

STUDY TOURS

In brief

A true study trip within business realities. They provide opportunities for lively, participatory learning which are rich in cognitive and emotional stimuli.

What is it?

Study Tours are a true study trip, a benchmarking activity within one or more realities of a company or scientific and research institutions.

This methodology is useful for those companies who must face change and innovation and who need to deal with actual cases and experiences of success.

The people involved can analyse, discuss with colleagues, and reflect, thus developing strategic skills for their work.

An expert of learning processes can assist the group involved in a Study Tour.

What is it for?

- knowing the potential of the companies visited with particular regard to the analysis of the technology used, of the machines, of the products destined for the various consumer groups and of market penetration techniques, to get ideas for improvement of the company to which they belong
- facing change via the road of innovation
- suggesting new stimuli and new ideas, to improve internal structure and encouraging collaboration among businesses