

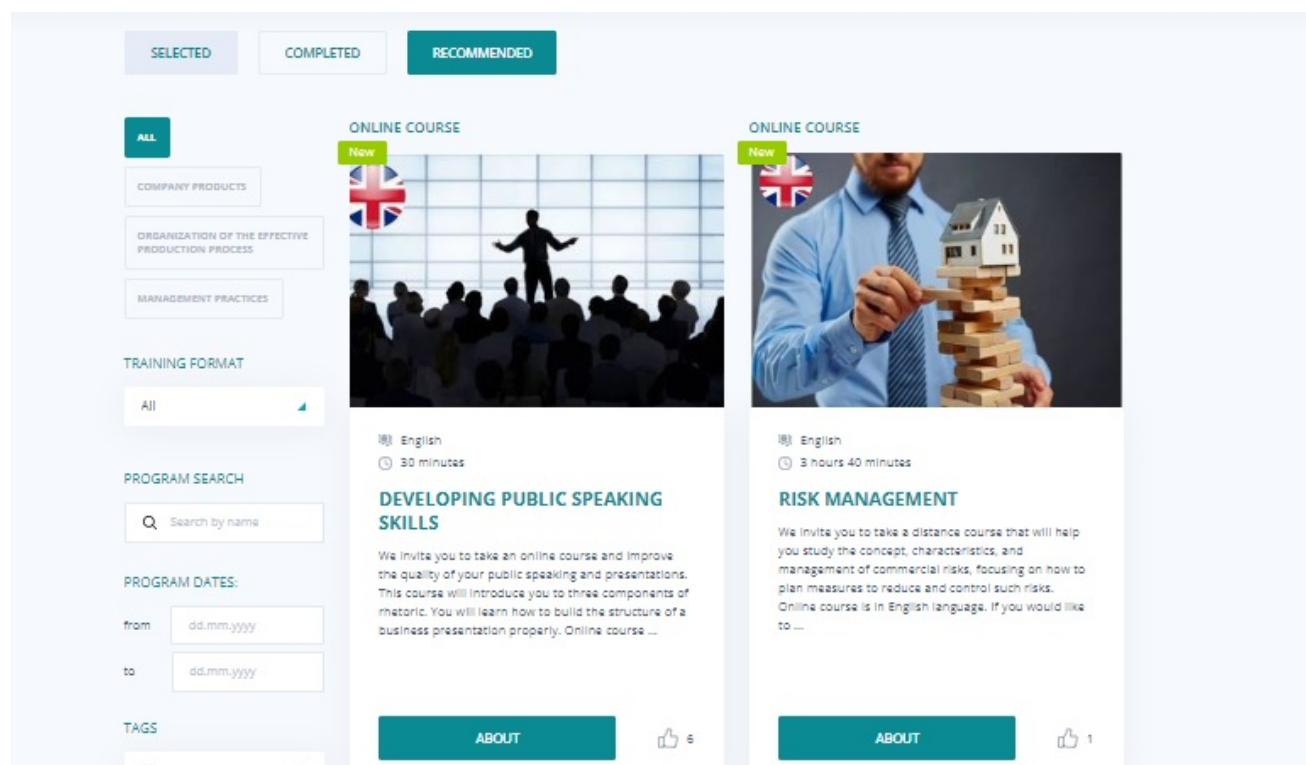


## SIBUR BUSINESS PRACTICES: NEW SERVICES AND CHEMISTRY OF LIFE

Personalised newsletters for each student, streamlined webinar registration and the unique expertise of professionals in the Chemistry of Life lecture course.

### The platform's new features

In September, the Development of Customer Practices unit launched a newsletter featuring personalised recommendations for users of the SIBUR Business Practices (<https://businesspractices.ru/>) platform. Based on the programmes already completed by each student, a tailored list of particularly relevant lectures and webinars is compiled and mailed out. The new service helps students get their head around the training programme, make a faster and more efficient choice from among popular topics, and not miss out on the most interesting things. The personal account of each platform user has been supplemented with a new section – Recommendations.



To make webinar registration convenient for participants, they can now register for any webinar in the series in a single click. The platform is continuously upgraded and expanded to make training more accessible and effective.

## Top 3 popular webinars in Q3

### CHEMISTRY OF LEADERSHIP (<https://businesspractices.ru/programs/webinar/492>)

How to promote effective and comfortable work of your team, extend your influence and support the energy for leadership.

