offer!



Portfolio

Some of our WORKSHOPS and corporate educational formats



“GREENWHAT?”

DEFINE AN EFFECTIVE AND SAFE ESG COMMUNICATION STRATEGY

A workshop with proprietary tools to analyse and design a sustainability communication strategy and avoid greenwashing downsides and critical issues.



“BYE BIAS”

LET’S FILTER OUT OUR PREJUDICES AND MAKE BETTER DECISIONS.

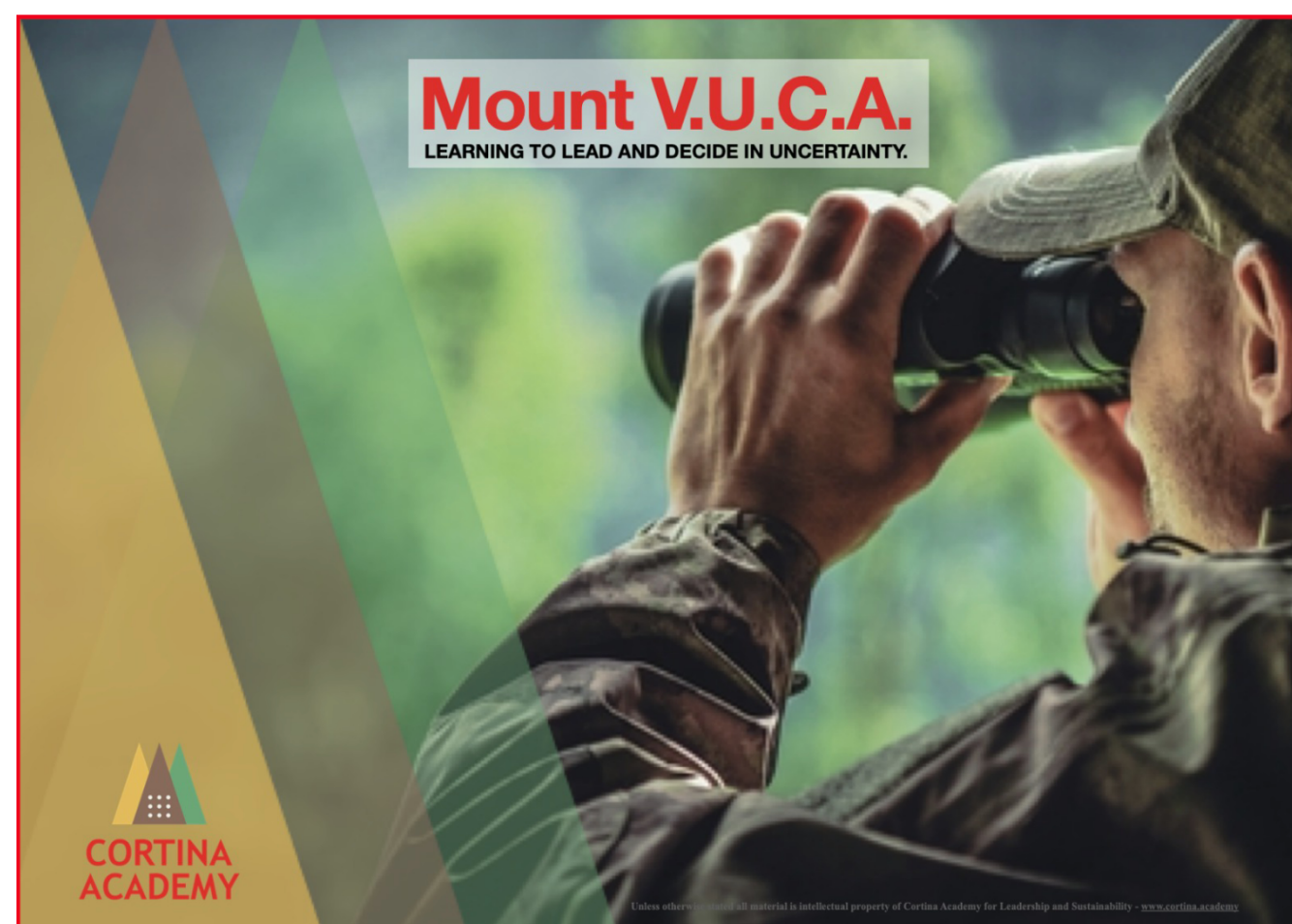
Discover how cognitive biases trick our perception and understanding of sustainability, business, society and drive unconsciously our decision process. Learn to think analytically, filter out biases and pre/misconceptions and make effective decisions.

Some of our WORKSHOPS and corporate educational formats



“IKIGAI: THE JAPANESE WAY TO PURPOSE” (WORKSHOP)

Analyse your (or your organisation’s) key dimensions to identify. Your purpose (“reason of work” or “reason of business”) and design your ESG positioning.



“MOUNT VUCA” LEARNING FROM THE MOUNTAIN TO MANAGE UNCERTAINTY.

After climbing to a hut we’ll learn and discuss about Leadership in the age of uncertainty. After the lecture we’ll descend in the woods by night with our torches.

