



the most innovative eLearning library in
TRAINING PILLS
dedicated to soft skills
and mandatory training





An extraordinary eLearning experience

The most innovative catalogue dedicated to soft skills with over 250 learning courses in Training Pills® format, available in Italian, English and German, on project and people management, leadership, communication, well-being, teamwork, economics, smart working, sales, office, digital skills and training on standards/legislation.

Enhanced every year with twenty new Pills.

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Is it possible to train the entire workforce, reducing time and costs, without reducing effectiveness?



With more than **250 Training Pills**, you can **compose customised courses** for all your training needs and to innovate training.



You can use the **Pills** to immediately populate business environments with effective training content.



Through **learningPaths**, you can associate Training Pills to your **HR** assessment development and training processes.

The ideal formula for **continuous, immediate, constant** and **engaging** learning.

Each Pill is a short and incisive multimedia course that addresses a competency in a comprehensive and rigorous manner. The Pills create enthusiasm. They stimulate intelligence. They respect learning styles.

skillaLibrary is dedicated to all training innovators, who wish to maintain rigor and effectiveness.

What is skillaLibrary

I am pleased to introduce the new **skillaLibrary**. The Multimedia Training Pills®, designed and developed by Amicucci Formazione, have now established themselves as one of the most advanced and innovative forms of eLearning in Italy and internationally.

Continuous research with 7 PhDs and scientific papers dedicated to the method and the continuous evolution of the format, have helped create a leading product in the market and a sharp break from classic eLearning courses, which have been proven to work in hundreds of organisations with more than 500.000 users in Italy and abroad, starting from the extraordinary experience with training for Expo2015.

The format continues to evolve but what remains constant are the factors that have ensured its success: brevity, an extreme search for simplicity and the essentiality of each concept, the stimulation of different sensory channels and the different intelligences, the care taken in design and interactivity, tools which can be used immediately and creative ideas to accompany change.

The new **skillaLibrary** has solutions to accompany all business roles, from newly hired Managing Directors or entrepreneurs, to innovate classroom training, eLearning, blended models, internal communication, onboarding, performance management, compulsory training, talent management, and the training of sales networks.

The **skillaLibrary** has a catalogue enhanced with courses on Microsoft Office 365, digital skills and smart working, with new Pills on people management and contents for internal trainers.

The catalogue also includes **learningPath skilla**, ready to use, “easy blended” courses which can easily be customised.

Franco Amicucci

The most innovative eLearning catalogue with
TRAINING PILLS
on soft skills
and compulsory training

A library with over
250
training pills

project and people management, leadership, communication, teamwork, economics, smart working, sales, office, digital skills and training on standards/legislation...

Enhanced each year with
20
new pills

The ideal formula for **continuous training** that is **immediate, constant and engaging**

available in Italian, English and German




- Introduction
- mySkills
- Cartoon
- Fiction
- Tutorial
- Game
- Technique
- Ebook
- Art
- Literature
- Visual Thinking

A POWERFUL TOOL FOR THE HR FUNCTION TO

- Develop customised courses
- Support HR processes in regard to assessment, development and training
- Populate company environments with effective training content

- To innovate training**
- In blended mode
 - Through self-learning
 - In short classroom sessions with internal trainers
 - In coaching courses
 - In corporate social networks

- For the development of skills**
- Courses for professional categories
 - For all of a company's staff

USES

- To support internal communication**
- On values and organisational behaviour
 - To accompany corporate topics
 - To animate company intranets

- To enhance performance assessment**
- Dealing with the assessment process
 - In manager-subordinate meetings
 - For a comprehensive assessment



CHANNELS

- PC
- Smartphone
- Tablet
- Company screens
- Printed materials



ENVIRONMENTS

- skillaHUB
- skillaCLOUD
- intranet
- eLearning platforms
- company newsletters

**HIGHLY EFFECTIVE
LEARNING
IN JUST A FEW MINUTES**

REDUCTION IN TIME AND COSTS

OPEN BADGE

CAN BE FINANCED USING INTER-PROFESSIONAL FUNDS

SOFT SKILLS

COMPULSORY TRAINING



The Training Pill®

The Multimedia Training Pills®* are courses on behavioural and technical skills (e.g. relationships, leadership, effectiveness and personal development, safety), accessible in a few minutes and with a **high communication impact**, due to the development of clear and rigorous content that is easy to use.

The result of **intense research and experimentation**, the Multimedia Training Pills® are the most popular and innovative eLearning model on soft skills in Italy.

The Training Pills® model has numerous **scientific references**, including H. Gardner's Multiple Intelligences model, Kolb's learning theory, and Spiro's Criss-Crossing Landscape.

The content is presented in an engaging, multiple, visual, concise and easy to remember language style.

The 250 Pills and individual objects that compose them are available in Italian, English and German.

*Training Pill and Multimedia Pill are registered trademarks of Amicucci Formazione since 2008 and registered in Italy in 2010 with Nos. 1353620 and 1347371

The objects

that compose a Training Pill®



Intro



mySkills



Cartoon or fiction



Audio-video tutorial



Learning game



Technique



Visual Thinking



Works of art with commentary



Recommended reading



Printable booklet

Stimulating Self-learning



Intro



mySkills



Cartoon



Game



Tutorial



Technique



Visual Thinking



Art



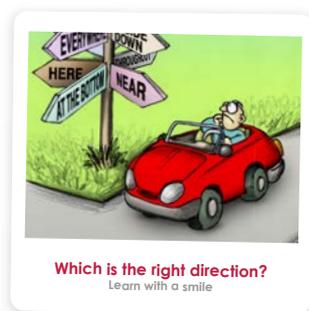
Literature



Book

skilla

Intros



The mascot guide of the Pills is the hummingbird, a symbol of lateral thinking, because it is the only bird able to stop flying and move laterally. The hummingbird gives **a taste of the Pill**, highlighting the **training objectives** and benefits. The intro is accompanied by an **ironic cartoon** that triggers interest and stimulates curiosity.

As an individual object it can be used...

- To accompany the launch of a course, a link can be included in the message convening the participants.
- On the intranet, to motivate the consultation of the Training Pill Online.
- In the various internal company communication channels as a postcard or poster.

Duration: 30 seconds

Intros currently available: 250
Cartoons currently available: 250

mySkills



An **interactive self-assessment activity** that helps the user to focus on his/her initial situation (strengths to be consolidated and areas for improvement to be strengthened). With *mySkills*, the user has to choose between different behaviours related to the competence that is the subject matter of the Pill, to understand what needs to be improved. Self-assessment enables intra-personal intelligence.

As an individual object it can be used...

- In training blended programmes, to focus on the micro-skills in question.
- As a tool for self-reflection in the intranet.
- To summarise the key points of the skills in question as a printable map.

Duration: 60 seconds

mySkills currently available: 250

Cartoons or fiction



The cartoons or fiction create a bridge **to practical experience**. They are engaging, they facilitate empathy, and they channel the message through the visual force of the animation, in a light and humorous manner. The language used is particularly effective in communicative terms, as well as being engaging and able to capture the user's attention. It enables bodily-kinaesthetic, interpersonal and musical-rhythmic intelligence.

As an individual object it can be used...

- In classroom sessions for discussions or to start role plays.
- On the intranet as an animation and thinking catalyst.
- In the format of a memorandum to be posted.

Duration: from 45 to 120 seconds

Cartoons currently available: 190
 Fiction objects currently available: 45
 Comic strips currently available: 15

Audio-video tutorials



A short film, with a maximum duration of 3 minutes, composed of narration, texts, symbols and visual moving formats aimed at exemplifying, on a summary basis, the **key concepts of the competence**. It enables linguistic-verbal intelligence.

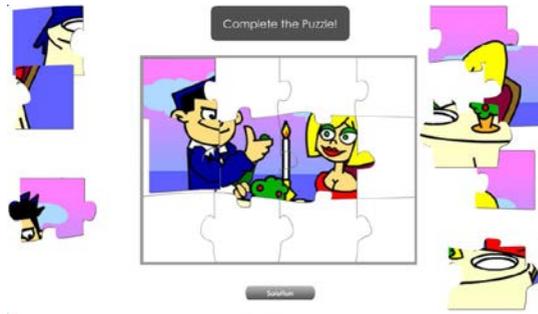
As an individual object it can be used...

- In classroom sessions, to introduce a topic, summarise, and as a support to the trainer's explanations.
- On the intranet.
- Voice only, like a podcast.

Duration: from 60 to 120 seconds

Tutorials currently available: 250

Learning Games



The edutainment component, learning while having fun, opens the way to different points of view, stimulates **lateral thinking** and **cognitive flexibility**, in addition to enhancing learning with the typical involvement of an online game. It enables logical-mathematical and bodily-kinaesthetic intelligence.

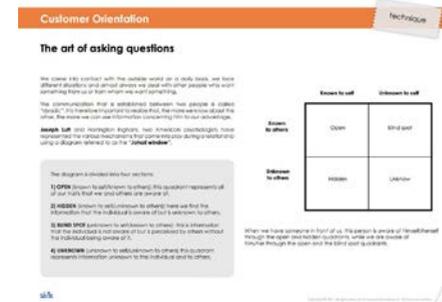
As an individual object it can be used...

- To make classroom training sessions brighter and more engaging.
- To animate the intranet.
- To develop “gym brain” programmes.

Duration: 60 seconds on average

Games currently available: 250

Techniques



A sheet with **operating solutions** to be saved and completed to exercise the skills in question on a daily basis, and to put them into practice in job routines. A tool for the practical application of skills, designed to stimulate **active experimentation** in the real business environment. It enables bodily-kinaesthetic intelligence.

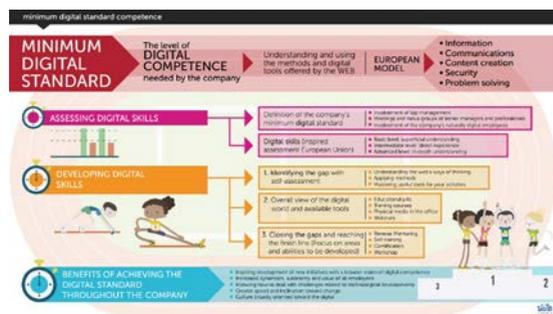
As an individual object it can be used...

- To stimulate classroom exercises.
- As activities included in coaching programmes.

Duration: from 3 to 5 minutes on average, to be repeated during the week

Techniques currently available: 250

Visual Thinking



Infographics realised with the **Visual Thinking** technique that visually summarises the content of a Pill. Useful for an **overview** of the topics covered, to **simplify** and clarify them. The strong **visual impact** provides a "glance" that intrigues, engages and informs.

As an individual object it can be used...

- As a summary content map.
- To set up training classrooms or company environments.
- To start a blended course.

Duration: from 3 to 5 minutes on average

Visual Thinking currently available: 30

Works of art with commentary



Guided interpretation of famous works of art, with reflections and stimuli related to the specific competence of the Pill, **enhances** learning and encourages reflection. It enables visual-spatial intelligence.

As an individual object it can be used...

- In the classroom, it can encourage a moment of reflection.
- On the intranet, publishing a work of art a week, as a cultural and educational stimulus.

Duration: 90 seconds on average

Works of art currently available: 250

Recommended reading



The recommended reading section always contains a brief abstract of two books. A classic manual, generally by FrancoAngeli, a partner of Amicucci Formazione (or in some cases other publishers) and a book, which relates to the specific competence of the Pill. It stimulates the user to **learn more** about the competence in question through traditional reading. It enables verbal-linguistic and intra-personal intelligence.

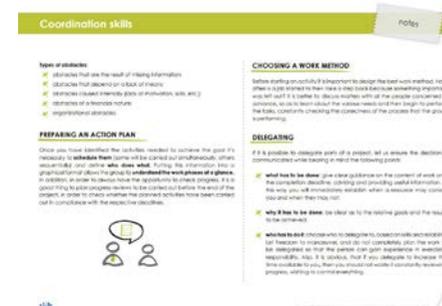
As an individual object it can be used...

- As a reliable bibliographical source for learning activities.
- To build corporate libraries that engage colleagues in the abstracts and slides drafting process.

Duration: 120 seconds on average

Abstract books currently available: 500

Printable booklets



All the contents of a Training Pill in a single **tabbed book**, downloadable in PDF format. Some sheets can be printed as training posters:

- “**notes**”: more extensively discusses the theoretical component of the Pill;
- “**useful tips**”: a debriefing of the cartoon or fiction that highlights the crucial steps and provides practical behavioural tips.

As an individual object it can be used...

- As an effective training booklet in classroom activities.
- In self-training courses as a notebook.

Duration: Reading all the information normally takes about 5 minutes

Booklets currently available: 250 +
Training notebooks: 120

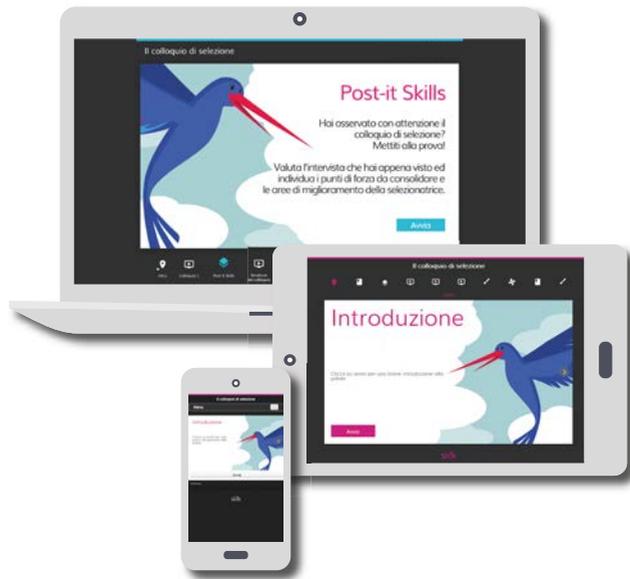
Cross device

Your Mobile Training, Smart & Fun

Multimedia Training Pills® are accessible from smartphones and tablets, and from any HTML5 compatible device (iOS, Android, WindowsPhone, etc.).

The lightness, clarity and incisiveness of the Pills are combined with the cross device for:

- **immediate** and **constant** training, at **any time** and **everywhere**
- **quick** training on basic skills
- providing training also for **staff who are “unreachable”** using traditional methods, such as sales networks, managers who are constantly traveling, technicians who work in the field, operating staff.



The use of Pills

For training, internal communication and social activities

The educational model at the base of the Multimedia Training Pills® makes them particularly flexible and suitable for different delivery modes, as described below.





In blended mode (classroom sessions + Pills or skilla learningPaths)

The use of Training Pills® integrates and renews classroom training, allowing at the same time a **radical reduction of costs** and training **time**.

The Pills may be used:

- **before classroom sessions**, to engage, motivate, and for initial training on a subject (sharing of minimum terms);
- **during classroom sessions**, to make it more engaging and effective;
- **after classroom sessions**, to go into more detail and reinforce learning.

The classroom, thanks to the Pills, is lightened by theoretical and informative components and can focus on case studies or exercises, making it more consultative and linked to organisational experience.

A few useful tips

- Integrate an already planned classroom course with a few training Pills (from 2 to a maximum of 5)
- Pills on soft skills can also be used to integrate technical training courses. When a technical course is activated, for example “costs accounting”, ask yourself this question: what behavioural skills are required to effectively manage the role of controller?

