

# HAUTE PEOPLE



*Dalina Gjicali & Zhaklina Rira*

Learning and Development Expert  
**NLP International Practitioner**

CEO & Co-Founder  
**GIANT Sales & Marketing Incubator**



*Dalina Gjicali*

A Versatile Leader in Talent  
Management and HR



# NLP INTERNATIONAL PRACTITIONER

Dalina Gjicali is a distinguished NLP International Practitioner and Certified Soft Skills Trainer, known for her extensive expertise in leadership development, talent management, and human resources. With a certification in Extended DISC and proficiency in public speaking, Dalina excels in communication and negotiation. She brings a robust background in multi-tasking project management, making her a versatile and effective leader. Her professional journey is marked by a strong focus on coaching, team leadership, and executive search, coupled with a deep understanding of performance appraisal, operations management, and organizational development.

Dalina's professional expertise include exceptional talent acquisition and retention strategies, adept change management, and comprehensive recruitment process administration. She is skilled in training and development, ensuring high levels of employee engagement and motivation. Attracted to people management and the complexities of multi-tasking projects, she provides clear and concise information with strong business perception. Her capabilities extend to crisis management, process definition and management, and team building. Known for her strategic and analytical thinking, Dalina is an expert in staff management and motivation, consistently driving organizational success through her insightful and empathetic approach.





# STORY OF GROWTH, EMPOWERMENT, AND TRANSFORMATION

Dalina's story centers on the transformative power of learning and development, particularly within the realm of NeuroLinguistic Programming (NLP). With extensive experience in NLP executive coaching and capacity building, Dalina has demonstrated how these techniques can significantly enhance both personal and professional growth.

Her journey stands out due to the profound impact of NLP in empowering individuals and organizations. Through her work in NLP executive coaching, Dalina has helped people unlock their potential, improve their communication skills, and achieve their objectives. Her focus on capacity building shows how NLP techniques can be scaled to empower entire communities and institutions.

By exploring Dalina's experiences, readers can gain valuable insights into the power of NLP for their own learning and development. They will discover practical strategies and approaches to harness the full potential of NLP, fostering positive and sustainable change in their lives and environments. Dalina's story is a testament to the effectiveness of NLP in driving growth and transformation, making it a compelling read for anyone interested in personal and professional development.

# PROFESSIONAL DEVELOPMENT JOURNEY

Dalina has pursued extensive education and certification to enhance her professional skills. She earned an Executive Master in International Association Management from Solvay Brussels School of Economics and Management in 2021-2022. In 2022, she became a certified Neuro-Linguistic Programming International Practitioner. She also obtained a Sales Competence Assessment Certification in 2020 and became an Extended DISC Certified Facilitator in 2016. Additionally, she completed a Train

the Trainer program with the Institute of Leadership and Management, UK, in 2014. These qualifications underscore her commitment to continuous professional development and expertise in her field.

Dalina's career is marked by notable achievements in various key areas. She is recognized for her expertise in capacity-building initiatives, particularly in training trainers and enhancing HR management capabilities at the national level.



Dalina has successfully led change initiatives and driven organizational development efforts, fostering agility and adaptability in dynamic environments. Her proficiency in designing and managing business processes has optimized workflows, enhanced efficiency, reduced costs, and maximized organizational effectiveness.

Known for her inspirational leadership, Dalina has built high-performing teams and fostered a collaborative work environment conducive to innovation and success. Her strategic thinking and analytical mindset allow her to assess complex situations, identify opportunities, and develop actionable strategies for organizational growth. Dalina's success in talent acquisition and implementing long-term retention

strategies has been crucial for sustaining organizational growth.

She excels in designing and delivering training programs that enhance employee capabilities and align with organizational objectives, contributing to a skilled workforce. Dalina is also committed to fostering a culture of employee engagement and motivation, which has resulted in increased productivity, satisfaction, and retention rates. Her keen analytical abilities and business perception provide clear and concise insights that drive informed decision-making and strategic planning.

These highlights showcase Dalina's dedication to enhancing organizational capabilities, fostering talent development, and driving sustainable growth.

## CREATING A CULTURE OF SUPPORT

Balancing work and personal life has always been a challenge for Dalina, particularly in demanding roles. As a senior executive in a less developed country, the pressure was even more pronounced. The demands of the job often spilled over into personal time, making it difficult to maintain a healthy balance.

In addition to the typical challenges of leadership, being in a less developed country presented unique obstacles. Infrastructure limitations, political instability, and economic volatility added layers of complexity to decision-making and operational management. Moreover, navigating gender equality issues in such environments proved challenging. Traditional gender norms and cultural biases often hindered progress toward diversity and inclusion.