WEBINAR SERIES

#### ХИМИЯ ЖИЗНИ

The Chemistry of Life lecture series is an open online platform for communication between SIBUR's customers, employees and partners on the SIBUR Business Practices Platform, a tool for shaping the culture of a self-learning organization.

Every month, renowned experts will share opinions and ideas that will help you find your own formula for a person's life, successful not only at work.

#### CHEMISTRY OF LEADERSHIP

✔ You have registered



There is no more beginning, middle or end of the changes in business. Every company is in continuous cycle of changes and adaptation. And in this situation every person faces a choice: to take the helm and be a captain or to do nothing and become a sailor. So, where one should seek inspiration to take the control of the ship and steer it in the right direction?

In this webinar Advisor and Mentor of SIBUR management Konstantin Belkin will speak about:

- How to promote effective and comfort work of your team.
- How to extend your influence.
- Where and how to support the energy for leadership.

This webinar will be held with simultaneous translation.

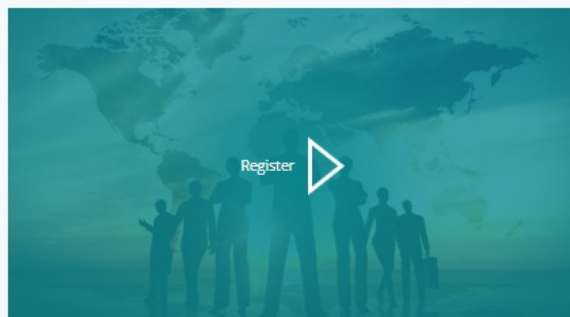
**In case of technical difficulties during a connection to the webinar from a computer, we recommend connecting from your mobile devices.**

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### EFFECTIVE LEADERSHIP (%20<https://businesspractices.ru/programs/webinar/481>%20)

A run-down of a team leader's role and managerial qualities, tools for rapid decision-making and creating an inspiring vision of the future to motivate the team and drive business performance.

#### EFFECTIVE LEADERSHIP



In everyday life we are always in communication and interaction with other people, but only leaders can motivate people to change for the better. That is how progress is born, which is strived for not only by people, but by companies and community in whole.

**In this webinar you will learn:**

- Key qualities and main role of an effective leader;
- Tools for quick decision-making;
- How to create inspiring vision of the future for your team and help them to become more conscious.

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#### Speakers



**Maria Lukyanova**  
T&D manager, psychologist

**Duration:** 1 hour 30 minutes

**Venue:** Online


**Broadcast language:** Russian / English

**Date/time (Moscow):** 14 September 2021, 11:00 AM

## METHODS OF STAFF ASSESSMENT (%20<https://businesspractices.ru/programs/webinar/391%20>)

How to use different tools to assess your people and boost their productivity, while selecting a method according to the type of person and the situation.

### METHODS OF STAFF ASSESSMENT




At this webinar the speaker will share information on main instruments of staff assessment which promote growth of employees' productivity. Choice of method depending on the type of person and situation will also be explained.

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
**Speakers**




**Maria Lukyanova**  
T&D manager, psychologist

**Duration:** 1 hour 30 minutes  
**Venue:** Online  
**Broadcast language:** Russian / English  
**Date/time (Moscow):** 09 September 2021, 11:00 AM

**Материалы:**

 [Презентация.pdf](#)

REGISTER

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## Chemistry of Life for customers and partners

Chemistry of Life, which comprises a lecture course and an open online communication platform for SIBUR's customers, employees and partners is a tool launched on the SIBUR Business Practices platform to promote a culture built around a self-learning team of professionals. Every month, reputable industry experts will share their opinions on the most relevant topics and present their ideas and projects. Decades' worth of experience will help each student discover their own formula for life that will let them achieve success at work and beyond.

The series' upcoming lectures are listed below:

### CHEMISTRY OF RESILIENCE (%20%20<https://businesspractices.ru/programs/webinar/472%20>)

An entrepreneur who swam three times across the Bosphorus Strait and one time across the Gibraltar Strait, completed the Ironman Triathlon seven times, and ran the world's longest marathons explains how to generate energy and deal with stress.



## ХИМИЯ ЖИЗНИ

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### CHEMISTRY OF RESILIENCE



Maxim Zhurilo, a co-founder of *Ironstar* and a project titled *I Love Supersport*, will be the speaker of our first webinar of "CHEMISTRY OF LIFE". He swam across the Bosphorus Strait three times (and the Gibraltar Strait, once), ran the world's longest marathons, and seven times completed Ironman Triathlon.

