



INNOVATE TO  
ELEVATE: HARNESSING  
MINDSET AND  
EMOTION TO CREATE  
THE FUTURE

Maurizio Caimi  
Mind Setting Advisor | Coach | Author  
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## MAURIZIO CAIMI

Mind Setting Advisor & Business Coach  
Temporary Manager  
Business Trainer  
Author and Motivational Speaker

*“The secret language of communication is the key to leading,  
inspiring, and transforming.”*

*I support my clients by guiding them to quickly and effectively achieve the best for themselves and their business.*

*I build high-performance teams driven by agile and proactive thinking, mental energy, and a positive mindset. Teams capable of generating real, measurable results.*

## **My History**

Throughout my career, I've worn many hats, first as a professor, then as a multinational manager for over a decade, and today as an independent professional.

Working with global corporations, Italian enterprises, and professionals from diverse fields has given me a unique perspective on how people and businesses evolve. I've learned to navigate complex markets, transitional challenges, and the human dynamics that drive success across a broad economic landscape.



Senior consultant with over 25 years of experience in industrial, banking, and multinational contexts. I support companies and executives in processes of strategic transformation, growth, assessment and organisational innovation. My uniqueness lies in the ability to combine neuroscience, neurolinguistics, and communication with the most advanced techniques for enhancing leadership and managerial performance. I don't deliver abstract theories, but applied methodologies that enable managers and teams to unlock their full potential in fast and measurable ways.

I have guided top executives and international teams through complex projects, turning challenges into results and leading them toward new horizons of effectiveness and competitive positioning. Through mind setting and neuroagility programs, I help individuals and organisations release energy, strengthen engagement, and develop new adaptive capabilities.

My approach is multidisciplinary and synergistic: I integrate strategic vision, behavioral science, and practical tools to generate tangible changes in both performance and people. This means helping companies build not only results, but also organisational cultures that are more resilient, innovative, and capable of attracting and retaining talent. The outcome? More resilient companies, more charismatic leaders, more high-performing teams.

*What I Bring to Companies? I bring much more than technical skills: I offer a scientific and human approach combined, able to transform mindsets, energy, and results.*

## Key Experiences

- **Senior Advisor & Temporary Manager** – I have supported national and international companies as a strategic consultant in People & Culture, Assessment, and High Performance Team projects, coordinating complex initiatives in HR, marketing and managerial management. My approach combines analytical rigor with attention to human capital: I create “zero-stress” environments where people perform better because they feel supported, empowered, and motivated.
- **Business Coach** — In high-intensity one-to-one (or team) programs, I guide managers, entrepreneurs, and professionals in developing charismatic leadership. I use tools from NLP,

emotional intelligence, and neuro-agility to unlock hidden potential and train the ability to influence, motivate, and inspire. Each session becomes a growth accelerator, transforming perceived limits into new possibilities for action.

- **Management Consultant** — I have led special projects and initiatives dedicated to corporate culture, helping organisations evolve not only in numbers, but also in behaviors, values, and collective identity. As an assessment consultant I have worked in various contexts, from finance to industry, always providing a high quality service and concrete results. I design and implement tailored interventions in neuroselling and neuromarketing, supporting sales forces and marketing teams in developing persuasive strategies based on how the brain makes decisions.

### My areas of focus

- **Mind Setting and Neuroagility** — Practical tools to reprogram mental models, train resilience, and develop cognitive flexibility. Techniques that help managers and teams boost focus, decision-making speed, and adaptability in complex and fast-changing environments.
- **Leadership and Team Building** — I don't just train leaders: I guide people and groups to develop charismatic leadership, able to inspire and generate trust. Through applied neuroscience and NLP protocols, leaders learn how to activate the emotional circuits that fuel motivation, build cohesion, and create high-performance teams where individuals connect to a greater purpose.
- **Neuro-Communication** — I integrate the latest neuroscience findings with persuasive communication strategies. This way,

sales and marketing professionals, and also leaders, learn how to speak directly to the client's brain, recognise unconscious decision-making processes, and guide choices without forcing them turning negotiations into true win-win experiences.

- **High Performance Team** — With my Team Glue – Team Stretch protocol, I help organisations quickly raise managerial performance. I create balance between what holds together (values, cohesion, shared purpose) and what pushes forward (innovation, feedback, positive tension), generating tangible results in contexts of reorganisation, change, or rapid growth.
- **Coaching** — One-to-one sessions for top managers and professionals who want to strengthen performance, leadership, and charisma. I work on inner voice, empowering beliefs, and mindsetting to ignite new energy, enhance presence, and turn daily challenges into growth opportunities..

### Author & Trainer

I have published five reference books on neuro-linguistic programming, persuasion, neuroscience, and charismatic leadership (Diarkos, 2019–2025). I am a keynote speaker at seminars and conferences, and I design customised training programs — high-impact transformative learning experiences — for companies and professionals, regarding soft skills such as Situational Leadership, Neuro-Linguistic Programming, persuasion, emotional intelligence, mindfulness in the workplace, positive mindsetting, creative thinking, and problem solving, personal charisma.

### Sectors of activity:

Luxury, Pharmaceutical, Cosmetics, Agri-food, Franchising, Banking, Finance, Insurance, Furniture, Nutritional, Health &

Wellness. Case histories and detailed information on specific activities may be shared during a subsequent personal meeting.

### **Selected Corporate References**

ING BANK, GOLDMAN SACHS, MEDIOLANUM, ALPERIA, BANCO BPM, ALLIANZ BANK, KRUK, RECARLO, TIS, GRUPPO HERA, PHILIPS, MONTEPASCHI, MICRODATA, CICCARELLI, AUTOVIE PADANE, ALKAENERGY, OMNIA SERVIZI, VALCOR, THUN, BETON ROSSI, TUTTI TRUCCHI, CHANEL, RECORDATI.

### **Interviews, reviews, articles about me**

Rai TG3, Mediaset, La Stampa, Corriere Economia, Affari e Finanza, Symposium podcast, Giornale Radio.

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