



G has always been intrigued by human beings. What makes them so unique and so great. What empowers them and helps them on their way. She could have been a doctor, a pastor or an anthropologist... or what she is: a person who encourages and inspires all experienced people – and companies – to explore what is “possible”, to reveal what makes sense for the individual and the company in question with regard to the development of society and to implement it, be it here or around the world (Asia, Africa, US, Europe).

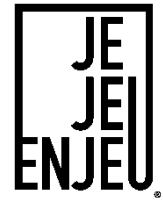
What is possible? What dynamic makes it possible to innovate, to achieve unprecedented results and sustainably enhance performance? With the increasingly rapid transformation of the world of work and the contribution of new technologies, it is even more important to question the role of humans and the existing methods of collaboration, to “empower” each and every one of us in the ecosystem of the world of work. Geneviève has addressed these issues for almost 20 years, locally and abroad, in companies and within her own facilities. She assists companies and managers in creating the conditions that will support their visions and projects.

She lends a sympathetic ear and, in complete confidence, welcomes anyone who is keen to contribute and leave their mark on today’s society. She gives them the means of unlocking the world of possibilities, identifying the critical points, preparing for pivotal conversations, establishing a plan B and taking the first steps. She does the same for companies, while also addressing internal corporate culture. This final element will either facilitate or prevent initiatives or change.

Her life story and career have unfolded on different continents and in different types of organisation. For over 20 years while fulfilling her managerial functions, she has been fortunate enough to meet and accompany countless people from different cultures facing all kinds of challenges at every stage of their life and their career. That is still what brings her pleasure today.

She founded the Cercle Suisse des Administratrices, of which she was the first chairperson. She has created numerous initiatives focussing on women, either spontaneously or within women’s professional associations. She is a keen advocate of diversity in society (age, cultural origin, gender, education, etc.)

Having grown up immersed in classical culture with a fondness for reciting verses of the Odyssey in ancient Greek, she studied political economics at university. She then went to the US to quench her thirst for knowledge on the campus of the University of Pennsylvania, where she switched from psychology to business economics as a post-graduate student. On returning to Switzerland, she began work in the banking sector before moving to the IT sector in the hope of having better tools with which to advise her customers. She stayed longer than planned, was appointed first (female) manager in German-speaking Switzerland and contributed to the launch of services and the necessary change of mindset as well as to the deployment and marketing of services in the EMEA zone. She was always there where there was a need to create something that didn’t yet exist, and would be rewarded for her efforts (services as a product, promotion of distribution channels for services, constitution and rallying of partners with different agendas, etc.). Following the European reorganisation of the IT group she was working for, she created her first consulting firm in Geneva, which she closed some years later to open a second one in London where, together with her partners, she invited companies to consider the effect of their internal corporate culture on performance, enabling them



to achieve extraordinary results. She returned to Switzerland for family reasons, opening her current consulting firm, Générer Booster, in Martigny.

She is also a proud mother of two, who admires the independent young adults her children have become, each making a success of their chosen path.

*Life is either a daring adventure or nothing at all" Helen Keller*

This quote could perfectly illustrate the career of "G" (Call me "G"), as G has untiringly stated then realised "what is possible" for the individual, both in their professional life and in society.

### **The key interventions of G**

Essentially in French and English, occasionally in German (German Swiss)

G accompanies any organisation (company, foundation, association, etc.) along three key lines

- Development of "different, open" thinking or reflection during strategic or operational sessions, regardless of the hierarchical or organisational level.
- The internal corporate culture of any organisation:
  - from the impact of current internal culture on ongoing projects to the joint creation of a vision that makes sense;
  - from the development of a strategic framework to its materialisation as initiatives / projects and its communication throughout the entire organisation;
  - from reflection to the development of a continuing education strategy, which includes the key cross-cutting competences
- Support for the implementation of inspiring leadership, enabling the effective development or transformation of an organisation and the durability of its companies.

G accompanies the managers, executives and "seniors" on the following essential points

- Executive coach & mentor
- "Women-specific" executive coach & mentor
- Executive coach & mentor for executive couples (reconciliation between professional and private life, moving and other points)
- During the first 100 days in a new position and when preparing the beginning of a new job (from the advert to the first day)
- As an "enlightened confidant" to facilitate reflection, which often requires a "partner" to create a profile and support one another whereas we often feel "alone at the helm".
- Reinvent the next stage of your professional career (second or third career)
- Imagine and set milestones for your post-professional life: how to reinvent yourself personally in order to stay "alive" in preparation for early retirement or full retirement.