Self-training (only in eLearning format)

Pills are used as self-training through an eLearning platform, tablet, smartphone, or company intranet, developing more or less structured programmes.

For example: for each skill to be developed, it is possible to develop courses consisting of 12 Pills to be consumed on a **weekly basis**.

A few useful tips

- Support self-learning with reminder emails and online tutors
- Schedule training: advising on self-learning timescales, and to provide periodical checks
- Certify and reward the conclusion of a course

For short classrooms with internal trainers

Pills are used by **Internal Trainers**: a group of experts / teachers (identified or spontaneous candidature) trained to use Pills in the classroom and the communication of the contents. Classrooms become internal, and short, lasting from 90 minutes to two hours, for a radical reduction in costs and greater training continuity.

A few useful tips

- Identify the possible content experts with gamification courses
- Use the posterLab* format for interaction, with the support of the App to get contributions, questions and suggestions in an interactive and participatory manner

*The posterLab is the interactive classroom format devised by Skilla for the exploring eLearning event. The content is presented with video multimedia infographics on big screens. The interaction between the participants is facilitated by an app that lets you send virtual cards in real time on the screen.

In cooperating self-learning groups

Pills can be viewed comfortably in **groups** of 2 to 5 people with a set schedule. Useful, for example, in retail or manufacturing environments where the staff do not have PCs.

To enhance coaching courses

Coaching programs can be **enhanced** and **enriched** using Training Pills®. For example, during the coaching sessions it is possible to agree on which Pills to consult in support of a meeting or as a preparation for the next one.

To favour participation in corporate social networks

Pills can trigger people's **participation** in processes for the enhancement and development of knowledge in a company. People will be sensitized and involved in the development of "learning objects", starting with simple tasks, such as **recommending books**, a work of art, taking photographs, **writing** short texts, **telling** others about case studies and situations to be used in meetings, as well as **producing** cartoons or television movies.

The staff can also be trained on an advanced use of new environments such as Moocs, SlideShare, Ted, YouTube University and other social networks to enhance the wealth of corporate knowledge.



DEVELOP SKILLS

Courses for professional groups (new managers, newly recruited staff, salesmen, etc.)

Training Pills® can be selected to create **customised** and specific **courses** for the needs of specific professional groups.

New employees can be provided with self-training Training Pills® on soft skills necessary to immediately put learning into practice, such as Time Management, Customer Orientation, Teamwork, Problem Solving. For salesmen, Pills can be selected on sales techniques, commercial phone calls, the front line and effective communication.

Transversal to all staff

Groups of Pills, on **topics of general interest** which are **strategic** for an organisation, can be made available to all staff. For example, packages of Pills on the main Office programs, those for developing a project management culture, or, again, to find solutions outside of the normal schemes and stimulate innovation.

A special project is the training program on digital skills: 12 Training Pills® and 104 mini-tutorials to spread digital culture throughout an organisation.

ENHANCING PERFORMANCE ASSESSMENTS

To address the assessment process

The Performance Management Training Pills® can be used before **starting the process**, for each **key phase** (objectives assignment meeting, assessment feedback, definition of the objectives and development plan) and **after an assessment** (to strengthen critical skills).

Pills dedicated to personnel performing assessments, on the skills needed to manage them as well as possible, and for those undergoing assessments on skills to get the best out of the assessment process.

In manager-employee interviews in support of the development plans

The entire library of Pills can be used by Managers during the **development meetings**. For example, a course can be agreed on for a colleague with 8/12 Pills per year, in support of his/her development.

For a comprehensive assessment

An innovative use of the Pills, in regard to Performance, may be made with **LEARN360°**: 12 Pills in a year of which four are chosen by the person in question, 4 by his/her Manager and 4 by a colleague. One Pill per month, 12 hours of training for a full assessment.

SUPPORTING INTERNAL COMMUNICATION

On values and organisational behaviour

To facilitate the adoption of organisational behaviours related to **values**, a month could be dedicated to each of them, by publishing the relevant Pills / learning objects in the intranet or on the platform.

Starting with the Pills, a **social participation process** linked to each value can be activated. The staff is involved in the development of the content and messages on the value chosen for a given month, starting from the simplest activities such as recommending a book, a work of art, taking photographs, writing short texts, producing cartoons or television movies.

To accompany company Topics

The Pills can be used for **periodic focus moments** on **certain themes**. For example *the writing week, the creative thinking month, the "emotions" and organisational Wellness month*. One more tool for more participatory internal communication.

To animate and make corporate intranets engaging

The individual objects of Pills may be combined, resulting in weekly or monthly schedules. They constitute **daily stimuli** to animate and make the company intranet brighter with light edutainment and non-invasive objects, which are highly **engaging**, and that using the language of humour, play, art and culture, make the company intranet a pleasant, attractive and educational environment.

A classic example is the *Morning Greeting to Employees*: cartoons, aphorisms and curiosity to begin the working day in a good mood.

Environments

Training Pills® may be used in different ways:

If the company **already has an eLearning platform**

Pills are provided with an unlimited user license and installed in SCORM format, subject to the host platform compatibility testing. Installation is simple, quick and immediate. skillaLibrary is particularly useful to enliven environments populated by eLearning courses that are not very captivating or engaging eLearning, which have created a negative image of the eLearning experience.

If the company does not have an eLearning platform but has an **intranet**

skillaLibrary can animate the intranet with daily or weekly Pills for easy and focused self-development use. In this case, unlike the eLearning platform (LMS), individual tracking is not possible.

If the company **does not have an eLearning platform**

Pills can be viewed comfortably in the cloud of the skillaCLOUD portal. Activation for individual users with a one year user license.



An ad hoc platform can be developed starting from skillaHUB, the solution devised by Amicucci Formazione for complete training management. A unique eLearning environment for the management of all training activities, from the online use of courses to the management of classrooms/webinars, to the person's training curriculum, with courses already included in Training Pills® format to choose from.





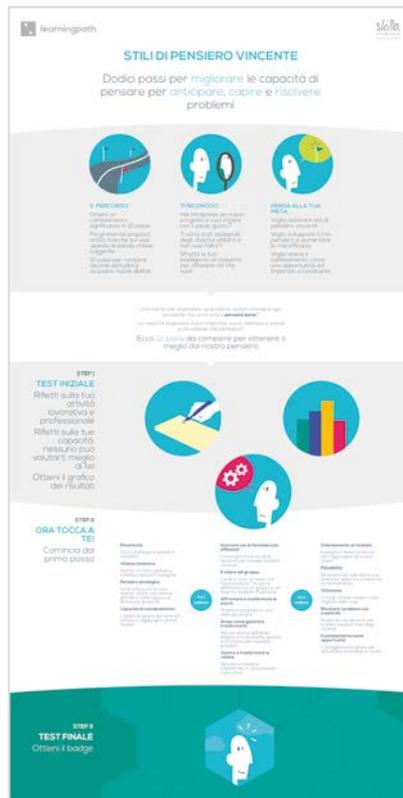
learningpath

The new learningPath format was devised by Amicucci Formazione to make training an engaging learning experience. To use the language of marketing, create a new training “narrative” that is more engaging and captivating.

What is a learningPath?

A learningPath is first and foremost a visual representation of the proposed blended course that is immediate and captivating.

learningPaths are defined **blended learning courses** that are easy to use, fast to install, and easy to manage and use. All learningPaths have a **collection of predefined resources**: Training Pills, videos, films, books and TEDs to be integrated in classroom based programmes and webinars that are already in the company catalogue. The formula is completed with support for the Trainer, to facilitate management in all phases and areas of action: Structuring/Planning, Communication, Gamification and Open Badge.



Each learningPath has:



Contents and resources

Training resources and materials that are **pre-selected** and ready to be loaded with ease in your environment.

- Training Pills
- Ebook
- Initial questionnaire
- Final questionnaire
- Training badge instructions
- Excerpts of selected films
- Selected Ted talks



Trainers' kit

Everything you need for the **Trainer**, for simple and effective management of the activities.

- Recommended release schedule for resources
- 1 video conference for the joint definition of blended learning
- Advice and insight for gamification
- Videos focused on blended learning
- Advice and guidance for blended learning
- Videos focused on webinars



Communication toolkit

Everything you need to **communicate** and **promote** training activities, before and during training.

- Email format teaser for the launch
- Email format during a course
- Summary infographics of the communication path
- Format of the schedule

Examples of learningPaths designed for targets, groups of competences, career development phases.

- Winning thinking styles
- Performance management
- Digital culture
- Sales techniques
- Newly recruited staff/induction
- Train the trainer
- People Management
- Project Management
- Leadership

All the tools of the trade for planners, trainers, teachers and training managers.

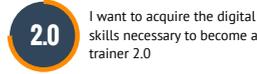
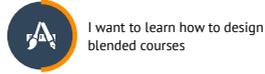
Working in an **Academy** increasingly focused on the production of knowledge and strategic orientation, the trainer's role has become that of an **architect, researcher and innovator**.



The new trainer will therefore have to learn a **new set of skills**: digital, research and relationship skills.



Do you recognise yourself? Think about your goal



STEP1 Initial test

Think about your work and on your professional and work activities

Think about your skills. No one can assess you better than yourself!



STEP2 Now it's your turn

WEBINAR/CLASSROOM	WEBINAR/CLASSROOM	WEBINAR/CLASSROOM
TRAIN THE TRAINER PLOSEN00211 ANDRAGOGY PRINCIPLES PLOSEN00300 THE TRAINING PROCESS PLOSEN00101 CLASSROOM MANAGEMENT TECHNIQUES PLOSEN00302 HOW TO CREATE USEFUL TRAINING MATERIALS Link from the network Gamification	TOWARDS BLENDED TRAINING PLOSEN00214 STIMULATE SELF-LEARNING PLOSEN00215 ASSESSMENTS AND SELF-ASSESSMENTS PLOSEN00216 DESIGN FROM A BLENDED TRAINING POINT OF VIEW PLOSEN00217 THE TRAINER'S SKILLS 2.0 PLOSEN00159 MULTIPLE INTELLEGENCES Link from the network - the eLearning Professional Profiles Experience the LearningPlan to design blended courses The methodology manual - the training tools	INNOVATING E-LEARNING PLOSEN00212 DIGITAL SOCIAL LEARNING PLOSEN00213 COMMUNICATING AND INVOLVING PARTICIPANTS PLOSEN00218 GAMIFICATION PLOSEN00219 VIRTUAL CLASSROOM / WEBINAR Link from the network Gamification

GOING INTO MORE DETAIL

PUBLIC SPEAKING

- PLOSEN00112 PUBLIC SPEAKING
- PLOSEN00113 SPEAKING IN PUBLIC: CONQUERING FEAR
- PLOSEN00234 SPEAKING IN PUBLIC: COMMUNICATE TO INVOLVE
- PLOSEN00141 THE ART OF DELIVERING A LESSON



DIGITAL CULTURE

- PLOSEN00275 SEARCH, FILTERING AND ASSESSMENT OF INFORMATION
- PLOSEN00276 DOCUMENTS FILING AND RECOVERY
- PLOSEN00277 INFORMATION AND CONTENT SHARING
- PLOSEN00278 LEARNING ONLINE
- PLOSEN00285 HOW TO CREATE DIGITAL CONTENT

STEP3 Final test

Win the badge!



The process



Achieve significant change in 12 steps!
Do the exercises, active research on the web using the recommended keywords.
12 steps to break old habits and acquire new skills!

Do you recognise yourself?



Think about your goal



- I want to know all the possible marketing techniques and become a proficient salesman
- I want to achieve sales targets assigned by the company
- I want to know how digital skills can increase my effectiveness

Step 1: Initial tests

Think about your professional training activities



Think about your skills, no one can assess you better than yourself!



Get your profile!



Step 2: now it's your turn!

Preparing for sales

4 multi-media pills



Sales techniques

4 multi-media pills



Post sales

4 multi-media pills



Step 3: Final test. Get your badge!

Complete the course and win the badge

Course completion percentage: 12 hours remaining!

My badges



Discover all the 250 Training Pills available in Italian, English and German on our catalogue.

In every card you will find a brief description of the pills, the main goals and the thematic area they can be combined with.

TRAINING PILLS CATALOGUE



Assertiveness communication

Not aggressive or passive, but assertive



Do you often find yourself **attacking**, blaming, or finding fault with others?

Do you feel guilty, **give up**, and avoid situations?

Aggression and passivity are not the only avenues available to us. It is possible to choose a third way: **assertiveness**. This learning pill will teach you the differences between the three attitudes, and the advantages of being assertive.

With this pill you'll learn to...

Be clear and self-confident. Handle differences in a constructive way. Improve your communication.

Recommended for this Area:

● PERSONAL COMMUNICATION

Assertiveness within the company

For a calm work environment, express yourself while respecting others



Do your **requests** for help from colleagues always fall on deaf ears?

Are you unable to assert your **ideas** with your superiors?

Is there basically **no communication** with your employees?

In this pill you will learn how **assertiveness** within the company is indispensable for creating a **happy work environment**.

With this pill you'll learn to...

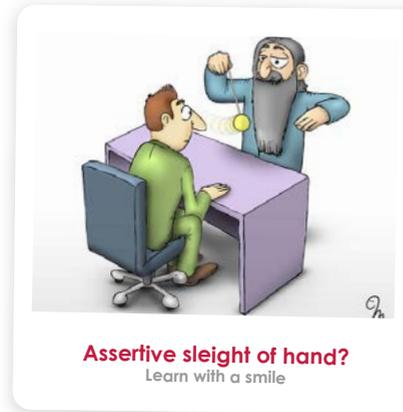
Behaving assertively with colleagues. Behaving assertively with superiors. Behaving assertively with partners.

Recommended for this Area:

- PERSONAL COMMUNICATION

Make requests assertively

Learn how to ask gently and firmly, without fear of refusal!



When you want something, are you ever **afraid** to ask for it?

Or do you make **timid, vague requests**?

Are you sometimes **upset** about not having gotten something you were expecting?

In this pill you will learn how to ask **gently** but **firmly**, without fear of **refusal!**

With this pill you'll learn to...

Make requests that bring you closer to your goals. Be clear and direct. Have the courage to ask.

Recommended for this Area:

- PERSONAL COMMUNICATION

The ingredients of communication

Get the right mix for effective communication!



Have you ever **communicated** the same message to different people and seen completely different reactions?

Or communicated something, choosing an inappropriate **channel**?

Or seen that your communication was not **effective** because of the wrong context, or not having enough time available?

In this pill you will learn to recognize the components of the communication process, to give the **right message** to the **right person** using the most suitable channel and with the least interference.

With this pill you'll learn to...

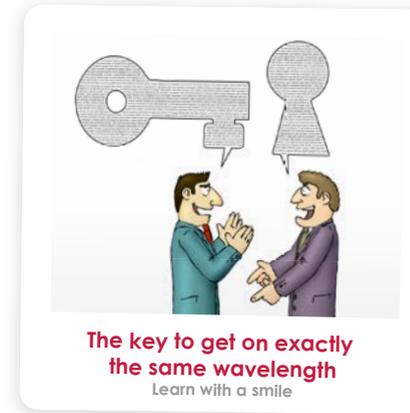
Know the components of communication. Take care of communication. Recognize the aspects of the relationship and its objectives.