Dalina recognized the importance of addressing these issues for the well-being of employees and the overall success and sustainability of the organization. To tackle these challenges, she implemented various strategies. She prioritized delegation and empowerment within her team to ensure that tasks were distributed effectively, allowing her to maintain a more manageable workload. Additionally, she actively sought out opportunities to advocate for gender equality and diversity initiatives, both within the organization and in collaboration with external partners and stakeholders.

Despite the obstacles, Dalina remained committed to fostering a work culture that valued work-life balance, diversity, and inclusion. By prioritizing these principles and implementing targeted strategies, she was able to navigate the challenges of leadership in a less developed country while promoting a more equitable and supportive work environment for all.

## PHILOSOPHY FOR SUCCESS

One of the most important lessons Dalina has learned throughout her career is the value of resilience and adaptability. Despite facing numerous challenges and setbacks, she has always strived to remain resilient in the face of adversity. Embracing change and being willing to adapt to new circumstances has been crucial in overcoming obstacles and achieving success.

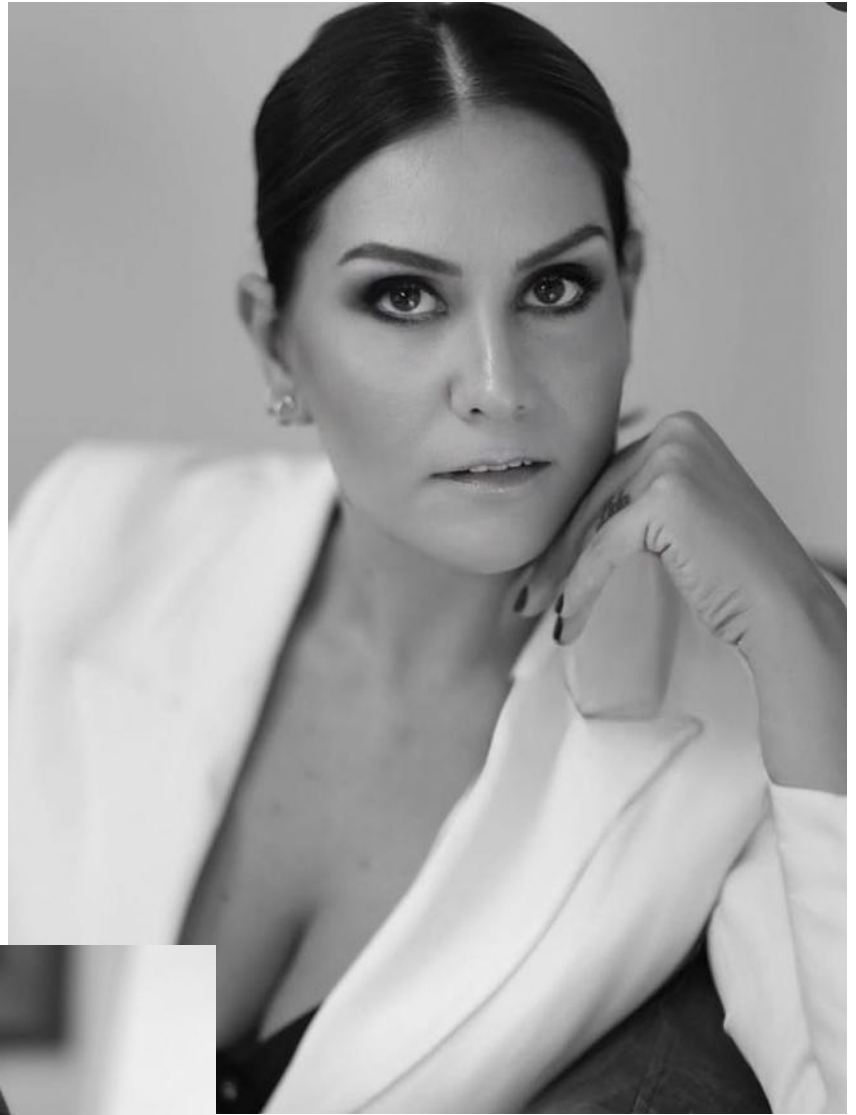
Additionally, Dalina has learned the importance of fostering a culture of empathy, inclusion, and collaboration. Building strong relationships, both within the organization and with external partners, has been instrumental in navigating complex challenges

and driving positive change. By prioritizing diversity and inclusion and actively seeking out diverse perspectives, she has been able to make more informed decisions and create a more dynamic and innovative work environment.

Last of all, Dalina encourages others to never stop learning and growing. In a rapidly changing world, continuous learning is essential for personal and professional development. Whether it's acquiring new skills, staying abreast of industry trends, or seeking out new experiences, embracing a mindset of lifelong learning can open up new opportunities and lead to greater fulfillment and success.

