



People development, all around the world!

Bern is the new global headquarters for LKN-Logos Knowledge Network. An interview with the founders and managing partners of LKN: Fernando Salvetti and Barbara Bertagni.

Fernando Salvetti and Barbara Bertagni are the founders and managing partners of LKN, which was founded in 1996. Fernando is an executive educator, an anthropologist, a lawyer and an epistemologist (BA – MA – MBA – DJ – Ph.D). Barbara is a coach, an executive educator, a psychologist, an anthropologist and an epistemologist (BA – BSc – MA – MSc – MBA – D.Psych. – Ph.D). Both came from Turin, Piedmont and are married to each other. Their offices are based between Paris, France and Bern, Switzerland. They travel a lot since LKN's primary networking hubs and training centers are located in many different towns: Berlin, Brussels, Boston, Caluso Canavese, Cape Town, Chamonix and Courmayeur in the Mont-Blanc's region, Deauville, Geneva, Gstaad, Helsinki, Hong Kong, Ile de Porquerolles, London, Lugano, Los Angeles, Milan, Monteux, Munich, New York, Paris, Pushkar, Rome, Shanghai, Singapore, Sydney, Tokyo, Turin and Zurich.

What is your professional mission?

We develop people. We network all around the world to deliver leading-edge solutions essential to people development. Innovation, change, globalization and cross-cultural intelligence are the driving forces for our solutions for corporations, governments, non-profit organizations and citizens. People need to be able to master skills quickly. With 3,000 consultants based in over 60 countries, our networked structure allows us to operate at a *global* level, while speaking the primary local languages - with an in-depth *local* knowledge about different cultural, technological, economic, legal and social contexts. We guarantee the right skills to live and work in a global-oriented world.



What is your primary professional task?

Internationalization and intercultural opening: our main focus is on coaching people in their dealings with other cultures. At LKN, we are renowned for our unique know-how and expertise with “global-people” and with different cultures. So we do a lot of cross-cultural and expat coaching. But, we also conduct cross-cultural consulting, education and training: geopolitical and economic scenarios, cultural analysis, management, communication, marketing, negotiation, conflict management, as well as cross-cultural team and project management.

We provide tools for cross-cultural management, communication and marketing, geo-political analysis and global trends. We also provide peer to peer meetings with managers, entrepreneurs and consultants, active in different contexts and on different continents. We organize meetings with experts concerning international scenarios and trends, journalists, politicians, soldiers, diplomats, scientists, philosophers, musicians, artists and target-groups created by clients or would-be customers.

Trips, study tours and anthropological expeditions are also available “*chez LKN.*”

What other activities do you oversee?

We develop people to facilitate changes and challenges, such as company restructuring, mergers and acquisitions, or the implementation of new strategies (with their related visions, missions and key-values). This also applies to the development of new markets. We do executive and business coaching, life coaching, psychological counseling, as well as tutoring and mentoring on the job or by e-platforms. We also conduct personalized training, team building and team coaching. Within the training fields, we work with many different methodologies: experiential learning, learning on the job, short movies, real and virtual trips, learning communities and e-learning (with some interesting new media).

Who are LKN's practitioners?

We are a small, professional firm with a big network of leading practitioners. We provide our corporate clients the right external experts for learning and development projects, educational meetings or edutainment events. We source verified practitioners with a desired set of expertise from local, regional or international markets. We are big enough to undertake the largest project that any of our clients could contemplate, yet small enough to maintain the loyalty, the intimacy and the esprit de corps that we all treasure and that contribute greatly to our success.



Since 1996, we have selected around 3,000 leading practitioners - working in the world's primary languages - from rich and diverse backgrounds on global business, management education, psychology and human sciences, practical philosophy and the arts. So we can propose to our clients the best-matching practitioners, in order to meet even the most selective requirements of our clients. Then we plan, realize and coordinate, monitor and review all the projects that our clients entrust us with, guaranteeing a 360° integral management from ideation to execution and beyond.

And who are LKN's main clients?

Many clients from different countries have already placed their trust in LKN's teams. We serve both global and regional/local clients. We work for them and with them; everywhere their operations exist. We work primarily with Swiss, European and Arabic banks; Swiss and European assurances; some German and Italian leading car-makers; big service conglomerates; global companies working within the energy, oil and gas sectors; French and Italian fashion groups; French cosmetic groups; European telecom groups; international organizations; and government and public agencies. LKN is the first global knowledge network with an outstanding reputation for quality and practical, cost-conscious, result-oriented solutions.

How do you work?

We provide a bespoke, one-stop approach to the entire process-cycle: from needs identification, design, sourcing, contracting, administration, execution of best-in-class training and development or event programs, to evaluation and feedback. For instance, do you need one or more dedicated experts at the same time and for the same project in Paris, Zurich, Sofia, Johannesburg, New Delhi and New York? Or do you prefer Nassau, Jodhpur and Capri Island? Or do you prefer a Swiss psychologist, with a Finnish team-builder and a German coach? Who do you prefer? Where and when? All around the world, we are here to help our clients. We manage the relationships on behalf and in the interest of each of our clients, negotiate with practitioners and suppliers for the best deals, and we organize travel, visas, hotel, transport, etc. where applicable. We manage the invoicing of all suppliers - which can be a big deal depending on the size of a client's project. We develop people, primarily building bridges among people and cultures. And we take advantage of globalization's opportunities, without losing sight of the "local touch" essential to operating in very different markets.



In synthesis, what is LKN?

We are prime movers, capable of activating and integrating numerous competencies in order to fulfill actual client needs. We have an outstanding reputation for quality and leading-edge methodologies. We have a strong commitment to highly customized work. We mobilize quickly and we provide immediate takeaways. We make sure that the solutions we propose are feasible, practical, cost-conscious and result-oriented.

We are our vision and our mission. Our mission is people development all over the world. Our vision is to be the world's most dynamic knowledge network, creating tailor-made and leading-edge solutions essential to people development. We deliver knowledge-based solutions that set new standards and make real differences in people's lives around the world, in areas such as personal and professional development.

Last but not least, why Bern?

Bern is an ideal base for dealing with European and other international markets, and not solely with the different regional Swiss markets. Because we partner with the Swiss Business Group, we have set up our offices and our practice based in Bern. But mostly because... it's Bern!