Recommended for this Area:

- PERSONAL COMMUNICATION

Getting along with others

How to reach agreement and create harmony in relationships



Do you ever feel **ignored**, refused or excluded from a conversation?

Or is it you to **shut down** and raise borders?

In this pill we'll see how to tune in with the other, first step for a **constructive relation**.

With this pill you'll learn to...

Knowing how to understand your interlocutor. Stimulating an exchange of ideas. Give the right attention to the context.

Recommended for this Area:

- PERSONAL COMMUNICATION

Understanding relationships

Thoroughly understand other people to relate to them in the best possible way



Does it happen to you that your **interlocutor** doesn't feel understood?

Do you think you understand what the other person wants to say, but after a while you realize that it is not so?

This pill will help you move from approximate, generic and abstract communication to **practical, specific** and **precise communication**.

With this pill you'll learn to...

Exploring the meaning of words. Developing comprehension. Using positive language.

Recommended for this Area:

- PERSONAL COMMUNICATION

Perception in relationships

Recognize the perceptive processes that affect the way you relate to others



Do you **make an assessment** based on your first impression?

Do you often notice that your **mental patterns** influence the way you perceive reality?

Do you **interpret** an incomplete conversation, and then notice that your interpretation does not match reality?

In this pill, you will find some useful suggestions for understanding and managing the **laws of perception**, an important first step for **good relationships** with others.

With this pill you'll learn to...

Discover the perceptive channel. Recognize the fallibility of our perceptions. Improve communication through some laws of perception.

Recommended for this Area:

- PERSONAL COMMUNICATION

No problem communication

Strategies to overcome hindrances and problems in communication



Are you often met with **incomprehension** and misunderstanding?

Do you get the feeling that **you are not being heard** or that you are unwilling to listen to a co-worker?

Do you feel that you **don't understand** what people are saying to you, or that you are not being understood?

This learning pill will teach you how to **overcome the obstacles** that prevent **communication**.

With this pill you'll learn to...

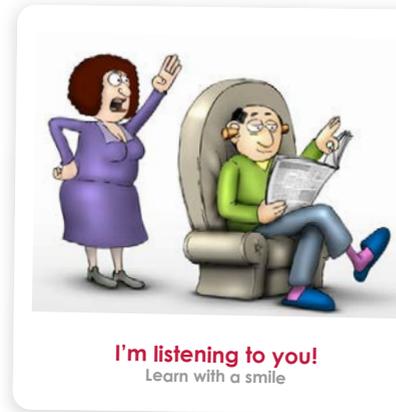
Recognize communication disorders. Recognize communication breakdowns. Have a problem solving orientation.

Recommended for this Area:

- PERSONAL COMMUNICATION

The art of listening

There is a world of difference between hearing and listening. What type of listener are you?



When you are speaking with someone else, do you immediately come to the point or do you ask some questions to get a better idea of what the other person **has to say** to you?

When someone is talking to you, do you keep on doing whatever you happen to be doing at the moment or do you stop and pay **attention** to them?

Do you look the **other person** in the eye or avoid their gaze?

This pill learning will show you how to improve your listening technique, by changing from a "feigned" and distracted way of **listening to a genuine**, caring and involved way.

With this pill you'll learn to...

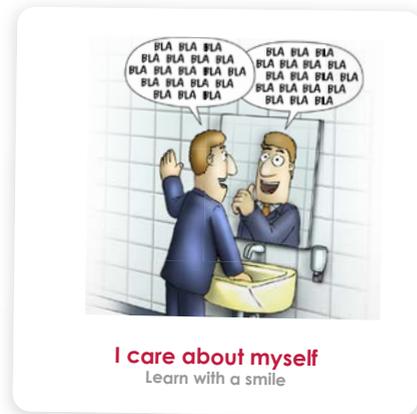
Recognize different ways of listening. Be motivated to listen. Identify and overcoming barriers to listening.

Recommended for this Area:

- PERSONAL COMMUNICATION

Listening to ourselves

Your wishes, your needs and your values. Are you ready to discover something new?



Do you feel you are taking a path that should not be yours?

Do you carry on through **inertia** and tell yourself that it's the right thing to do because others expect this from you?

Do you give yourself the **blame** every time you make a mistake?

With this pill you will learn to **listen**, to **give yourself** a voice, to understand your "whys and wherefores" and "would likes" to make the path you are taking your own, and to have a **peaceful** relationships with others.

With this pill you'll learn to...

Know yourself. Focus on your life plan. Check your pulse. Motivate yourself.

Recommended for this Area:

- PERSONAL COMMUNICATION

Listening in meetings

How to improve listening skills and involve all participants



Have you attended **meetings** where it was difficult to understand what was said?

Or did **conflict** arise because everyone wanted to have their say without listening to the others?

In this pill you will learn how to **participate in meetings** willing to listen and well prepared on what you will say to be **listened** to better.

With this pill you'll learn to...

Deal with resistance in an effective manner. Analyse non-verbal signs. Check understanding. Be sure of what you want to say. Encourage understanding. Encourage feedback.

Recommended for this Area:

- PERSONAL COMMUNICATION

Public speaking

Achieve your communication goals and win over the audience



What a lot of people!
What a lot of things to say!
Learn with a smile

Are you **embarrassed** to speak in public?

Do you prefer to **read** what you want to say, to be sure of what you are saying?

Do you **fear** the audience's reaction?

Are you **worried** about stuttering, blushing and just don't know where to put your hands?

This fact sheet is for you. In just a few steps it tells you **what to do** and **what to avoid**, to face an audience with confidence and make a good impression.

With this pill you'll learn to...

Know the audience. Consider the audience as though they were your customers. Master the topic. Avoid reading off a sheet. Follow a track list. Say a few, but original things. Make the best use of time. Pace, pause and tone your voice.

Recommended for this Area:

- PERSONAL COMMUNICATION

Speaking in public: conquering fear

Transform emotionality into energy to benefit your presentation



Heeelllp...
Learn with a smile

Is the **speech** you need to give too difficult?

Do you think that you won't live up to your **audience's** expectations?

Do you feel very nervous? Are you paralysed by **fear**? Would you really like to postpone it?

In this pill you will learn to transform fears and tension into **positive energy**. Energy is like the volume of a stereo: if it's too high the music will be deafening, too low and nothing will be heard. Adjust the volume to the right level to **win over** your audience.

With this pill you'll learn to...

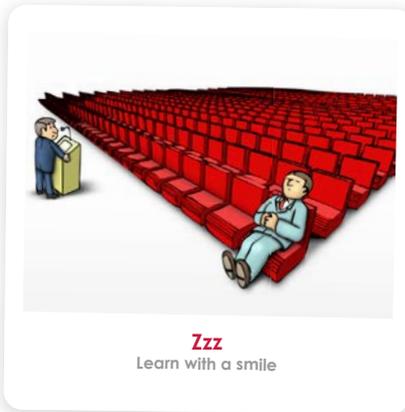
Accept fear, feel and relax tension, breathe calmly, visualise your own success.

Recommended for this Area:

- PERSONAL COMMUNICATION

Speaking in public: communicate to involve

All the means for capturing your audience's attention



When you speak in **public**, do you have the feeling that your audience is not listening to you attentively?

Does it seem to you that the **time** available is not enough for you to say everything?

Does your **speech** seem to take unexpected turns?

Do you want your presentation to make an impression, but you don't know how to do it?

This pill will reveal the secrets of making **involving, brilliant presentations**.

With this pill you'll learn to...

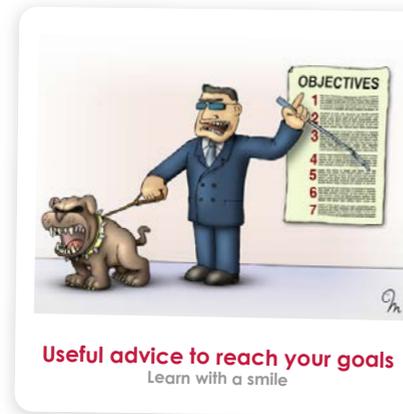
Develop precision and synthesis, pictures to support the words, words to explain the pictures, eye contact, tone of voice and rhythm of speech.

Recommended for this Area:

- PERSONAL COMMUNICATION

Persuasive strategy

Useful advices to reach your goals



Do you often think that your communication is not **persuasive**?

You don't understand why others don't do what you ask of them?

In this pill, you will learn how to structure your **persuasive communication** in a strategic way in order to obtain something from the other person, induce a change or **obtain consent** and sharing.

With this pill you'll learn to...

Identify the other person. Define your goals. Ask questions and suggest points of view. Verify results and end the discussion.

Recommended for this Area:

- PERSONAL COMMUNICATION

How to persuade while listening

If you know how to listen then you'll also know how to make people listen to you



Are you ready to **listen** to what another person has to say?

Do you **pay attention** or do you think about what you would like to say instead?

Can you ask the right questions to **understand** the other person's point of view?

With this learning pill, you will learn how to master the **art of effective listening**.

With this pill you'll learn to...

Get to know and understand the other person's point of view. Catch his or her attention. Persuade by putting yourself in their shoes.

Recommended for this Area:

- PERSONAL COMMUNICATION

A guide to strategic conversation

Use this tool to bring the listener toward your goals



Have you ever felt that the **other person** wasn't listening or had ordered you to do something without even considering your opinion?

Or maybe you were **saying something** and you were not being taken seriously, or you were assigning tasks that were not being carried out?

Strategic conversation is a powerful **persuasion** tool. In this pill, you will learn which methods to use.

With this pill you'll learn to...

Adapt to what the other person says. Ask alternative or funnelling questions. End a meeting and plan a new one.

Recommended for this Area:

- PERSONAL COMMUNICATION

Persuasion: obstacles and resistance from the other party

Techniques and tricks for overcoming all the barriers



Do you ever ask someone for something and **not get** any results?

Or is your professional or personal advice appreciated, but **not followed**?

Or do others do exactly the **opposite** of what you ask?

In this pill you will learn to distinguish between **inability** (I can't) and **resistance** (I don't want to), to recognize them in those you deal with, to manage them in a way that works better for you.

With this pill you'll learn to...

Perceive inability and overcome resistance. Resort to tricks. Be satisfied with the result attainable.

Recommended for this Area:

- PERSONAL COMMUNICATION

The outcome of a persuasive strategy

How to close and check the results of your argument



Do you have to face a new topic and do not know how to **close** the previous one?

Are you unsure whether your **partner** has understood and accepted what you said?

Are you unable to **evaluate** your interlocutor's feedback?

In this pill you will learn how to **successfully** close a **persuasive communication**, ensure that the other person has really accepted your idea!

With this pill you'll learn to...

Enhance the listening even at the end of an argument. Check for understanding. Close the case and determine the next steps.

Recommended for this Area:

- PERSONAL COMMUNICATION

Communicating via e-mail

Rules, tips and etiquette for perfect emails!



Do you lose too much time with **e-mails** every day?

Are **attachments** too heavy so that they block your email?

Do you not manage to **find** that important email that you received last week?

Receiving, writing and storing emails is an art to be learned or improved. In this pill you will find all the essential elements.

With this pill you'll learn to...

Correctly identify the recipients of the email. Send attachments. Take care of the layout. Treat etiquette. Archive emails.

Recommended for this Area:

● PROFESSIONAL WRITING

Business writing

Professional writing and its peculiarities: clarity, synthesis, effectiveness



Do the **texts** you write seem heavy?

Do you promise yourself to be brief but instead you always find yourself writing pages and pages?

In this pill you will see how to write professional texts with clarity and effectiveness.

With this pill you'll learn to...

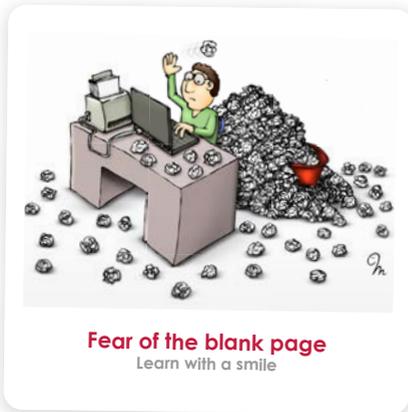
Write quickly. Be high tech and have high touch. Always remember the multiplicity.

Recommended for this Area:

● PROFESSIONAL WRITING

Verba volant: the ABCs of written communication

The foundations of writing that you must not be unaware of. Because after all, scripta manent



Verba **volant**, scripta **manent**!

Words fly away, but writing remains, always ready to be **read again**.

It's true that writing is **hard work**, but it's also a way to speak without being interrupted.

In this pill you will find **tips** for improving your ability to write, becoming less rigid, adapting to different media and circumstances.

With this pill you'll learn to...

Acquire simplicity, brevity and clarity. Identify with the reader. Recognize and take advantage of the benefits of written communication.

Recommended for this Area:

● PROFESSIONAL WRITING

Writing clearly

Communication by companies, institutions and administrations authorities to the public



"Oppose a **denial**. Can you give me a substitute petition?"

"I express my disapproval of your **irreproachable** behavior". Mind-numbing and confused constructs, don't you think?

Do these forms of expression remind you of a style language used in your company, where they often use a lot of words that say nothing, **redundant words**, and expressions that are long and convoluted?

In this pill you will learn how to write or rewrite your texts in a manner that is **clear** and understandable to most people.

With this pill you'll learn to...

Organise your texts in a logical and conceptual order. Use plain language. Write clear and effective texts.

Recommended for this Area:

● PROFESSIONAL WRITING

Writing for the web

Writing between multimedia and hypertext



Do you know the techniques and **good practices** of writing for the web?

Are you familiar with the **new ways** of writing?

Can you eliminate wordiness and formalisms in favour of a **simple**, direct and absorbing **style**?

The web is changing our ways of thinking, communicating and writing. This pill will help you to **adapt your writing style** to the particular structures and **expressive forms of the web**.

With this pill you'll learn to...

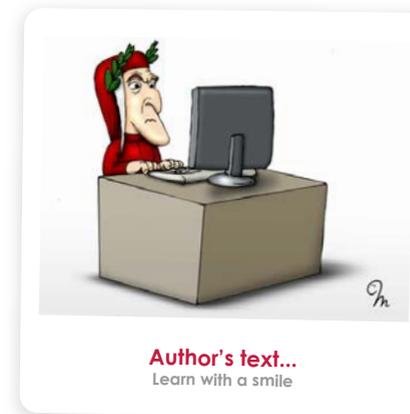
Be clear and concise. Know how to organise the structure of the text. Write effective texts and capturing the reader's attention. Pay attention to the writing process. Master micro-content.

Recommended for this Area:

● DIGITAL SKILLS

Technical writing: what is it?

All the steps to communicate specialised content



Write, write, write ... but are you convinced nobody will read your work?

Do you do as much as you can to **write in a streamlined**, concise and clear manner, but often find yourself writing long texts that are difficult to read or incomprehensible?

With this pill you will learn about **technical writing**... that is not a simple writing technique but the everyday style of a skilled writer!

With this pill you'll learn to...

