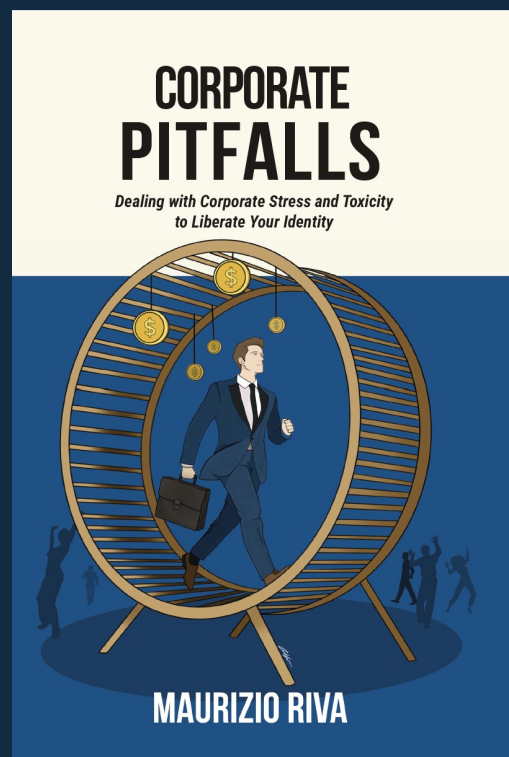


Corporate Pitfalls

MAURIZIO RIVA

Beyond your role.
Back to your story.

Professional identity, change
and the discovery of coaching.



READ AN EXCERPT

8 pages · selected passages and reflection prompts

A first encounter with the book.

Four passages to explore Maurizio Riva's thinking through his experience as an executive and coach.

01 The story

Why this book came into being.

02 Identity

Who we are beyond the business card.

03 Coaching

The value of reflection and change.

Pages 3-6 reproduce selected passages from the English edition of Corporate Pitfalls supplied by the author. The wording is preserved and the layout is new. Source page numbers refer to that edition. Page titles, the reading guide, reflection prompts and author profile are editorial additions for this reading excerpt.

Why I wrote this book

Introduction · p. 13 · opening passage

Welcome to this book, welcome to my story.

Welcome to this journey we will take together, and I hope it will help you write an important and decisive part of your story.

The idea to write this book did not arise from an autobiographical need but from a deep urge I have felt for some time to reach out to those who work—individual contributors or Managers, who feel overwhelmed by corporate mechanisms, the many Pitfalls scattered along the professional path, and the increasingly toxic strategies of the corporate and multinational world. I want to “speak” to many, overcoming the natural numerical limit of people I have helped over the years and whom I have followed and continue to follow as an Executive Coach.

I know a thing or two. My career developed and grew in the multinational ecosystem, conquering increasingly important roles and collecting enormous satisfactions, but also brushing against dark abysses, trapped in the spiral of a job that silently stifles the healthy development of personal relationships and consequently affects physical and mental well-being.

Every event I recount here is true, just as the insidious and slow deprivation of balance between private life and career I reached, following the illusion that a more than satisfactory economic well-being could correspond to a proportionally satisfactory personal well-being, was true and destabilizing.

Who we are beyond the business card

Chapter 11 · p. 137 · opening passage

The desire to get out of the hamster wheel was always very strong; in theory, I shouldn't have suffered with such a substantial severance package that would ensure me a peaceful present and immediate future, but I had to face reality, still full of beliefs and prejudices: I couldn't detach myself from the idea of no longer having my 'business card,' of not having a precise work role, of not 'being someone.'

In today's society, in fact, the business card rarely represents 'who we are'; it mostly represents 'what we do.'

I believe we all agree that 'who we are' is much more important, but the fact remains that the first thing we ask our new acquaintances is always 'What do you do?' 'Where do you work?'

How many times has someone asked you 'who are you?' If you are happy or satisfied with your life.

Everyone always asks us what we do, what our job is, which company we work for, what position we hold.

Finding myself suddenly without a business card created an identity void, a void that is very common to all people who lose their job for reasons beyond their control.

Making time for yourself

Chapter 15 · p. 179 · full narrative text

In 2010 I had the first real meeting with an Executive Coach, external to the company I was working for, outside of all internal company dynamics. Since then, I have never stopped. Mentoring, Coaching, Advanced Courses, Consulting, and Psychotherapy Sessions have always been a regular part of my schedule. Depending on the moment, the opportunity, the obstacle, or the problem, but even when there were no obstacles or problems, I have always continued, and I still continue today.

Why do I do it? Because I have understood the value of dedicating precious time, quality time, to oneself, to cultivate oneself.

It is important to be able to transform this attention to oneself, often episodic and linked to difficult or transitional moments, into a foundational value of life, a moment and an essential tool for the personal and professional evolution and revolution of each individual, always, regardless of the moment one is experiencing. Having a conversation with a professional who knows how to ask the right question at the right moment, and who supports you step by step, is an ace up the sleeve that everyone should learn to have.

Among all the possible options, Coaching turned out to be the top choice for me, somehow becoming my way of life.

The experience I bring to coaching

Chapter 15 · pp. 181-182 · selected passage

What has made me a recognized and appreciated Coach today is not simply a certification or belonging to a specific school of thought, nor is it the set of technical tools and techniques used. What made me a successful Coaching professional is my unique journey, the experiences narrated in this book.

I am an Executive. I am a Coach.

In reality, I am a leader. First and foremost, a leader.

I say it without false modesty, without worrying about appearing arrogant or presumptuous. We live in a context where expressing who we are, speaking about our success with sincerity, not only exposes us to applause but also, and above all, to judgment and envy. The truth is that whatever you decide to say or do, if you do it with determination and trust, it will expose you to some kind of reaction. And there's nothing wrong with admitting that this evokes fear, that it scares you. Saying nothing, staying anonymous, being modest, maybe it got us this far, but it doesn't mean it will take us where we want to go now.

Here, my approach to Coaching starts right from here. From the first meeting, we remove the masks and begin to expose ourselves without fear from day one.

I am a leader, and I chose to become a Coach to help companies and organizations transform. Above all, I am an Executive Coach, dedicated to accompanying Managers and Leaders in their climb to the top or to reinvent themselves, to rise again, transforming Coaching into a lifestyle.

Three questions to take with you.

- 01 Without your company's name and your job title, how would you introduce yourself?
- 02 What space are you making for your own growth, beyond your work targets?
- 03 What change would you like to explore with an outside perspective?

Editorial questions added to accompany the reading. These are not quotations from the book.

Keep reading. Start a conversation.

Maurizio Riva

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He works with executives, business owners and leadership teams on career transitions, leadership development and business transformation.

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Selected passages curated by the author.