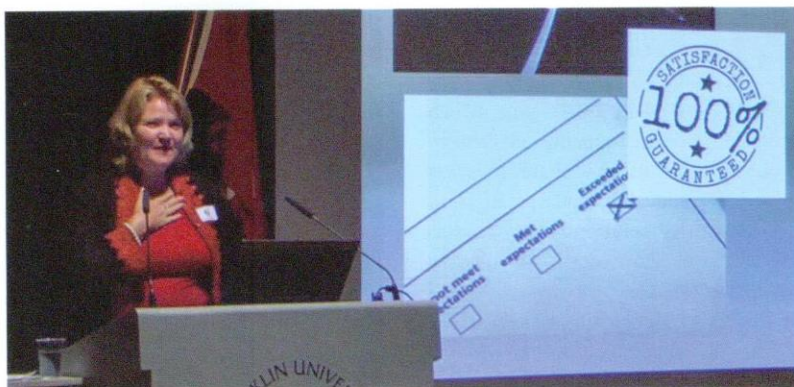


Celebration and development of human potential

What is the emotional spark that pushes us to wake up in the morning? Christine Petersen, founder and ceo of Virak, asked herself this question 15 years ago, after having run great multinational projects in various parts of Europe until 1990. The answer, for her, was immediate – to work with training, or in other words to help people work better, safeguard their quality of life and receive the maximum fulfillment from their professional activity. Thinking about this as a future occupation, Christine Petersen set herself an objective – to ensure that each training course designed by her could be adapted for best meeting a single person's needs. "I am convinced – she explains – that if the participants enjoy themselves, interact, and participate during the training period, they will be in the condition to learn rapidly and to put into practice their new knowledge the moment they return to their work environment". Her experience as a project manager led her to understand the importance of the use of relational skills in "The Management of Projects". In 2001, with the goal of training, accompanying and offering fulltime consultation, Christine founded Virak, and since then has managed to build up an important portfolio of clients from all over Europe. At the moment she lives in Switzerland, and speaks fluently, and gives courses in Danish, English, French, Italian, and German. Her entire professional life has been special-



CHRISTINE PETERSEN

ized in training offerings and support for Project Management and Relational Skills for clients from all parts of the world. "In 2000 I worked as a consultant for Ernst & Young Consulting – she tells – and I had a past as Project Head for multinational companies. The day that changed my life coincided with my participation in an updating course. The teacher was rousing and involving, able to speak intimately to the psychological and human side of people. I had never seen anything like it. In that moment I understood what was to be my path, to create a type of training that was truly able to motivate the participants. With pride, after three decades, I can say that I was successful". Christine lost no time. Without a strategy and without a business plan, she set to work. First of all, she invented a name for her company. The term Virak comes from old German,

and means "celebration". It was used when someone came back from a long voyage. "The right term – continues Christine – as my trainers and I are always traveling the world, and our return is something to celebrate. But Virak was also the name of my first dog, and so this word has a great emotional value for me". Today Virak works with Project Management (Pmp certification): her course, ProPM-P is one of the best known in Switzerland, Management Change, Communication; Team Construction, Meeting Facilitation; How to Speak in Public; How to Write Presentations; Time and Stress Management; First Impressions; PNL and Negotiations; Leadership; How to Work in a Group; Six Sigma; Business Analysis; Intercultural Knowledge.



VIRAK SAGL
LUGANO
www.virak.com

TRAINING CONSULTATION

The importance of motivating

Having fun is the key word at Virak, the international company with headquarters in Lugano, Switzerland, which specializes in the offering of training and support in Project Management.

"Here we have constructed a relaxed environment that encourages participation. The trainers who participate in my project have a very collaborative approach and in the training course we all work together to achieve the best result".

Virak has clients all over the world who are helped in the creation of Project Management plans.

Is this an easy or difficult job? "For me it is easy - explains Petersen - because I love what I do. But it is not a simple job - you cannot just explain. It is important to motivate".

What is your favorite course? "How to speak in public - at the end of the second day the participants are transformed from timid to confident".

Next projects? "An app which teaches people how to sing, how to use their voice. It will be ready for Christmas".



CHRISTINE
PETERSEN,
FOUNDER OF
VIRAK



VIRAK SAGL

LUGANO

www.virak.com