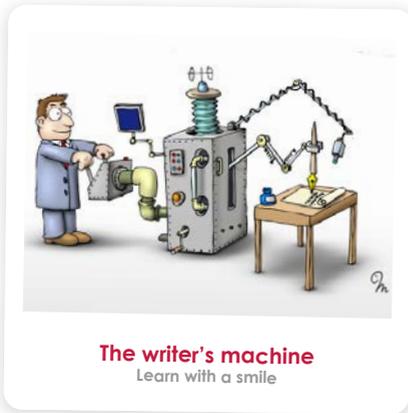
Develop creativity and analytical skills. Acquire graphic layout skills. Analyse available documentation. Pay attention to the development, drafting and revision of document.

Recommended for this Area:

● PROFESSIONAL WRITING

Technical writing: tricks of the trade

Learn about the skills required to be a good technical writer



Do you write **sentences** that are so **long** you struggle to find the beginning?

Is the **semi-colon** a thing of the past?

Is your **text dull** and devoid of colour?

With this pill you will learn some of the rules of “**good writing**” and discover how to use the most important **graphic design** tools for making your text more effective and enjoyable.

With this pill you'll learn to...

Draw up technical documents. Improve both linguistic and graphic design skills. Use graphs and images.

Recommended for this Area:

● PROFESSIONAL WRITING

Technical writing: from the reader's point of view!

Tips and methods to facilitate the understanding of a text



Do you think the **reader** will read your text all in one go?

Do you think he knows the topic?

Do you sometimes happen to overlook the **aesthetics** and the **emotionality** of the text?

With this pill you will learn how to **put yourself in the shoes of the reader** and to constantly consider the same as the “guiding light” of your words.

With this pill you'll learn to...

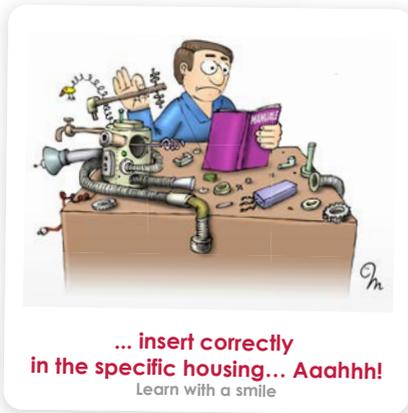
Identify with the reader. Clarify the purpose of the text. Increase the interest of the recipient. Draft clear and unambiguous texts.

Recommended for this Area:

● PROFESSIONAL WRITING

Writing a technical paper

The right method for a quality article!



How many times have you bought a new device, read the **instructions** and failed to understand them?

It's not you who didn't understand; the instructions were not written in an **understandable** and friendly manner.

Writing a **technical article**, whether it concerns an instructions sheet or a complex report, is a technique that can be learned and improved, from communication to **clarity**, from **summary** to visualisation.

With this pill you'll learn to...

Define the structure and purpose of the article. Choose the most suitable content.

Recommended for this Area:

- PROFESSIONAL WRITING

Organisational communication

Discover the lifeblood of an organisation



Did they not tell you that... But no one told me this... I get to know such an important **communication** like this?

In your company, is your **main goal doing** rather than communicating?

Is there a lot of **confusion** in both internal and external communications and are messages often incoherent?

In this learning pill, you will learn four types of **organisational communication** to Communicate well on the inside and look good from the outside. The goal: do what you say and say what you do!

With this pill you'll learn to...

Integrate strategic, functional, educational and creative communication processes. Gather feedback. Promote the exchange of knowledge.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Motivation and self-motivation

The right energy to attain your goals is within you, you just have to find it!



Are you waiting for someone or something to give meaning and purpose to what you do, or do you know how to find the **reasons** for your own efforts by yourself?

This pill will help to raise awareness of yourself and **self-motivate** you.

With this pill you'll learn to...

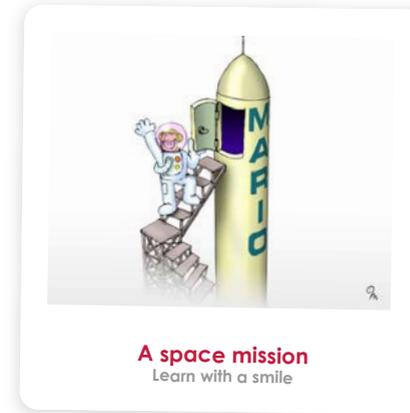
Understand the difference between intrinsic and extrinsic motivation.
Distinguish between desires and objectives.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Building a personal mission

Everything you need to build your pathway, one brick at a time



Do you ever get the feeling that your life is at the **mercy of events** or of other people?

Are you not clear about which **route** to take?

You can't **focus** on what you really want?

This pill will help you to **bring your needs and values into focus**, as well as the changes to make in priorities.

With this pill you'll learn to...

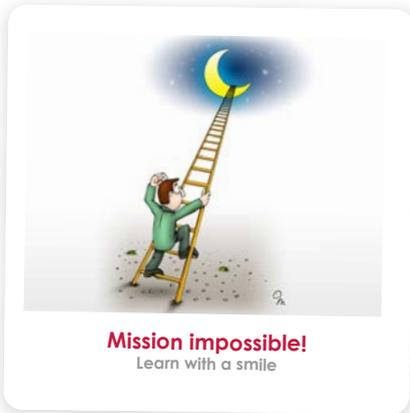
Distinguish between induced needs and those that really belong to the ego.
Identify your objectives and differentiating them according to three types of priority: time priorities; priorities based on importance; time and importance priorities.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Set realistic goals

Aim at achievable goals and you will hit the target!



Have you taken on **commitments** that you can't reasonably fulfil in the time and manner required?

Do you have the feeling of **chasing yourself**, or even going around in circles?

This pill shows you how to set **realistic objectives**, neither too ambitious nor too trivial.

With this pill you'll learn to...

Define realistic goals. Develop a plan.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Exploit your own resources

Value your abilities in everything you do



The **right person**, in the right place, at the right time, to do the right thing.

Do you feel like that, or do you think that it's a distant dream and even **impossible**?

In this pill you will see how to **make the most of your talents**, your less obvious resources, so you can work with greater satisfaction for yourself and others.

With this pill you'll learn to...

Identify your strong points and those you can improve. Have a can-do attitude. Make the value of your skills clear.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The need and desire to learn

Continuous learning as a strategy for your personal growth



Do you think you already know everything you need to know?

Or do you feel the need to **keep up-to-date**, personally develop and improve but you don't know where to start?

Does learning something new seem like an **obstacle** that is too hard to overcome?

This learning pill will help you recognise your need to **learn** and start a process of **continuous improvement**.

With this pill you'll learn to...

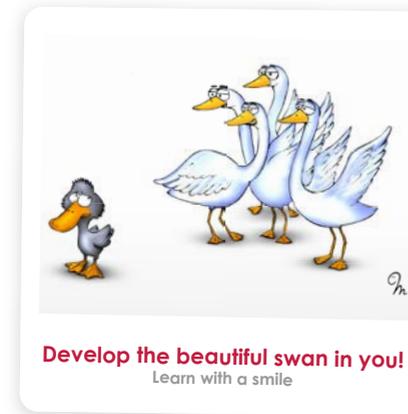
Recognise the need to continuously learn. Be motivated to develop our knowledge. Assess personal skills.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

An Individual Development Plan

Create an improvement program that is suited for you



"Ah, if only I were faster! if only I had a better memory! If only I could speak French really well...
I'm never going to succeed!
Unless...

In this fact-file you will find a guide to organising a **development plan** for yourself and for your work group so that you can start to see results right from the start.

With this pill you'll learn to...

Develop an action plan, calculating time and strategies. Recognise actions and results. Conclude your growth process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Result orientation

Commitment and determination to achieve the expected outputs



Have you ever worked hard **without obtaining** solid results?

Have you ever noticed that in your organisation people work **without producing** or achieving goals?

Or that they work **without exactly knowing** what the expected results are?

In this pill you will learn to pursue the **expected results** and concentrate your energies and the ones of your team into the **desired objective**.

With this pill you'll learn to...

Skip over vague and abstract intentions. Check that the desired outcomes are feasible. Communicate goals within the organization. Define objectives and results based on a global vision of the system.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Proactivity

Anticipate and take the initiative



Do you **wait** for events to happen or act in advance?

Do you continue looking for solutions even if you have not achieved the results, or **stop** and expect things to sort themselves out after a few attempts?

With this pill you will learn how to choose behaviour that is appropriate for the circumstances and to **plan actions**, anticipating needs and **predicting problems**.

With this pill you'll learn to...

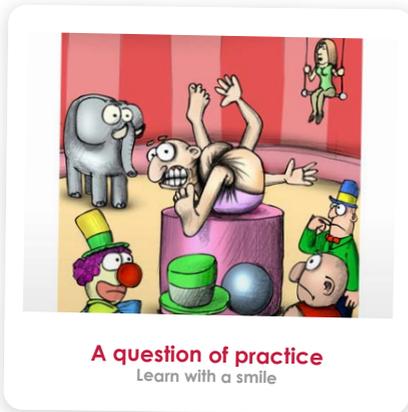
Predict problems, anticipate needs. Keep up to date. Be innovative. Take responsibilities and deciding. Be flexible and experimenting. Stimulate the group.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Flexibility

Tools for working on your elasticity, open mindedness and capacity to change



Do you sometimes get the impression that the world around you is moving too fast and is **escaping** your grasp?

Do you feel that you **don't understand** your colleagues, work environment, or technology?

Or do you find yourself doing the same things, even when you see that they **no longer work** as before?

In this pill you will find some tips to be more **flexible** and to accept or **manage change** both within and externally.

With this pill you'll learn to...

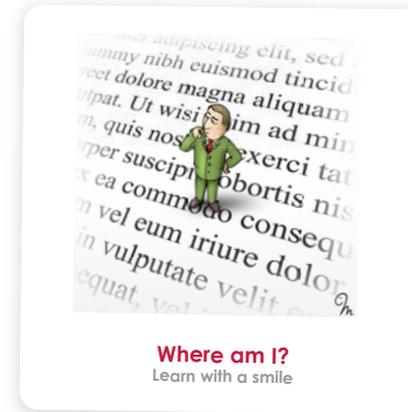
Consider uncertainty and risk as gateways to greater freedom of choice. Open up and take care of your relationships. Bend but do not break. Always look for alternative routes.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Systemic view

Adopt a global view and choose synergistic solutions!



Do you often feel that you **can't see** the forest for the trees?

Do you carry out tasks without knowing their context?

Do you concentrate on details without having an **overall view** of the situation?

Do you not realize how your decisions and actions may have significant **consequences** and effects on the context?

With this pill, you will learn to maintain an **overall view!**

With this pill you'll learn to...

Read the context. Pick up on correlations. Manage processes. Analyse effects.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Coordination skills

The ability to manage people and activities, and achieve great results



Do you feel as if you're crossing a **mine field** to reach your goal?

Do you prefer to walk alone and go to pieces when you have to **coordinate a work team**?

Are you a weak project leader and does each team member seem to be going his own way?

This learning pill will teach you how to **coordinate activities**, projects, and resources!

With this pill you'll learn to...

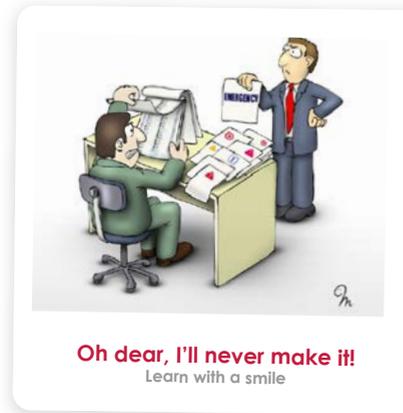
Promote agreed work methods. Identify and managing resources to achieve objectives within defined deadlines.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Time: instructions for use

Like having 48 hours a day!



Good heavens! It's already five o'clock and the report has to be ready by six!
Phone-calls upon phone-calls!
Now I don't remember what I was writing....
Where did that **urgent file** end up?

In this capsule you will see how you can **organize your time**, your day, your agenda, your work and your leisure.

With this pill you'll learn to...

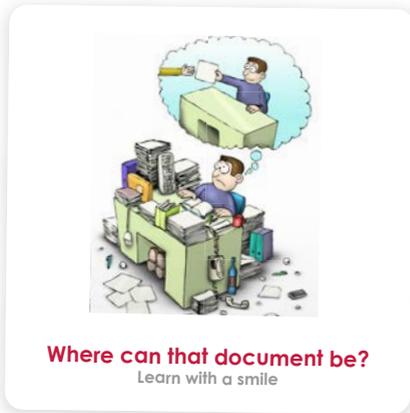
Set goals and priorities. Manage agenda and time. Complete and close your activities.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Organising your own activities

Organisation improves your life. The techniques to learn how to do everything well



If your desk is always **tidy**, if you organise your work schedule properly ... you do not need this pill!

If, instead, you think you need a **32 hour day** to perform all the tasks you would like to complete, or you feel the pressure of urgencies, or you cannot find the documents you need, you will find information and advice on how to **organise yourself** better and live more serenely in this pill!

With this pill you'll learn to...

Respond effectively and not be overwhelmed by the things we have to do. Strive to focus on practical actions. Define our work objectives. Set rules to manage activities. Organising objectives and work schedules.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

What is a project?

The basics of Project Management



We have to increase sales! We need to launch new products! It's urgent! There's no budget! And where did this **new problem** come from?

If you have often heard these phrases in your organization, this pill will teach you that a **project** must **put together** often **conflicting** elements, such as time, costs, quality, and the different interests of those involved in the project.

With this pill you'll learn to...

Optimize time, cost and quality, and at the same time achieve the desired results.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Tools for managing a project

WBS, Gantt charts and IPC: the toolbox for project management



Does your project look like a **mountain** that's too high to climb?

Or you see what's in front of you as something **complex**, unclear, unsettling?

In this pill, you will have three **essential tools** at hand for structuring your project in a simple and clear way, planning deadlines, and checking the progress of the work.

With this pill you'll learn to...

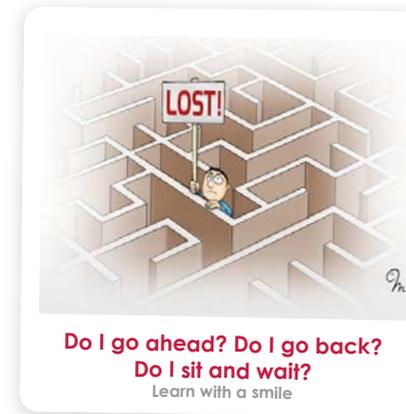
Use WBS, Gantt charts and IPC: the toolbox for project management.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Planning to reach the goal

How to define the steps to follow to reach an objective



Navigating by sight or following a route, with a **compass** and nautical charts?

Getting caught up in the stress of deadlines or keeping them **under control**?

Getting lost in the procedures or aiming at obtaining **results**?

Developing a **good method** or trusting in the heroism and sacrifice of someone that puts all your problems due to lack of foresight right?

With this pill you will learn how to **plan** your **actions** to achieve all your **goals!**

With this pill you'll learn to...

Define your goals and priorities. Establish the necessary resources. Assign tasks. Prepare a schedule. Plan the communication. Define the deadline for the completion of the plan.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Checking to reach your objectives

Discover methods and techniques to monitor your activities



Have you ever **not been able** to reach your goals or those required of you?

Have you ever been **dissatisfied** with yourself or one of your collaborators?

Have you ever had the feeling that things were getting **out of control**?

