



## F4BG Coach Profile

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<b>Description of your business and expertise (150 – 200 words)</b>	
<p>Jasminka Samardžija is owner of the company Motivacijski govornik and professor of Microeconomics and Macroeconomics at RIT Croatia. Her specialisms are leadership, sustainable leadership, strategic models and growth coaching. Dr.sc. Samardžija's research seeks to understand the effect of encouraging and developing specific set of leadership traits trough education process and indirectly the future impact of those developed traits on Gross Domestic Product.</p> <p>She conducts open workshops and in house seminars based on Human Resources Management, Soft Skills for Managers and Professional Selling Skills. Jasminka has a strong interest in psychology of motivation, and therefore she co-authored a book "Human Resources Management – in business praxis" focusing on motivating and developing employees' talents. She is creator of the Human resources program focused on business planning, recruitment &amp; selection, reward &amp; performance management. Dr. Samardzija is initiator and creator of MINI MBA program that enables managers to improve leadership skills in order to improve their business performance.</p> <p>Additionally she conducted interviews with 100 Croatian Leaders and shared the findings with business and academic society by writing the book "100 Croatian Leaders" and creating the regional conference "Leaders for leaders" with the main goal of exchanging the best leadership praxis among business people.</p>	