



CAMERA DI COMMERCIO  
ITALIANA PER LA GERMANIA  
ITALIENISCHE HANDELSKAMMER  
FÜR DEUTSCHLAND

Erasmus for Young  
**Entrepreneurs**

## **NEW ENTREPRENEUR SUCCESS STORY: Digital Transformation in the Field of Psychology – a Useful Side-effect of the Pandemic**

### **New Entrepreneur:**

Cristina Sahuquillo Martínez (Germany)

Company Name: LaBrújula

Sector of activity: Education and training services

Local contact point (IO): Italienische Handelskammer für Deutschland e.V.

### **Host Entrepreneur:**

Carmen Gonzalez (Spain)

Company Name: Psicología y Bienestar, [www.carmengchanapsicologia.com](http://www.carmengchanapsicologia.com) (5 years of experience)

Sector of activity: Health, beauty and social services

Local contact point (IO): INNOGATE TO EUROPE

**Period of the exchange:** 02/01/2020 - 30/06/2020

**Duration of the exchange:** 6 months



Cristina Sahuquillo Martínez's career path is characterized by diversified and specialized experience: after having worked as a Spanish teacher, graphic designer, translator and nursery school teacher, Cristina decided to found her own business. With her business LaBrújula she combines her pedagogical and cross cultural skills and coaches families with children in difficult phases and gives orientation and support in the field of education.

What lacks Cristina to connect with and to comfort her most important clients, the Spanish families in Berlin, is her long absence from Spain due to her career that she pursued since 12 years in Germany. Her aim is to experience the current Spanish social situation in order to close that gap and thus succeed to better understand their needs and backgrounds. In

addition, she wants to enrich her skills as a coach through practical experiences and tutorship from an experienced entrepreneur.

Carmen Gonzales, on the other hand, founded her own business after having worked as a psychologist in an elderly house some years after her graduation in Clinical and Health Psychology. With her business “Psicología y Bienestar” she supports children and adults with disorders and works as a behavioral - cognitive psychologist. She has a great interest in acquiring a broad vision of education that enables her to enlarge her own vision and knowledge when dealing with children and parents. Additionally, she aims at sharing her experience as a freelance entrepreneur and therefore decided to take part in the Erasmus for Young Entrepreneurs Project.

Due to their common interests and similar working contexts, Carmen and Cristina defined an activity plan and agreed on a 3-month training, that they later on extended to the duration of 6 month.

As part of the cooperation, the New Entrepreneur held some workshops on emotional intelligence in collaboration with the association of deaf children (Ulertuz) and published the corresponding booklets on the topics anger and sadness.



Thanks to the collaboration, Cristina was furthermore able to validate and deepen her knowledge in education through the professional exchange with the Host Entrepreneur. Now, the NE started a specialization as a therapist for children and was able to extend her service offer of LaBrújula. Her network and connection to Spanish families grew.

Even though the training took place during the advent of the corona pandemic, the Entrepreneurs continued their collaboration and found new ways to keep offering their services: talks, workshops and working directly with families was transformed into an online offer. In the end, both entrepreneurs benefitted from the digital transformation of their services and the extension of the use of social media.

After the end of the collaboration, Cristina and Carmen intend to stay in contact and engage in a business cooperation.

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with [Italienische Handelskammer für Deutschland e.V.](#)

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