In this pill you'll find advice and practical tools to always **master situations**.

With this pill you'll learn to...

Establish the results you wish to obtain. Check the practicability of desired results. Assess the results. Correct and improve. Check your own work to control it.

Recommended for this Area:

● PERSONAL EFFECTIVENESS

Managing Emotions

Your emotions are important resources, learn how to recognize and to manage them!



Do you sometimes feel overwhelmed by **emotions**?

For example, do you feel frightened or **incapable** of acting when faced with a difficult task?

Do you explode with **anger**?

Do you have the feeling that everything is going wrong?

This learning pill will give you some tips on how to **recognise** different **emotions** and channel them in order to **reach goals**.

With this pill you'll learn to...

Recognize and control your greater emotions and get the most out of it. Contain the emotional stress.

Recommended for this Area:

● PERSONAL COMMUNICATION

Joy

The joy of living and working



Cheer up!
Learn with a smile

Is something wrong?

You have two choices: **feel sorry** for yourself and become sadder and sadder, or think that it will pass and you will smile again.

And, just like magic, you will **smile** again!

In this learning pill, you will learn to **unleash your joy** to live, communicate, give and receive.

With this pill you'll learn to...

Smile and be confident. Keep events under control. Distinguish true happiness from anxious happiness.

Recommended for this Area:

- PERSONAL COMMUNICATION

Managing Rage

Manage anger and transform it into a constructive emotion



Green with rage!
Learn with a smile

Have you ever felt so irritated by someone or something that you have **reacted on impulse**, and maybe then regretted it?

Or been the target of **aggressive** behaviour, even when you thought you were not the cause?

In this pill you will learn to manage rage and to express your needs with respect using an assertive style.

With this pill you'll learn to...

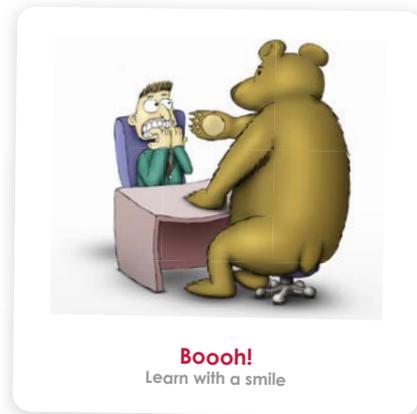
Be detached when observing and analyzing the situation. Try to make a concrete change. Work together to find the solution.

Recommended for this Area:

- SUCCESSFUL TEAMS

Fear

Transform fear into a challenge to win



Do you fear that things may get worse?

That you'll never make it?

Do you feel paralyzed?

Don't worry, it's just a...**fear!**

This pill will teach you how to deal with situations that frighten you, to transform them in a **motivation to grow**.

With this pill you'll learn to...

Deal with fear and transform it into a challenge. Not isolate yourself.

Recommended for this Area:

- PERFORMANCE MANAGEMENT

Anxiety

No longer victims of anxiety. Learn to recognize, manage and exploit it to solve problems



Do you take things calmly or do you tend to **see threats** where there aren't any?

Are you **anxious** and insecure when facing new situations, an important person or a large audience?

In this learning pill, you will learn to **overcome anxiety** and the fear of the unknown, and proceed **calmly** and **confidently** towards achieving your goal.

With this pill you'll learn to...

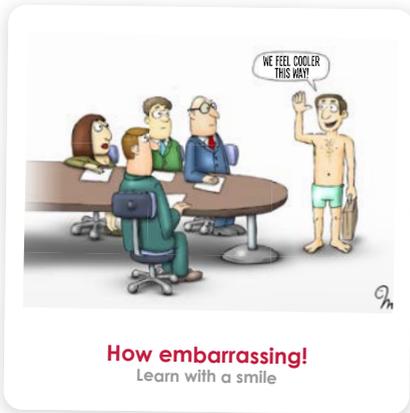
Recognize and manage the relationship between anxiety and performance. Apply anxiety to problem solving. Use breathing and relaxation techniques.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Embarrassment

No more uncomfortable situations! Face life head on



Do you often feel **uncomfortable**, observed, judged?

This pill will teach you how to prepare yourself to **approach any situation calmly** and with poise, as well as not to be too hard on yourself.

With this pill you'll learn to...

Accept your reactions. Be prepared to face difficult situations. Use self-irony.

Recommended for this Area:

- PERFORMANCE MANAGEMENT

Optimism

Useful tips for seeing the better side of things



Do you ever see everything in front of you looking **black**?

Do you feel that you don't have the strength to face the day?

Do you see all roads leading uphill?

In this pill you will learn to **make use** of all your **energies**, even the hidden or forgotten ones.

With this pill you'll learn to...

See things from their better side. Learn from experience. Control events.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Resisting stress

Cognitive, emotional and social skills, to give the best of yourself even in adverse conditions



Have you ever had the feeling that you are following yourself?

Realizing that **time is passing** but that you still have a lot of work to do?

Or that there is too much **confusion** that does not allow you to concentrate on writing?

Or else, that everyone is asking you for something when you would like to be left in peace, in order to avoid making mistakes?

With this pill you will acquire certain skills that will help you to **face stressful situations** without losing heart.

With this pill you'll learn to...

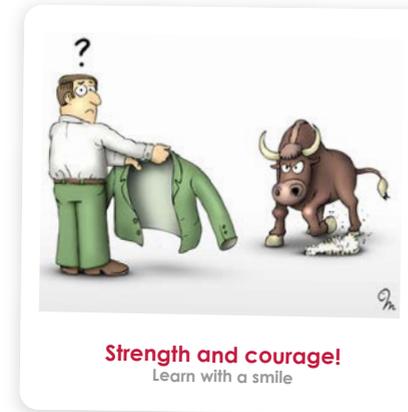
Keep anxiousness about unexpected events under control. Remain focused. Have an in-depth knowledge of problems. Develop self-control. Accept challenges. Be aware of your own skills. Enter into discussions with others. Activate negotiation skills.

Recommended for this Area:

● WELLNESS

Dealing with challenges

I can do it! Advice for conquering the fear of failure



When faced with a challenge, an "ambitious" objective or a complex task, do you ever feel lost or afraid?

Are you afraid to **fail**?

This pill will help you to recognize and **defeat irrational thoughts** and see challenges as **opportunities for improvement** that you can deal with.

With this pill you'll learn to...

Successfully overcome challenges. Experience the change with optimism and initiative. Always choose new challenges to confront.

Recommended for this Area:

● PERSONAL EFFECTIVENESS

How to find the energy within you

Face each day with vitality!



Is your **energy** level at a minimum?

Do you feel more and more **tired** each day?

Are you moving forward by **inertia**?

Does the world around you seem hostile?

Does everyone seems to ignore your state of fatigue and expect the most from you?

This learning pill will teach you how to **activate** the **strength** and **vitality** “sleeping” within you!

With this pill you'll learn to...

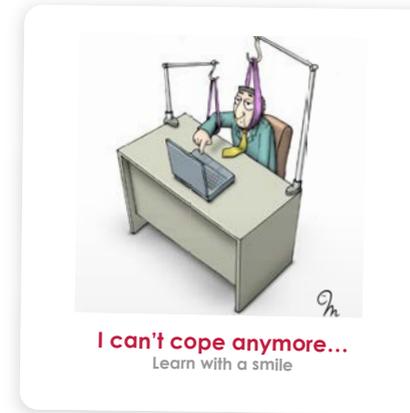
Assign an internal focus to life events. Invest in “things you love”. Use different well-being tools. Spread the energy. Follow regular habits.

Recommended for this Area:

● WELLNESS

How to recognise and counteract fatigue

Get your natural sprint back!



Do you feel constantly tired? Are you without energy?

Is it **difficult** to get up in the morning and face the day?

Do you think you're stressed?

In this pill you will learn how to recognise and **counteract fatigue** so that your days can be filled with **sprint** and a huge desire to do things!

With this pill you'll learn to...

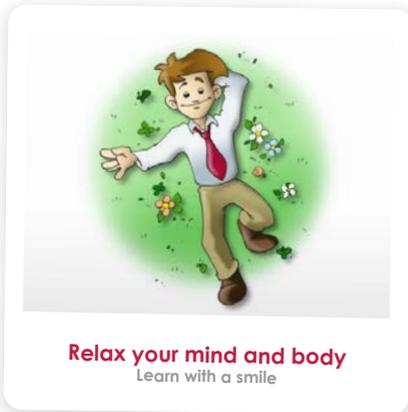
Recognize the signs of fatigue and stress. Restore your balance and well-being. Transform negative stress into positive stress.

Recommended for this Area:

● WELLNESS

Exercises for Wellbeing

52 exercises for your physical training



Stress, **muscle pain**, general fatigue ... how to avoid them?

52 exercises for your physical training.

With this pill you'll learn to...

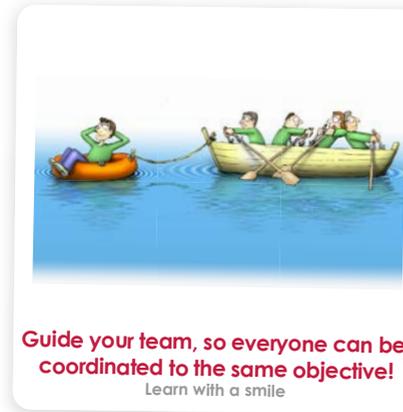
Be fit every day. Take care of your body. Concentrate.

Recommended for this Area:

● WELLNESS

The cards of a winning team

Play the right strategies to create a cohesive and successful team



Have you ever attended **meetings** that are **inconclusive**?

Have yo ever worked without knowing the objectives and deadlines?

Have you ever been involved in conflicting or uncooperative groups?

In this pill you will learn what “the cards of a winning team” are, to transform a diverse set of people in a close-knit team that is capable of **achieving** the desired objectives.

With this pill you'll learn to...

Assign objectives. Define work methods. Define the roles. Maintain leadership. Communicate. Manage the climate. Manage the development of human resources.

Recommended for this Area:

● LEADERSHIP AND PEOPLE MANAGEMENT

Management of roles

How to develop and coordinate a group's roles while looking toward your common objective



Can you count on a **good team**?

Are the right people in the right jobs?

Are your employees prisoners of their roles, or can they look beyond them and work together?

In this pill you will learn how to **manage the roles** of your employees, paying attention to the **needs** of individuals and with an eye on the **common goal**.

With this pill you'll learn to...

Understand aptitudes. Encourage integration between roles.

Recommended for this Area:

● LEADERSHIP AND PEOPLE MANAGEMENT

Encouraging collaboration

From operating to co-operating. How to integrate individual skills when working in a team



Do you know the example of a player who does not pass the ball to his companions, but tries to do everything **by himself** and is invariably stopped by the opposition of two or three opponents?

Have you ever said, or heard others say to you, "Well, if I have to explain how something has to be done, I prefer to just do it myself"?

We can do many things by ourselves, but when a problem or a task becomes too complex, it is better to deal with it together **with others**. This is what we will see in this pill, that will lead you from working to **co-operating**.

With this pill you'll learn to...

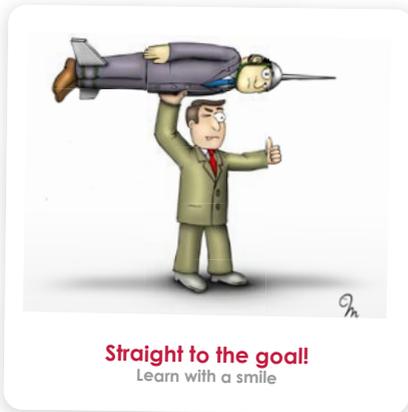
Manage roles. Obtain cooperation.

Recommended for this Area:

● SUCCESSFUL TEAMS

Goal setting

Clearly identifying and determining objectives is the first step toward achieving them!



Are you sometimes unable to **focus** on what your objectives are?

Or to understand what your degree of responsibility is?

Are you unable to get your colleagues involved in achieving **results**?

In this pill, you will see how to manage the **goal-setting** phase: that is, how to correctly and efficiently determine the objectives you will give yourself or assign to your colleagues.

With this pill you'll learn to...

Determine the degree of responsibility for the objective. Distinguish between result objectives and performance objectives. Define SMART objectives. Motivate yourself with PEPSI objectives.

Recommended for this Area:

- PERFORMANCE MANAGEMENT

The meeting to assign objectives

Learn how to effectively communicate goals to your employees



Do your collaborators sometimes seem **disorientated** when faced with your requests?

Do you ever see them having **difficulty** in achieving the objectives established?

The meeting to **assign objectives** is a crucial moment for obtaining the best from your collaborators. With this fact-file discover how to effectively define objectives.

With this pill you'll learn to...

Communicate objectives. Obtain cooperation.

Recommended for this Area:

- PERFORMANCE MANAGEMENT

What to delegate

Do you know which activities to delegate to your colleagues?



Do you sometimes feel **overloaded** with responsibilities, like Atlas supporting the world?

Or that you have to **slave away** while others take it easy?

Or think: if I have to explain what to do, I should just do it myself?

Or that your employees are still not **competent** and empowered enough?

In this pill, you will see how to move from “I do everything” to “**you do it**, I’ll make sure you’re comfortable but **check** your results”

With this pill you’ll learn to...

Analyse the tasks to be carried out. Distinguish between tasks, projects and functions. Know how to choose which activities to delegate.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

How to delegate

Use delegation as a way to stimulate the professional growth of your co-workers



Do you often feel so **overloaded** that you don’t know where to begin?

Would you like to **delegate** tasks and responsibilities but are afraid that they won’t be carried out in the best possible manner?

Do you think that ultimately it is just better to do everything yourself?

With this learning pill you will learn **how to delegate**, whom to choose for a job, how to **evaluate results** and how to defend the time that you have saved through delegation.

With this pill you’ll learn to...

Analyze, evaluate tasks and responsibilities. Encourage your collaborators’ development. Choose whom to delegate to. Decide when to delegate.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The manager-coach

Can you coordinate and motivate your team?



Would you rather have co-workers who passively carry out your instructions, or people who are **autonomous**, able to tackle and solve problems without relying on your instructions?

As a leader, do you happen to have **passive** collaborators, who do the minimum that is required of them in order to fulfil their duties?

In this pill you will see how a **manager** with a controlling approach who just gives instructions can become a **coach** capable of developing a **winning mentality** in his/her collaborators.

With this pill you'll learn to...

Establish a climate of trust. Become a good coach.

Recommended for this Area:

- LEADERSHIP AND PEOPLE MANAGEMENT

Guide to using feedback

How to use it effectively to help people grow



Do your employees seem to not understand your feedback, your **advice** and your suggestions are not given any consideration?

Are you at a loss for how to cope with poor performance?

This learning pill will show you how to provide **useful feedback** in order to increase your employees' performance to its full potential.

With this pill you'll learn to...

Give effective feedback. Deal with resistance.

Recommended for this Area:

- PERFORMANCE MANAGEMENT

Motivating

How to understand the needs of your employees and boost their energy



Have you ever thought that the place where you work has a “dead” atmosphere?

Do you work with **demotivated**, “worn out”, and disinterested individuals?

This learning pill will teach you the secrets of **Knowing how to motivate**, which are useful when dealing with demotivated people to help bring all of the psycho-physiological energies out of people, and turn “grey” wastelands into “colourful oases”!