Some of our **CONSULTING SERVICES** and corporate educational formats



“CULTURE MAPPING” UNDERSTANDING CULTURAL DIFFERENCES; DIMENSIONS; DRIVERS TO LEAD AND WIN IN A GLOBAL WORLD

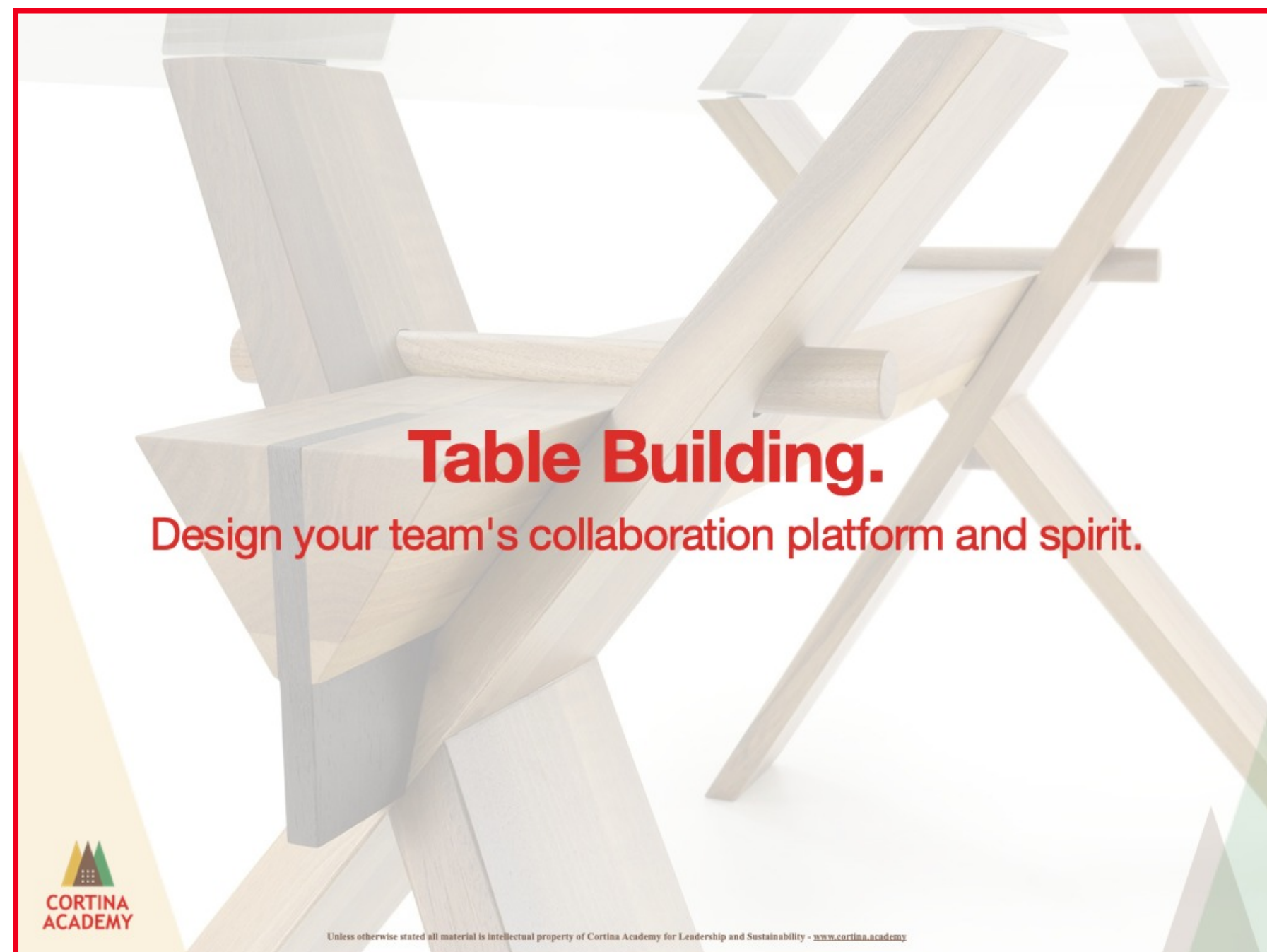
A certified, customised workshop to optimise and empower global teams, negotiations, operations.



“GLOBAL VIRTUAL TEAMS” EXPLORING REMOTE LEADERSHIP

Learning and experimenting how to build, nurture. Lead a remote team.

Some of our **CONSULTING SERVICES** and corporate educational formats



“TABLE BUILDING”

A TEAM COLLABORATION DESIGN WORKSHOP

A “hands on” workshop where a team is called to design, plan, make it communal table. A unique immersive opportunity to focus and develop team values, skills and spirit.

The “mood” of people doing our programs in Cortina:

Inspired

Energized

Relaxed

Awakened

Changed

Connected

Motivated

Regenerated

Peaceful

But let's hear from our clients...





CORTINA ACADEMY

Some feedback from our guests



*"The first step
doesn't take you
where you want:
it takes you away
from where you are."*

(Alexander Jodorovski)



**CORTINA
ACADEMY**

www.cortina.academy