At the "Chemistry of Resilience" webinar Maxim will speak about:

- Types of energy, how sport generates energy and helps to deal with stress;
- What resilience is, what it depends on, and why it is a future success-bringing skill;
- How to "boost" the inner sense of security, confidence and purpose.

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## CHEMISTRY OF TEAM (%20<https://businesspractices.ru/programs/webinar/516>%20)

A coach and mentor of professional well-being shares her experience of creating a psychologically safe environment in a team – it is hard to imagine how employees' potential can be unlocked unless the atmosphere is comfortable and team members trust one other.

## ХИМИЯ ЖИЗНИ

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### CHEMISTRY OF TEAM



In the third webinar of lecture series "CHEMISTRY OF LIFE" our guest will be Marina Alekseeva, coach and mentor of professional well-being, ex-vice president of Intel.

Building a high-performing team is easy. It is necessary to hire the most talented people and apply the most advanced management methods. But in practice, teams rarely reach their maximum potential. Numerous studies show that the main reason is the lack of psychological safety in the team, such an environment in the team, where each team member is confident that he can openly admit mistakes, ask questions and express new ideas without fear of punishment, criticism, or condemnation.

In this webinar we will discuss:

- The concept of a psychologically safe environment in a team as a fundamental factor in building highly effective teams;
- The role of the leader in creating a psychologically safe environment in the team;
- Trust between the leader and the team as a deliberate and purposeful action.

This webinar will be held with simultaneous translation.

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We have prepared an extensive programme of lectures and webinars and invite you to take a look at the ones that stand out to you.

14.10 (A recording is available) – COCA-COLA HBC PROJECT “MARKETPLACE OF YOUR OPPORTUNITIES”  
(<https://businesspractices.ru/programs/webinar/515>) #BTN#PARTNERS' EXPERTISE#/BTN#

Coca-Cola HBC's Organisational Culture and Employer Brand Manager presents a project that helps employees apply their skills and experience, engage in networking and gain unique expertise.

08.11 – HINTS FOR SUCCESSFUL NEGOTIATIONS (<https://businesspractices.ru/programs/webinar/522/>) webinar  
#BTN#POPULAR#/BTN#

We are constantly involved in negotiations. This webinar will help you master negotiation management techniques that will be useful not only in a business meeting, but in everyday life, too.

16.11 – MANAGEMENT TOOLS WITHIN THE HR CYCLE AND A MANAGER'S ROUTINE STANDARD PRACTICES (SIBUR's EXPERIENCE) (%20<https://businesspractices.ru/programs/webinar/533/>) webinar #BTN#WORKSHOP#/BTN#

Whether a manager uses tools within the HR cycle competently or not has a knock-on effect on employee performance. At the workshop, the speaker will talk in detail about the HR cycle, from the stages comprising it to how each stage affects the performance of employees and the team as a whole. Recruitment and onboarding will be discussed as the key tools to support team building and the achievement of target productivity.

The speaker will talk about how performance management, team development and employee engagement form a manager's routine tools and their HR decisions regarding their team. You will also discover managers' routine practices that help tackle their managerial tasks more efficiently and make sure that HR cycle tools work well.

22.11 – THE NEW ERA – ONLINE CLIENTS IN B2B. HOW TO PROCESS INCOMING CALLS AND WEB FORMS  
(%20<https://businesspractices.ru/programs/webinar/512/%20>) webinar #BTN#NEW#/BTN#

At the webinar, the speaker will help you analyse shifts in consumer behaviour in the digital era, go through key mistakes in processing requests and give useful tips.

24.11 – BRANDING AND POSITIONING (%20<https://businesspractices.ru/programs/webinar/495/%20>) webinar #BTN#NEW#/BTN#

At the webinar, you will learn to create a product that people will love and study a model for identifying your core competitive advantage. The speaker will talk about the key features of a product that customers find critical and run through the three main components of successful positioning.

26.11 – THE TEAM AS A MANAGER'S RESOURCE (<http://businesspractices.ru/programs/webinar/523/%20>) webinar  
#BTN#POPULAR#/BTN#

A manager's ability to effectively use the team's resources is closely linked to their ability to analyse their team from multiple perspectives to gain an insight into their people's strengths and weaknesses, areas for development and personal dynamics in the short and long term.

The webinar will take a deep-dive into this topic.