With this pill you’ll learn to...

Analyze motivation. Recognize the types of motivation.

Recommended for this Area:

- PERFORMANCE MANAGEMENT

Decision Making

Making decisions, to resolve problems quickly and effectively



Have you ever not known “which way to turn”?

Have you ever had the feeling of **not being able to choose** between alternatives that all seem right?

Have you ever not wanted to make a decision for **fear of making a mistake**?

Did you want to **let others** take responsibility for your decision?

Find out how to **decide quickly** and **effectively!**

With this pill you’ll learn to...

Evaluate solutions. Compare the desired and actual outcomes. Difference between desired and actual outcomes. Choose among different solutions. Systemic vision. Emotional intelligence. Leadership. Implement decisions.

Recommended for this Area:

- LEADERSHIP AND PEOPLE MANAGEMENT

Making tough decisions

Make good decisions even under pressure



In a situation of uncertainty or where there is a lack of information, do you feel you are not able to decide **quickly** and **effectively**?

Does it sometimes happen that you repent for taking decisions too **hastily**, or for having **hesitated** too much?

In this pill you will learn how to decide even in **uncertain conditions**, as well as situations where there is psychological or environmental pressure.

With this pill you'll learn to...

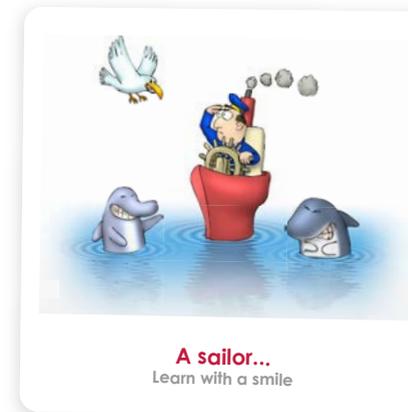
Foresee the consequences of decisions and take full responsibility. Make group decisions effective. Clarify the objectives of decisions. Make decisions under pressure. Increase the scope for future decisions.

Recommended for this Area:

- CREATIVITY, INNOVATION AND CHANGE

Strategic Thinking

Adopt a global vision and anticipate events!



Hello strategist! Have you ever had the feeling of sailing toward a foggy port, without seeing lights to guide you or with treacherous rocks?

Have you ever felt that you are **going round in circles**, especially when you're under stress?

Have you ever done something with the best intentions which nevertheless resulted in **unintended consequences**?

With this pill you will learn how to improve your **“strategic thinking”**, with a broad view of the situation, a clear definition of your objective, and the different paths you can take to reach it.

With this pill you'll learn to...

Have an overall view. Define your goal. Prepare action plans. Apply a cause-effect logic. Identify areas of risk. Study history.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Managing conflict

Compare different points of view, use a global vision and you'll be able to anticipate events!



Divergence!
Learn with a smile

Well then just tell me that you've got something against me! Why should I tell you?

There's no point, I know you will never change!

Are you making these accusations? Why don't you look in the mirror instead! Perhaps phrases like these echo in your ears ...

In this pill you will see how to **prevent** and reduce **conflicts**, and how to transform them into opportunities for **cooperation**.

With this pill you'll learn to...

Recognise unsatisfied needs. Understandings signs of conflict. Managing conflict.

Recommended for this Area:

- SUCCESSFUL TEAMS

Integrative negotiation

The art of negotiating an optimal solution for everyone



Mutual benefit!
Learn with a smile

"I'll try asking, but he won't ever grant it to me!"

"I will **not give** in on this"

How many times have you heard phrases like these?

In this pill you will find useful tips to conduct **negotiation** that is **mutually beneficial** in the best possible way.

With this pill you'll learn to...

Be aware of one's desire-objective. Understand the situation before deciding what to do. Facilitate the resolution of the situation. Assume the responsibility of deciding what to do. Investigate the interests of the other party.

Recommended for this Area:

- SUCCESSFUL TEAMS

The meeting with the boss

A constructive dialogue, open to exchange, an opportunity for growth for you!



When you have a meeting with your boss, you feel **uncomfortable**, like you're under the microscope?

Are you afraid to express **your opinion**?

Do you think that you'll never be understood?

That you will never have the same opinions?

This pill offers you some helpful advice for turning a **meeting with the boss** into a time for genuine, useful and constructive **dialogue**.

With this pill you'll learn to...

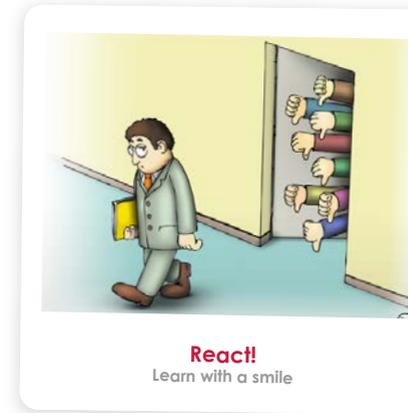
Prepare for dialogue. Know how to be concrete. Master your emotions.

Recommended for this Area:

- PERFORMANCE MANAGEMENT

Thanks for the Feedback!

Welcome positive and negative feedback and use it to improve



When you receive **negative feedback**, do you feel "wronged"?

Do you justify yourself?

Do you feel **frustrated**?

Incapable of reacting?

Do you try avoid confrontation so you won't be criticised?

This presentation will help you **process the feedback** you receive, turning it into the starting point for your **personal improvement**.

With this pill you'll learn to...

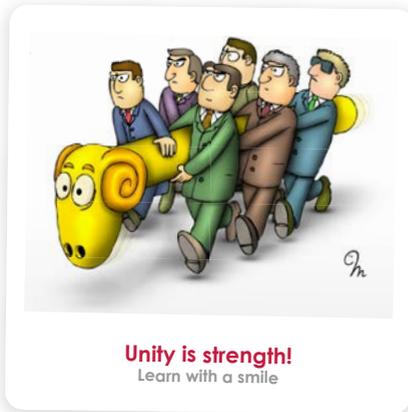
Actively put yourself forward during the encounter. Become conscious. Look at the result. Check on what we have heard. Commit ourselves to improving.

Recommended for this Area:

- PERFORMANCE MANAGEMENT

Team value

How is a team that works well made up? Find out the difference between a team and any other group of people



“I carry out my tasks, I do not care what others do...”
 “What is the purpose of the work I’m doing? If I have to explain everything to you, I would rather **do it myself!**”.

Have you ever heard such phrases at work?

Would you like to better integrate with your **colleagues** and feel part of a close-knit team?

In this learning pill, you will see what the nature is of a **good team** and what differentiates it from any other group of people.

With this pill you’ll learn to...

Overcome individualistic behaviour. Focus on a common goal. Know how to give feedback. Favour the right atmosphere. Acknowledge and promote everyone’s contribution.

Recommended for this Area:

- SUCCESSFUL TEAMS

Team roles

Learn to recognize team skills and enhance your role in the company



Are you confused about **your role** in the working group?

Do you find it difficult to **work together** with people in roles different from yours?

Are you unsure as to what you can ask the other members of **your team**?

This learning pill will teach you how to recognize the **value of your skills**, the value of the skills of others, and the importance of **complementary roles**.

With this pill you’ll learn to...

Recognize roles. Integrate with other members of the group.

Recommended for this Area:

- SUCCESSFUL TEAMS

The team and its dynamics

Recognise the development stages of a team!



Do you feel that your **team** is not close-knit?

Do **conflicts** often arise, which seem irreconcilable?

Does it seem to you like everyone wants to **prevail** over the others?

In this learning pill, you will see how to overcome your “I” to **become a “we”**.

With this pill you’ll learn to...

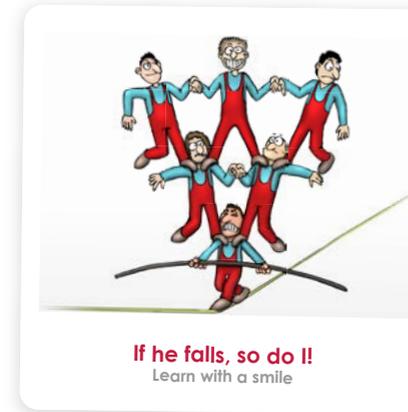
Recognise and experience the stages of a team: forming, storming, norming, performing. Transition from an “I” to a “we”.

Recommended for this Area:

- SUCCESSFUL TEAMS

It’s not my fault!

Sharing responsibilities creates a cohesive, successful team



In your group does everyone go his own way?

Are there conflicts?

Does **individualism** predominate?

In this pill you will see how to **share responsibilities** with others in order to form a good cohesive team aimed at success.

With this pill you’ll learn to...

Ask for help. Be available for each other. Socialising skills. Share decisions. Share successes and failures.

Recommended for this Area:

- SUCCESSFUL TEAMS

Meeting participation

Make your contribution to the success of the meeting



Are meetings only a boring and useless ritual you are forced to sit through to you, or are they a moment for an exchange that can benefit mutual growth, in which you can provide your **contribution**?

In this pill you will learn how to behave to reap the **most advantage** from a **meeting**.

With this pill you'll learn to...

Preparing yourself. Give a concrete contribution. Maintain a positive attitude.

Recommended for this Area:

- SUCCESSFUL TEAMS

Leading a meeting

How to respect time and objectives, and let everyone participate



Have you ever **led meetings** where all the participants are just talking over each other?

The atmosphere is **tense**?

Only the usual people speak, and it ends with nothing being decided?

In this pill you will learn to fill the role of the **moderator** with professionalism, and to achieve the prearranged objectives by collecting **contributions** from everyone, **without conflict**.

With this pill you'll learn to...

Keep debate and decision separate. Do activities that don't dominate the group. Stop the "theft" of time, productivity and good intentions. Involve all the participants.

Recommended for this Area:

- SUCCESSFUL TEAMS

A meeting with six hats

How to participate in a meeting



Do you ever attend **conflictual meetings**?

Does everyone tend to try and impose their views on the others?

Do you hear phrases like “It’ll be fine”, “It won’t work”, “You’re the usual killjoy!”, “Are you angry with me?”, “We need an idea here!”, “No, here we need a plan ... “

With this pill you will learn to **manage a meeting** with the **six hats** to **avoid conflicts** and get results.

With this pill you’ll learn to...

Make the meeting a fast, productive, non-confrontational tool.

Recommended for this Area:

- SUCCESSFUL TEAMS

The meeting. The “before and after”

Everything you need to know to organise it and make full use of the decisions taken



Do you think that meetings are just a **waste of time**?

At the end of meetings, do you ever wonder what the results were, and what **concrete proposals** have arisen?

In this pill, you will see what should be done before and after a meeting in order to have truly **constructive collaboration**.

With this pill you’ll learn to...

Organize the meeting in any detail. Put in action the decisions.

Recommended for this Area:

- SUCCESSFUL TEAMS

Personal quality

Integrity and ethics at the base of relations and professional activities



Do you know the main **values** of your company?

Do you recognize yourself in them?

Do you think they are at the basis of your behaviours and your team's behaviours?

This pill will teach you to develop your **personal qualities** and professionalism in tune with your company.

With this pill you'll learn to...

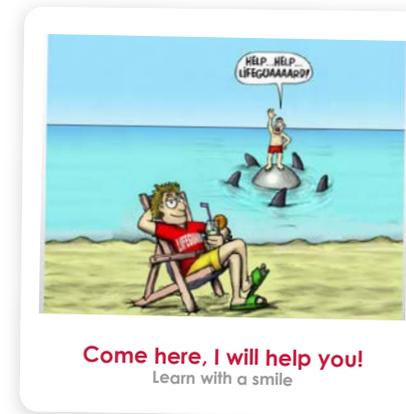
Believe in corporate values and their diffusion. Promote the integrity of behaviours. Assume ethics at the base of relations.

Recommended for this Area:

- SUCCESSFUL TEAMS

Responsibility and commitment

Motivation, will and cooperation. Give the maximum for quality work



Do you feel proud of your work and **motivated** to give it your best?

Do your team members **actively promote** responsible, ethical behaviours?

In this pill you will learn to develop **personal responsibility** in yourself and in your team, in harmony with the company's responsibility.

With this pill you'll learn to...

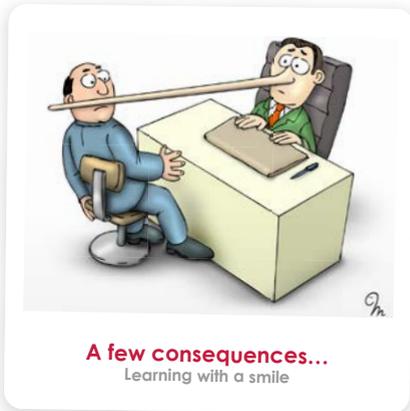
Commit yourself to the utmost at work and in your relationship with colleagues. Cultivate an effective relationship with the customer. Share actions showing responsible character.

Recommended for this Area:

- SUCCESSFUL TEAMS

Responsible communication

Transparency and clarity in internal and external corporate communications



Do your company's communication initiatives sometimes tend to **hide** unpleasant realities?

Have they ever turned out to be invasions of private spheres or **harmful communications**, internally and externally?

This pill will show you how to **communicate** in a **responsible**, ethical, **transparent** and credible way.

With this pill you'll learn to...

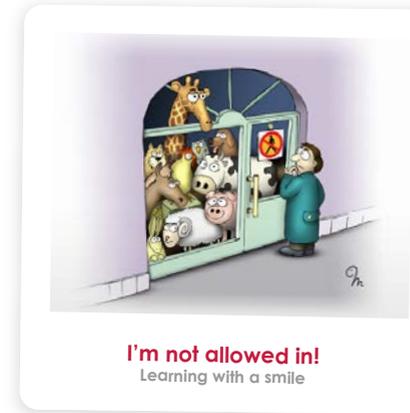
Promote responsible internal and external communication. Encourage transparency and clarity in communications. Ensure privacy in the processing of sensitive information.

Recommended for this Area:

- SUCCESSFUL TEAMS

Overcome prejudices and promote diversity

Diversity Management tools



Do you find yourself in difficulty when working in or managing a **multi-ethnic group**?

Do you think that certain career profiles are not suitable for women?

Have you ever felt **discriminated** against?

This pill will teach you to be **open-minded** toward different customs, cultures, languages and origins, and how you can be **enriched** by the contribution they offer.

With this pill you'll learn to...

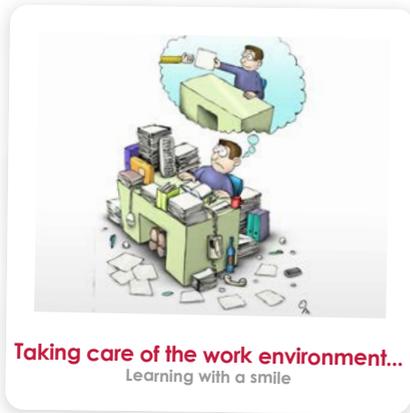
Promote integration. Combat prejudices and stereotypes. Create a culture of diversity.

Recommended for this Area:

- SUCCESSFUL TEAMS

Taking care of the little things

Respect the tools, resources and setting of your work



Is your workstation constantly in **disorder**?

Are you surprised if the things you use often **do not work**?

Does everything break in your hands... and do your colleagues not trust your ability to respect someone else's things?