# PURSUIT OF HIGH-QUALITY HR SOLUTIONS

In the next few years, Dalina envisions her brand becoming the top choice in HR consultancy, expanding its presence in the market with innovative solutions. The vision is to establish a reputation for excellence and thought leadership, driving meaningful impact for businesses. By fostering a culture of innovation and empowerment, Dalina's aim is to unlock the full potential of organizations and drive sustainable growth. With a

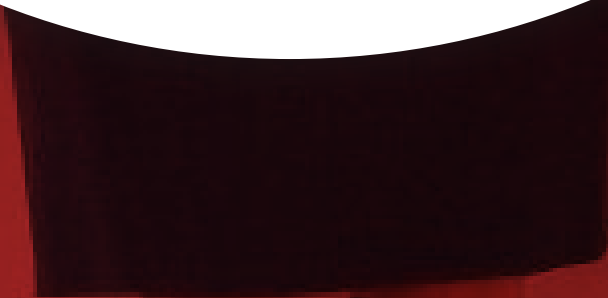


commitment to delivering high-quality services and staying at the forefront of industry trends, Dalina is dedicated to helping businesses thrive in a rapidly evolving landscape. Through strategic partnerships, cutting-edge methodologies, and a client-centric approach, her consultancy strives to make a lasting difference in the world of HR and organizational development.



*Zhaklina Rira*

Mastering the Art of Business





# CHIEF EXECUTIVE OFFICER

Zhaklina Rira is an experienced Chief Executive Officer with a strong background in the international trade and development industry. She has demonstrated expertise in marketing management, negotiation, search engine optimization (SEO), business planning, and market research. Zhaklina is a skilled business development professional with a focus on architecture and urban planning, having studied at the Faculty of Engineering Construction.

Throughout her career, Zhaklina has embraced every day as a new experience and an opportunity for growth. She works hard to achieve her dreams and views each experience as a chance to grow both personally and professionally. Her relentless pursuit of new challenges is evident in her career achievements. She believes that success requires patience and time, and advises others to wake up and work hard to turn their dreams into reality. Even if they fail initially, she encourages them to keep trying, as hard work will eventually lead to success. Zhaklina's journey is a testament to her philosophy that perseverance and dedication are key to achieving one's goals.



# BRINGING BRILLIANCE TO BUSINESS

Zhaklina firmly believes that every person has their own unique portrait and story in life, society, or business. As a seasoned professional in the field of sales and marketing for over 20 years, she sees her role as helping individuals and businesses unlock the potential of their “portrait” and write a better “book” for themselves.

For Zhaklina, the essence of business lies in sales and marketing. She understands that every business wants to sell, and therefore, effective marketing is essential. With her extensive experience working with small businesses, big corporations, and global companies, Zhaklina’s relationship with marketing is deeply ingrained and constantly evolving.

She recognizes the importance of sharing her knowledge and expertise gained over the years to help businesses thrive. By creating comprehensive marketing strategies and implementing them as if she were an internal marketing director, Zhaklina aims to fulfill the needs of many companies. She understands that while established companies may have solid strategies in place, there is often a need for fresh perspectives



to prevent stagnation and spark innovation.

Zhaklina’s approach involves seeing the bigger picture of a company and providing artistic hints from the outside to make it shine in the market. She derives great satisfaction from helping businesses stand out and capture attention, ultimately contributing to their success and growth. Through her guidance and support, Zhaklina strives to make businesses sparkle in the competitive landscape of today’s market.

# A TRAILBLAZER IN MARKETING

Zhaklina's career journey began at a young age, during high school at the age of 17-18, where she showcased her talents by developing newspapers as an editor-in-chief, magazines, and hosting radio shows. Her early accomplishments included winning numerous writing and painting competitions at both national and international levels.

In terms of her education and professional development, Zhaklina holds degrees in Architecture from the University of Albania, Laws of Marketing from the European University of Tirana, and Entrepreneurship from Grenoble Graduate School of Business in France. She has also pursued further studies in Sales and Persuasion and International Marketing in Vienna, Austria.

Throughout her career, Zhaklina's dedication to continuous learning and professional growth has been evident, earning her recognition and accolades in her field.



As she transitioned into the professional world, Zhaklina demonstrated her prowess in creating and developing images, marketing strategies, and teams for one of the biggest construction companies in the Balkans. Over the span of ten years, she played a pivotal role in elevating their global presence by representing them at significant events such as Mipim, Mapic, and the Cannes Film Festival. Her efforts were recognized with accolades, including winning the best residential project award, announced by Donald Trump. Zhaklina's ability to build brands from scratch to market leadership is evident in her accomplishments. She successfully established the brand of one of the largest fair centers in the region, organizing 35 fairs annually across diverse industries. Through her strategic efforts, the fair center became the largest in the country

and later in the region. Her expertise in marketing strategies has been sought after by big national and international brands, including Smeg, European Trade Center, Fluidi Group, Canadian Institute of Technology, and Ideal Home, among others. Zhaklina has shared her insights and knowledge as an expert in marketing strategies and business development on more than 40 TV shows and through various articles published online, in newspapers, and magazines.

