

CULTURE of Impact

Building Partnerships For Good



Strategic Partnerships | Corporate Events & Training | CSR & Employee Engagements |
Philanthropic Projects | Social Impact | Sustainability | Impact Investing

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SEPIDEH MOUSSAVI

Born in the UK and raised in the Middle East, Sepideh returned to the UK in 1998 to complete her higher education where she was faced with a significant cultural shock in the process.

It was there that she began her professional career as a multilingual interpreter and Intercultural Consultant which lasted for twelve years.

Through this experience, she built an in-depth understanding of cultural differences, intercultural interactions, and how to recognise and adapt to cultural diversity, but focus on similarities, equity and inclusiveness.

This, together with her own integrated cultural background, contributed to her well-rounded approach and exposure in developing strong cultural intelligence and intercultural competence.



PROFESSIONAL CAREER

During the twelve years of working as an Interpreter and Intercultural Consultant in the UK, Sepideh had the opportunity to work with various sectors such as government departments, public sector, healthcare (NHS), civil society, social services and many more.

In addition, with 20+ years of international experience working for prominent multinational corporations, she acquired broad-based knowledge across multiple fields. Her industry exposure includes learning & development, supply chain & logistics, business and strategy, asset management, investment planning, corporate finance, event management, sustainability, and project management.

Being a humanist, always navigated her career to jobs that involved working directly with people and offering her support and services to make a worthy contribution to the betterment of people's lives primarily through training and education.

Sepideh believes it is her calling in life to help the underrepresented and underprivileged in this world. She is devoted to be a force for impact, a voice for the voiceless and a hope for the hopeless.

Her VISION is a better world for humanity, and better humans for the world.



EDUCATION

Sepideh's professional education was in the field of Computer Science and Software Engineering from Nottingham Trent University, UK.

Simultaneously, she completed a TEFL certificate that enabled her to teach English as a foreign language.

Given her passion for lifelong learning and human capital, she was drawn to becoming a CIPD-qualified training facilitator in the field of personal and professional skills development.

Sepideh also certified as an Etiquette Consultant from the International Etiquette and Protocol Academy of London in 2014.

In her effort for continuous growth and learning, since 2017, she has been an active member of Toastmasters club (the largest international public speaking and leadership community) where she has won multiple awards as the most influential speaker.





In 2017, having had two decades of experience in the field of learning and development, Sepideh finally turned her passion into a business and founded Prime Institute in Dubai, UAE.

Prime Institute was initially founded in 2018, as Prime *Etiquette* Institute; a cross-cultural etiquette consultancy. After a short while, it expanded its services to a more holistic approach on intercultural training, consulting and expat coaching; focused on all aspects of personal and professional skills development.

In 2020, after the launch of Culture Of Impact, Prime Institute became a wholly-owned subsidiary of Culture Of Impact as the learning & development division of the business, to cover a wider range of services with a much greater impact.

Prime Institute is a local institute with a global vision for international businesses, leaders, and teams to communicate effectively and navigate with impact across different cultures and complex, diverse environments.

www.primeetiquette.com



In 2020, during COVID lockdown, Sepideh's passion for social impact coupled with her ongoing commitment to the vision of a more balanced and equitable world for all turned into what we see today as 'Culture Of Impact'.

Culture Of Impact is a training, consulting, and coaching firm helping clients globally to increase their influence and impact by building meaningful partnerships, cultivating sustainable solutions, and achieving measurable high-impact results for today's world complex problems; through solid

Connection. Communication. Collaboration

Culture Of Impact's two main pillars are **People** and **Partnerships**; with main focus areas of training and development, corporate socially responsible employee engagements, sustainability and social impact; with the United Nations' SDGs at the heart of all the services.

Sepideh started Culture Of Impact with a mission to support a sustainable social growth for humanity to thrive, while at the same time building an ethos that help improve societies and uplift communities.

Philosophy embodied in the company's mission:

"Turning good intentions into sustainable concrete actions, through building sustainable partnerships for good."

www.cultureofimpact.com

SERVICES

Culture Cultivates Business Success

INTERCULTURAL SOLUTIONS

- Cross-cultural Management & Leading Diverse Teams Inclusively
- Cultural Intelligence & Intercultural Competence
- Valuing Difference, Driving Inclusion - DEI
- Cross-cultural Communication, Body Language & Etiquette
- Business Etiquette for International Professionals
- Team Building & Employee Engagement for Multicultural Teams
- Expatriate Coaching, Onboarding, & Cultural Adaptation
- Living, Working or Starting a Business in the UAE

Cultural competency is a must-have skill in today's complex world. Business success is dependent on the ability to maximise global interactions with multi-cultural stakeholders and learning skills to bridge cultural communication gaps. Intercultural training will provide your team of professionals with the necessary tools and mindset to interact effectively in every global business setting.

Companies don't go global, People do!

SUSTAINABILITY & SOCIAL IMPACT

- Sustainability - Connecting to the right ESG practices
- Impact Measurement & Strategic Planning for Social Return on Investment (SROI)
- Organising for the Sustainable Development Goals (SDGs) aligned with UN SDGs
- Socially Responsible Investing (Sustainable, Responsible & Impact Investing)
- Project Feasibility, Capital Budgeting and Investment Planning
- Blockchain for Social Impact
- Strategic Partnerships For Good

PERSONAL & PROFESSIONAL SKILLS DEVELOPMENT

- Inclusive Leadership Development
- Impact and Influence for Professional Women in Leadership
- Effective Self-leadership Planning and Goal Setting
- Mental Wellbeing and Growth Mindset Coaching
- Building Personal Resilience - Heartmath Programme

WHY BOOK WITH US

Sepideh works with individuals, teams and leaders to identify their development needs, analyse ways to help them assess the limiting barriers that stop them from reaching new heights and determine solutions that will equip them with the necessary knowledge and skills to unlock and fulfil their potentials.

In addition, she works with leading corporations supporting them to improve their bottom line and employee retention by mastering the framework and mindset needed to incorporate meaningful engagements and integrate sustainable strategies through organisations' CSR, community and volunteering activities.

Sepideh also helps underrepresented professionals e.g. women, youth and minority groups to determine factors causing hold backs and to establish targeted and practical strategies that will address the issues and achieve reduction in inequalities and drive progress towards a fair and sustainable social and economical growth and development.

Sepideh speaks on themes of intercultural relations, cultural intelligence, diversity, equity & inclusion, emotional intelligence & resilience, inclusive leadership, mindset, mental health & well-being, youth & women empowerment, sustainability and impact investing.

For more details, visit
www.cultureofimpact.com

For inquiries or bookings,
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or email sep@cultureofimpact.com



CLIENTS

Past & Present



PARTNERS

Associate Consultant to



"In today's rapidly Changing world, it's the human capital development that we must address the most to maximise our impact. Because ultimately it's always **PEOPLE** and their power of connection, communication and collaboration that makes **MAGIC** happen."