In this pill you will learn how “**taking care of the little things**” is an indicator of a responsible attitude.

With this pill you'll learn to...

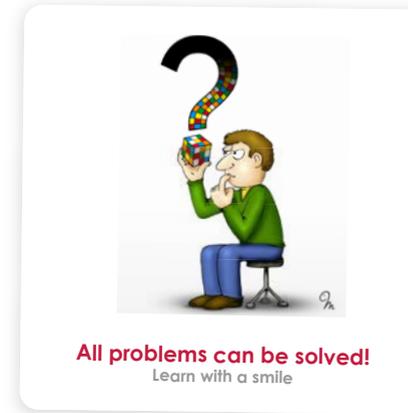
Take care of tools, equipment and shared spaces. Make the most of your image. Encourage sustainable management of all the resources of the business.

Recommended for this Area:

● SUCCESSFUL TEAMS

Problem solving

Problem solving: from the analysis to the implementation of the solutions



Have you ever felt **threatened** by something bigger than you, and felt like running away or not acknowledging the threat?

Or to commit to solving a problem when the real **problem** was something else which was not well-defined?

In this pill you will find some tips for **dealing with problems** calmly and professionally, and for finding **good solutions**.

With this pill you'll learn to...

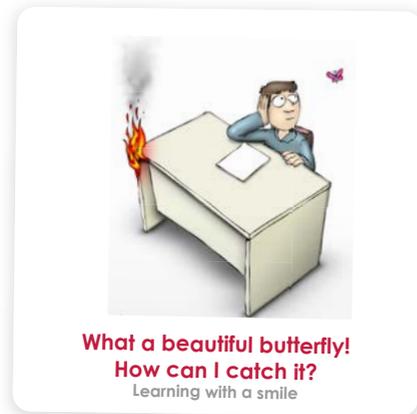
Analyze and understand the problems. Determine the change objectives to be achieved. Take measures that lead to achieving the desired change.

Recommended for this Area:

● PERSONAL EFFECTIVENESS

Recognising problems

Identify the problem before it gets too big



Have you ever found yourself in an **unpleasant situation** and asked yourself: how come I didn't notice until now?

If you discover new **problems** at the first weak signals, you will solve them with **less effort** when they are small, rather than being overwhelmed by them when they are big and threatening.

With this pill you'll learn to...

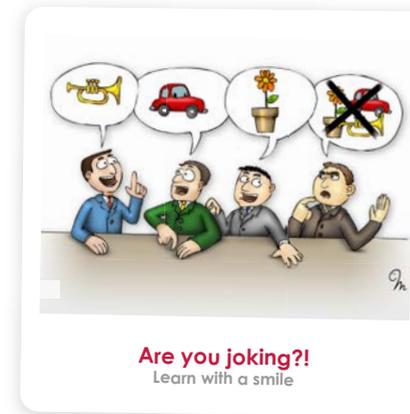
Know how to recognise a problem or network of problems. Know how act promptly. Look at the problem from different points of view.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The rules of brainstorming

A method for generating solutions



Do you ever need a new, different, **brilliant idea**, but nothing comes to mind?

At the end, always the same solutions prevail?

In this pill, you will learn how to organize and lead a **brainstorming** in the right way and the techniques to produce, organise, and select ideas and creative solutions for a problem.

With this pill you'll learn to...

Organise meetings. Manage the meeting. Ban on criticism. Stimulate the group. Aggregate and choose. Present the solutions.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Creative problem solving

Techniques to find unconventional solutions!



When you are faced with a **difficult problem**, and you seem to have tried everything, do you feel a bit like a horse wearing blinders?

Your blinders are your habits, the usual solutions that no longer work. So **take off your blinders**, do not look only ahead, but in every direction. The **solution** could be within easy reach!

With this pill you'll learn to...

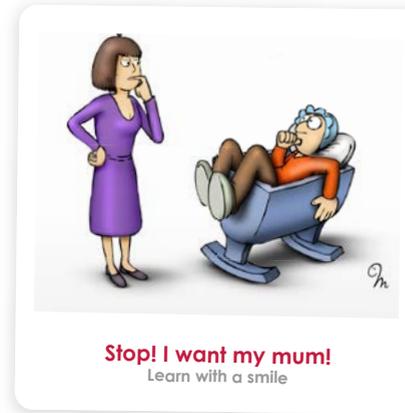
Examine the problem from different points of view. Examine solutions that have already been tried. Find new strategies. Look beyond the problem. Take some risks. Have doubts. Reward yourself.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Change as opportunity

The right attitude for dealing with uncertainty and changes



Do you ever feel **disoriented** when faced with changes?

Can you accept uncertainty?

Do you know how to **adapt** to new and unexpected situations?

Everything changes around us, like the current of a river. If we try to resist the current, we risk being swept away. If we let go, we can float even when it's turbulent.

In this pill you will see how to **deal with small and large changes** with a positive, **open spirit**.

With this pill you'll learn to...

Understand when a change is necessary. Have a can-do attitude. Determine objectives. Have control over reality.

Recommended for this Area:

- CREATIVITY, INNOVATION AND CHANGE

Learning from achievements

Do you transform achievements into other opportunities for you



Do you **underestimate** your achievements?

Are you afraid to make a **comparison** with those who are better than you?

Do you stick to **old solutions** that were successful, even though they no longer work?

With this pill you will learn how to **use your achievements and those of others** to solve problems, make improvements, find **original solutions**, and get motivated.

With this pill you'll learn to...

Recognise your achievements and those of others. Leave envy behind. Turn failure around.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

To be innovative

Create the opportunities for continuous improvement



Do you ever notice **slowdowns** in your work, bottlenecks, urgencies that accumulate, customer dissatisfaction?

Do you think you can do something about it, right now, or **keep waiting** for decisive action to rain down from above?

In this pill you will see how to activate a **virtuous processes** of continuous improvement in your workplace, office, and organisation.

With this pill you'll learn to...

Implement improvement processes. Eliminate to implement improvement processes. Lead continuous improvement.

Recommended for this Area:

- CREATIVITY, INNOVATION AND CHANGE

Innovate through your imagination

Imagination and other techniques to find creative solutions



Do you sometimes find yourself with your **mind** elsewhere, or being struck by some detail that has nothing to do with what you were doing?

Or having to find a **solution**, but seeing everything before you negatively?

In this pill you will learn to manage your **imagination** in a useful way, to seize random elements and play with them, to wander into other worlds and come back with golden fruits.

With this pill you'll learn how to...

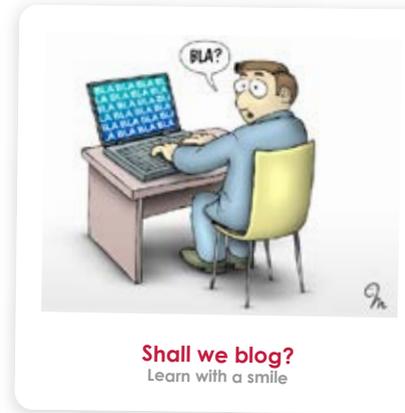
Give space to your imagination. Turn your fantasy into an opportunity to improve and innovate.

Recommended for this Area:

- CREATIVITY, INNOVATION AND CHANGE

The blog

Discover one of the Web 2.0 tools for telling, sharing, informing



Have you ever run across a **blog** where you don't understand what they're saying, where the discussion is going, who is speaking and in what capacity?

In this pill you will learn what a blog is, **how it's made, how it's used**, how it's updated, how to behave properly in the blogosphere.

With this pill you'll learn how to...

Choose the type of blog. Establish a blog policy. Constantly update content. Develop two-way communication. Pay attention to the style. Build a network.

Recommended for this Area:

- DIGITAL SKILLS

The wiki

Discover one of the 2.0 tools for collaborative writing



Are you sure you can solve your problems alone, or would you rather have a good **group** with which to **cooperate**?

Do you dread or hope for ideas coming from above, below, inside, or outside your organisation?

The technology provides you with a powerful tool: the wiki!

With this pill you'll learn how to...

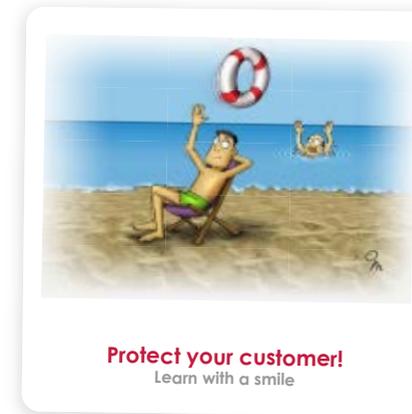
Know the features of a wiki. Define the community of users. Identify a representative facilitator. Foster the culture of collaboration and sharing.

Recommended for this Area:

- DIGITAL SKILLS

Customer orientation

Every unmet need is an opportunity for the company



Who takes **first priority** in your work?

Your boss?

Your company?

Your office or your department?

Or your **client**?

This learning pill will teach you to understand the **needs** of the customer, to meet customer needs and **exceed their expectations**.

With this pill you'll learn how to...

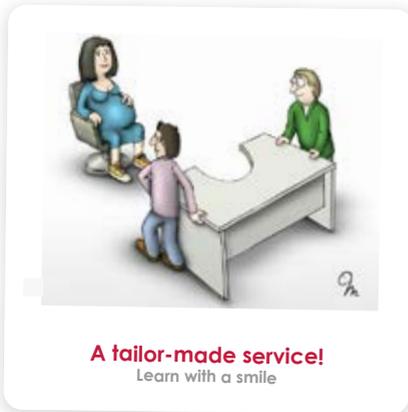
Do not let yourself be influenced by first impressions. Gather information by asking open-ended questions. Get direct choices by asking alternative or reformulated questions. Identify customer needs. Sell the problem, not the solution.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Understanding customer needs

Each need to be satisfied is an opportunity to be seized by the company



Have you ever been in a situation where someone wants to “sell” his/her solution to a problem, without bothering to figure out what your **real need** is?

Or not to be listened to, or to be understood?

In this pill you will learn to understand what **type of customer** you have before you, and to **listen** and understand their needs.

With this pill you'll learn how to...

Identify the possible objectives of your client. Determine your client's market segment. Preparing for meetings with a reseller. Understand the relationship between facts and needs.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Active and empathetic listening

Tune in to the same wavelength of the person speaking!



Do you ever **listen** to others **offhandedly**, trying to anticipate their answers... or do you end other people's sentences by **interrupting** continuously?

In this learning pill, you will learn to **actively listen** to others, tuning in to their same wavelength to understand all the information that is given to you! The goal is to listen in a truly active, empathetic and sincere way.

With this pill you'll learn how to...

Avoid misunderstandings with customers. Eliminate listening barriers. Put yourself in other peoples' shoes through simple and effective techniques.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

The ten dimensions of service quality

How to exceed the customer's expectations



Are you sure you're offering all-round **quality** service?

Or sometimes when there's not much time available, do you **overlook** some detail?

Is your **customer**... always right?

With this pill, you will learn the **10 dimensions of service**, so you can manage any situation with **professionalism** and go beyond your customers' expectations.

With this pill you'll learn how to...

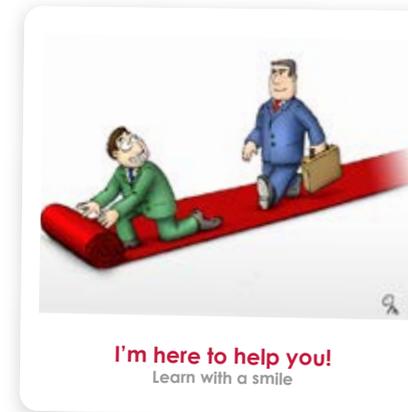
Be aware of the tangible aspects of the service. Ensure reliability. Improve responsiveness. Develop expertise. Ensure courtesy. Maximize credibility. Guarantee security. Provide access. Ensure communication. Maximize your understanding of the customer.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

The front line: welcoming customers

Win over your customers the first time you meet them!



Customers are demanding, touchy, insatiable, and disloyal?

But they are the reason we are here. So let us welcome them with a **smile** to start a positive and trusting relationship!

In this pill you will find just a few but essential guidelines on how to **welcome customers** and make them feel comfortable.

With this pill you'll learn how to...

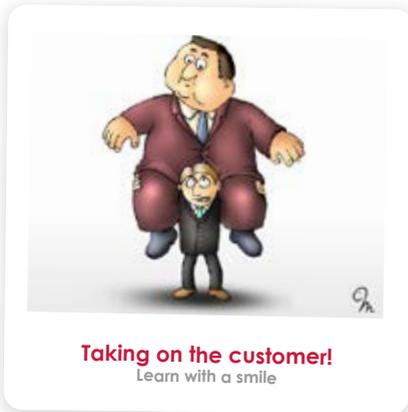
Make a good first impression: the greeting. Make a good visual impact. Smile and listen.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

The front line: taking care of the customer

Preparation and professionalism to gain trust



Have you ever been in a situation where you did not fully understand a **customer's needs**?

Do you sometimes not feel ready or willing to take charge of your customer's problems and satisfy his/her demands?

In this pill you will learn to **understand customer needs**, in order to **satisfy** them and create customer **loyalty**.

With this pill you'll learn how to...

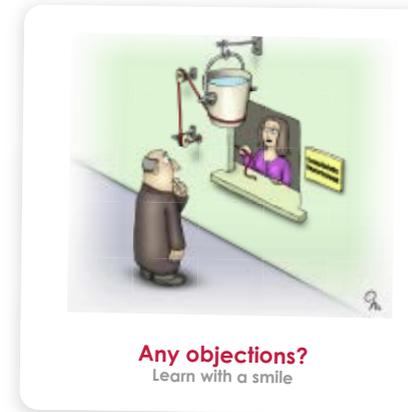
Understand the customer's needs. Make a good first impression. Ensure the effective communication of the information. Be aware of non-verbal communication.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

The front line: managing difficult cases

How to manage complaints, objections and demanding customers



Complaining customers, irritated customers, careless ones, aggressive ones, **suspicious ones** ... Why do they always come to me?

In this pill you will see how to manage **difficult cases**, complaints, and **disputes** in a way that makes them into opportunities for improvement.

With this pill you'll learn how to...

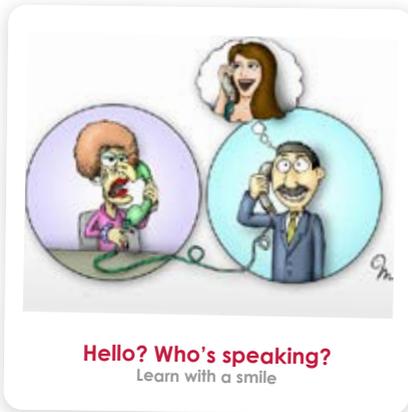
Handle complaints in a positive manner. Handle objections in a positive manner. Formulate your phrases in a positive manner. Use phrases that are conducive to a good relationship.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

The telephonic front line

Techniques for the effective management of telephonic communication



For the customer who calls, there is no difference between a cleaner and the CEO: for the customer, the voice replying represents the **company**.

This pill will teach you to properly manage your **phone contacts** with customers.

With this pill you'll learn how to...