Additionally, Zhaklina has been invited as a special guest speaker at numerous conferences, seminars, and chambers, where she has contributed her expertise in developing strategies and enhancing the image of companies.

## STRATEGY FOR OVERCOMING MARKET LIMITATIONS

The journey of entrepreneurship, especially with the first business, proved to be a formidable test of Zhaklina's resilience and determination. Despite her extensive experience leading other companies as a CEO, the decision to start from scratch presented its own set of challenges. Transitioning from being an employee to an entrepreneur required a shift in mindset, allowing her to embrace new opportunities and take calculated risks.

One of the biggest hurdles Zhaklina faced was aligning her ambition with the realities of the market, particularly in a small market environment. To overcome this limitation, she proactively sought opportunities



beyond her country's borders. This decision led to extensive travel, providing invaluable insights into different markets, company mindsets, and global business dynamics. By diversifying her portfolio and gaining exposure to various markets, Zhaklina found it easier to penetrate new territories.

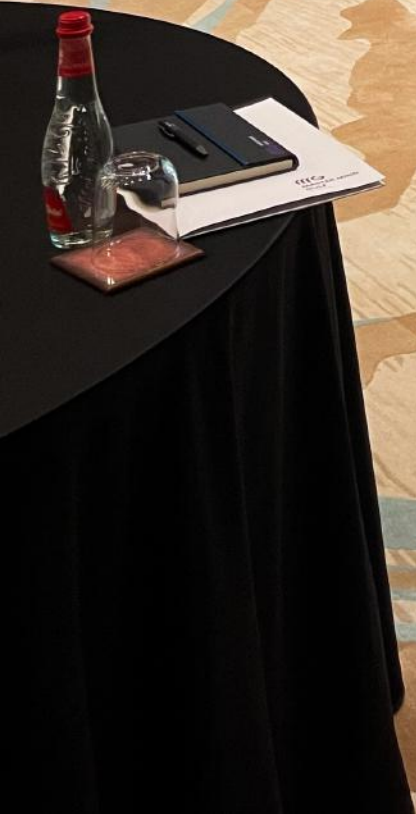
However, this global pursuit also presented challenges in maintaining a balance between work and family life. While Zhaklina's travels expanded her business horizons, they also limited her time with her team and family. Nevertheless, Zhaklina recognized the importance of finding this balance and navigated these challenges with determination.

## BLUEPRINT FOR LIVING A PURPOSE-DRIVEN LIFE

Zhaklina firmly believes that authenticity is one of life's greatest wisdoms. Throughout her journey, she has learned that being true to oneself is not just about genuine actions but also about honoring personal values, dreams, and aspirations. It's about embracing uniqueness and staying true to who she is, even in the face of challenges or societal expectations. By staying authentic, Zhaklina has been able to make decisions aligned with her core beliefs, leading to a more fulfilling and purposeful life. While staying true to oneself isn't always easy, she knows it's essential for personal growth and happiness.

Additionally, Zhaklina advocates for thinking globally and breaking free from self-imposed limitations. She encourages others to pursue their dreams and passions, even if it means juggling multiple endeavors simultaneously. Zhaklina believes in collaboration over competition, especially among women, and emphasizes the importance of prioritizing personal and professional growth. Through her journey, she has demonstrated that with determination, creativity, and a global mindset, one can overcome challenges and achieve their goals.

Above all, Zhaklina's journey underscores the invaluable lesson that persistence pays off. She has shown that persistence is key to overcoming obstacles and reaching one's aspirations. Despite setbacks along the way, Zhaklina has continued to pursue her goals with unwavering determination, ultimately achieving success through her resilience and perseverance.



# CALL TO PURSUE DREAMS AND MAKE A DIFFERENCE

In the future, Zhaklina envisions herself and her brand playing a significant role in the global business arena. Her vision extends beyond personal success; she aims to empower others to succeed on a global scale. Zhaklina sees her brand as a catalyst for positive change, creating opportunities and fostering connections that enable individuals worldwide to thrive and achieve their fullest potential.



As a dreamer, Zhaklina finds deep satisfaction and purpose in her endeavors, knowing that she is contributing meaningfully to the world and those around her. She is committed to continuous evolution and growth as a person, learning from experiences and challenges along the way.

With the realization that life is short, Zhaklina strives to leave a positive impact on the world. She aims to create a legacy of kindness, compassion, and empowerment, particularly for youth and women. Through her actions and achievements, Zhaklina seeks to inspire others to pursue their dreams and make a positive difference in the lives of others.

