

FALECK & ASSOCIADOS

São Paulo, October 15th, 2018

To: Whom it may concern

Re.: Letter of Recommendation to Ms. Dima Alexandrova

Dear Sir/Madam,

I write to recommend Ms. Dima Alexandrova as an excellent negotiation and mediation coach. I first met Dima on February, 2013, in the ICC International Mediation Competition, the largest educational event in the World in the field. She was participating as a student from Sofia University in a session against the team I was coaching, from FGV São Paulo. She had a very strong performance and decided to become a coach in the following year. I met her every year since then. I could see how determined she was to progress in this craft. She would come to observe other sessions whenever it was allowed, she would take every opportunity to discuss techniques and strategies further, she seemed eager to absorb as much knowledge as she could.

Results came in no time. Ms. Alexandrova has coached a champion team for the IBA CDRC Vienna Competition in 2016, from Sofia University. That is quite an honor in the mediation community. I observed her team again in the 2017 edition of the IBA CDRC Vienna Competition, and I was impressed with the quality of their performance. They finished the Competition in 3rd place. I mediated a team she was coaching, King's College London, in 2018 at the ICC mediation competition. I was impressed with the high quality of her students. They were very tuned to best practices and sharp on their techniques, every step of the way. The team had a very good balance between assertiveness and empathy, they displayed control and sophisticated information gathering and sharing techniques, they were very skilled in dealing with the obstacles that were presented in the session and very sharp also when discussing and framing proposals. A wonderful performance. They finished in 4th place in the Competition.

Showcasing consistent performances as she has been doing is without doubt the result of profound dedication, hard work, lucidity in regards to the problem-solving negotiation and mediation theory, and command of the ins and outs of the art of pedagogy in negotiation and mediation. Coaching negotiation and mediation is a very result-oriented type of teaching, that requires profound changes in students' behavior, for most of the skills are counter-intuitive. It is not easy to develop those skills in such young students. Dima has been doing this year after year consistently, which is evidence that the results came from her work and method, rather than the luck of having a one-shot team of skilled students.

With that in mind, I strongly recommend Ms. Alexandrova as a negotiation and mediation coach, as she has proven her worth in the field and clearly has superior knowledge in problem-solving pedagogy.

Your sincerely,



Diego Faleck, Phd

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