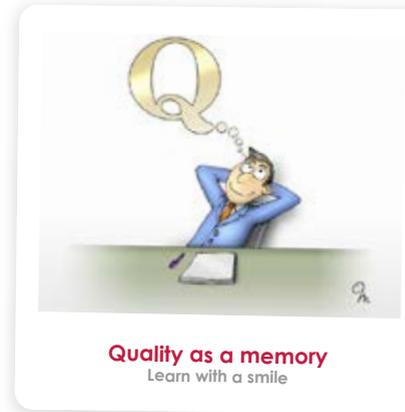
Handle the stages of the phone call. Eliminate annoyances. Be aware of the quality factors when on the telephone. Manage the conversation.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

The front line: how to leave quality

Develop lasting relationships with your customers based on trust



Do you manage to exceed the expectations of your customers and leave a **good memory** of your company?

This pill will teach you how to **complete services** for customers in the best possible way, in order to ensure they come back and speak well of you.

With this pill you'll learn how to...

Exceed expectations. Manage the closure. Get the customer's loyalty.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Territorial marketing: stakeholders and customers

The importance of the relationship between the internal and external market



Do you know how many and who are the people, bodies and organisations **involved in your area**, either because they are located there or because they are thinking of moving there or investing in activities and initiatives?

The banks, private and public bodies, forces of law and order, sports clubs?

All of these are the **stakeholders** you have to keep in mind if you want to promote your territory.

With this pill you'll learn how to...

Segment the market. Understand the interplay between internal and external demand.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Territorial marketing: how to analyse a territory

Learn to understand it to know its needs



Do you know the characteristics that determine the **strong points** that you should promote, as well as the needs and gaps to be addressed?

This pill will teach you how to **analyse a territory**, to know and distinguish the elements that compose it and identify the relationships that keep it together... to strengthen your ties with the area in which to operate and actively affect the processes that influence it.

With this pill you'll learn how to...

Understand the relationships that link a territory, its eco-system and social groups. Analyse the infrastructure of an area. Analyse the characteristics of social groups in the area.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Territorial marketing: the company and networking

The importance of forging strategic links with other companies in the territory



Hey! Are you still fishing with a hook?
When are you going to develop a network?
Learn with a smile

Those who help themselves achieve more than a whole group of people, but those in a network achieve ten times more! The **company network** is the typical structure of our times. If you're not in a network... you're out!

In this pill you will see how a company network is structured and what the **opportunities** and **obstacles** are.

With this pill you'll learn how to...

Become nodes and extend branches to meet and intertwine with other nodes.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Preparing for Sales: the strategy

Analysing the market and clients to plan new activities



Too late!
Learn with a smile

At the end of a sales campaign, do you find yourself still **far from the goal**?

You don't understand why it wasn't successful, even though you did exactly the same things as in the previous campaign that you closed brilliantly?

Do you want to understand **how to avoid** repeating the same situation?

This pill is for you. In a few steps, it tells you how to **plan the results and activities** for a successful sales campaign.

With this pill you'll learn how to...

Analyse previous campaigns, the existing market, the potential market. Organise activity with existing clients and potential clients.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Preparing for sales: managing your agenda

How to schedule the right appointment at the right time!



Client management
Learn with a smile

Can you always manage to organise **appointments** with your clients in the best possible way?

Did you ever **forget** one of them?

Or make too many appointments one day and not enough on the next?

In this pill, you will see how to **manage your appointments** and how to organise your work agenda so you can meet your clients at the **right time!**

With this pill you'll learn how to...

Schedule the activity by week and by day. Choose which clients to visit first. Scheduling activities in the potential market.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Preparing for sales: tactics

Imagine the client's questions and anticipate the possible answers



Dress rehearsals!
Learn with a smile

Have you ever felt **caught** off-guard in front of your client and unable to find reasons to offer your product/service?

Would you like to **know** the questions the client will ask you, so you can **anticipate** the answers?

In this pill, you will see how to **prepare for sales** by establishing the **best tactics** for winning over your client!

With this pill you'll learn how to...

Identify the possible objectives of your client. Determine your client's market segment. Preparing for meetings with a reseller . Understand the relationship between facts and needs. Use tools for preparation.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Sales techniques: approaching the client

You won't have a second chance to make a (good) first impression



Have you ever felt **embarrassed** when first meeting a client because you were wearing the wrong clothes?

Did you greet him with awkward movements and an **unsteady voice**?

Does the first approach with a client seem like an insormountable **obstacle**?

In this pill you will see how to **prepare yourself** and how to deal with the first approach with a client to make a **good first impression** right away!

With this pill you'll learn how to...

Approach the client. Approach sales. Know the conditions for successful negotiation. Take care of your appearance.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Sales techniques: the search for information

Whoever asks will lead: listen, ask and identify the client's needs



Have you ever **offered a product** or service to a client without arousing the slightest interest?

Or fallen into the trap of "the third degree" while you were trying to understand his needs?

In this pill, you will see how to **collect the information** you need to **make an offer** that really satisfies your client's needs!

With this pill you'll learn how to...

Reconstruct the client's needs. Communicate to obtain information. Listen and observe with interest. Guide the other person with questions. Manage the meeting without performing an interrogation.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Sales techniques: offering the product/ service

From the features to the benefit for the customer



Do you can always **offer** your customers a tailor-made **product or service**?

Are you really sure what **satisfies** your customers?

Your products and services are unique, fantastic, super awesome ...but are you not able to sell them?

In this pill you will see how to **manage the moment of sale**, how to present your products/services to make your customers want to buy them!

With this pill you'll learn how to...

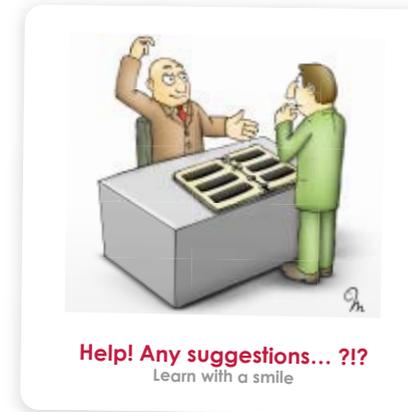
Be clear about the meaning of feature, advantage, benefit. Select the product which is to be sold. Decide and negotiate the price.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Sales techniques: getting past objections

Learn how to anticipate and get past customer resistance



"I'll never use the product you're offering me ...", "Well, no, in reality I don't exactly know what to do with it...!", "I'm not convinced by your offer, goodbye"!

Do your customers' **objections** leave you speechless?

With this pill you will see how to **manage** and use them to **overcome** your customers' **doubts** and thus get close to the deal's closure!

With this pill you'll learn how to...

Manage the objections. Get past the initial objections. Get past the objections on the content. Get past postponement objections.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Sales Techniques: closing and result

How to influence the decision-making process and transform an offer into a practical agreement



Have you ever “lost” a customer at the moment of closing a sale?

Have you ever thought “that’s it I’ve done it” to then find that you haven’t sold anything?

In this pill you will see how to effectively **manage** the **closing moment**, so that you can be certain not to make mistakes right at the end of your work!

With this pill you’ll learn how to...

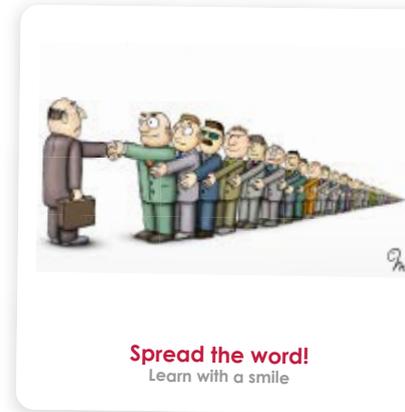
Recognise the buying signals. Distinguish between a natural and presumed closing. Help the customer close the deal. Show confidence.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Sales techniques: the search for a positive referral

The best way of being promoted is through your customers



Would you be happy if all your customers introduced all their **contacts** to you so that you could set up other deals?

Would you be happy if all of your customers **promoted** your name?

In this pill you will see how to obtain a **referral**, in other words how to use your relationship with a customer to get to know other potential customers!

With this pill you’ll learn how to...

Take care of the way you are seen by others.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Post sales: the management of conflict and complaints

Solving problems and disputes in a constructive manner



"I'll never buy anything from you again!"
"Don't consider me your customer anymore!"
Are your customers always satisfied of the choices they made?

Is your **post sales** approach characterised by idyllic relationships or arguments and disputes that need to be resolved?

What is the best way of managing a complaint?

In this pill you will see how to **face disputes** with your customers and find a satisfactory **solution** for both sides!

With this pill you'll learn how to...

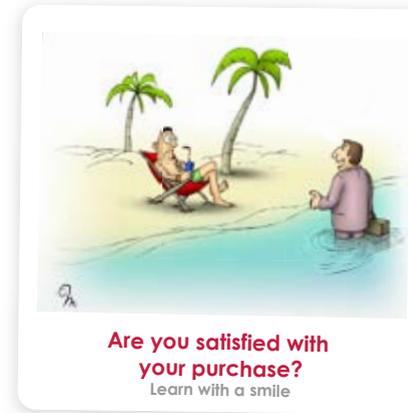
Identify the source of the conflict. Resolve conflicts. Use problem solving techniques. Communicate in a clear and constructive manner.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Post sales: checking for a positive outcome

Don't abandon your customer, assist him/her and evaluate his/her level of satisfaction



Do you always provide assistance to your customer **after the sale**?

Do you take the trouble to check if he/she is **satisfied** with the product/service?

If he/she needs you, does he/she know where to get hold of you?

For a **good salesman**, the sale really begins after the selling!

In this pill you will see how to **check** the outcome of your sale and what to do so as not to leave your customers alone and **unsatisfied**!

With this pill you'll learn how to...

Monitor your customer after the sale. Provide assistance. Propose actions in regard to the product.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Post sales: customer care

Strategies for creating customer loyalty



After their first purchase, would you like your customers to buy your product or use your services again?

In order to go beyond a single sale you need to **manage the relationships** with your customers, also post sales. In this pill you will discover the necessary **strategies to achieve customer loyalty** to give you customers real "value".

With this pill you'll learn how to...

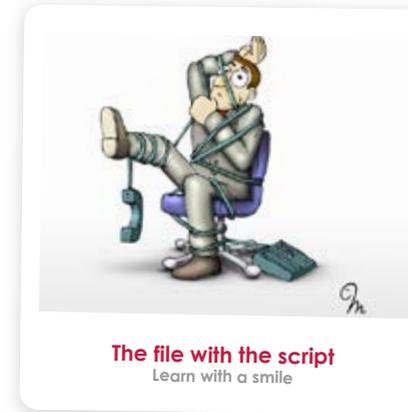
Stay in contact with customers. Understand the value of customers.

Recommended for this Area:

- [MARKETING, SALES AND SERVICE QUALITY](#)

The ABC of promotional telephone calls

Learn how to use your voice, choose the right words and listen carefully



Are **promotional telephone calls** nothing but a burden for you?

Do you **feel insecure** every time you pick up the phone?

In this pill you will learn to **give colour and sparkle** to your **phone calls**, improving day by day, to turn them into great successes!

With this pill you'll learn how to...

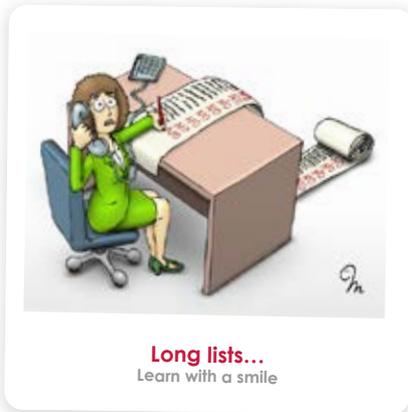
Acquire knowledge of what, when and how to communicate vocally so as to control the signals given.

Recommended for this Area:

- [MARKETING, SALES AND SERVICE QUALITY](#)

A checklist for promotional telephone calls

Organise and plan activities, don't leave anything to chance



Do you **find it difficult** to conclude your promotional calls with a positive outcome?

Is it now a habit for you to be told no?

Does the person replying instantly **stop you** so you're forced to hang up most of the time?

The few times that everything seems to be going the right way ... do you **lose your train of thought?**

In this pill you will learn to manage your **business calls** in detail, to gain confidence and reach your planned goals in an sprightly manner.

With this pill you'll learn how to...

Organise the commercial calls. Prepare and manage the script. Bypass filters and get the listener. Gather information, present the message, invite for action.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Commercial phone calls: how to handle complaints and objections

Find out what an objection may conceal and turn complaints into opportunities



"I'm not interested", "I'm sorry, it's not for us", "is it you again?", "is it even possible that...", "I really don't think that...", "have you understood the problem or not?!?"

... is this all you ever hear on the phone?

In this pill you will learn how to **handle complaints** and objections with minimal effort, and always have a win-win situation!

With this pill you'll learn how to...

Manage the incoming call. Receive and handle complaints. Handle objections.

Recommended for this Area:

- MARKETING, SALES AND SERVICE QUALITY

Coordinating a sales team

Negotiation, feedback and best practices



Perfect coordination
Learn with a smile

Do you ever get the feeling that sellers are good at selling but fail to **keep a team together**?

In this pill you will learn how to **coordinate** your team, from sharing an operational plan to winning **together**.

With this pill you'll learn how to...

Sell and negotiate a team and individual work plan. Negotiate a reliable and adequate control plan. Enhance best practices.

Recommended for this Area:

- [MARKETING, SALES AND SERVICE QUALITY](#)

Planning the activities of the sales team

The goals of the business process and the strategies to achieve them



The planning process
Learn with a smile

Have you ever had things slip out of hand, doing things as they come without a specific goal or guiding light, or continuing to do the same things with no **new ideas**?

In this pill you will learn how to **plan** your own activities and those of your team in terms of marketing strategies and optimal time management.

With this pill you'll learn how to...

Carry out strategic analysis of Marketing data provided by the company. Conceive new ideas to develop a company's territory. Stimulate co-workers to conceive ideas to develop their customer base.

Recommended for this Area:

- [MARKETING, SALES AND SERVICE QUALITY](#)

Initiating and monitoring the work of the sales team

The initial push that determines strength and direction



Have you ever had diligent co-workers with **little motivation**, who prefer to pursue individual goals rather than carry out team plans?

In this pill, you will learn how to give your **team** a push for quality by channelling the energy of individuals towards shared goals

With this pill you'll learn how to...

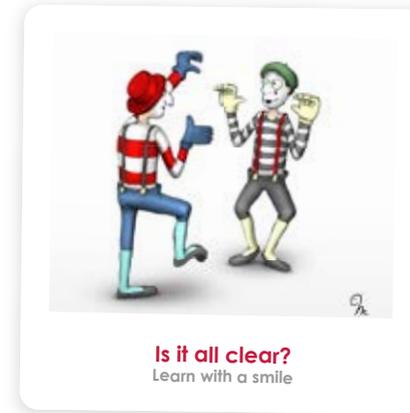
Prepare a coordinated plan of individual support for each co-worker. Make a detailed plan of numerical goals of personal growth and management procedures. Prevent communication errors between the manager and the team.

Recommended for this Area:

- **MARKETING, SALES AND SERVICE QUALITY**

Non-verbal language

Learn to recognise and use expressions, gestures and tone of voice



Do you know how to recognize another person's emotions by observing his **expressions**?

Can you understand when he's really saying **what he thinks**?

Do you give the proper importance to facial expressions and **gestures**?

In this pill you will learn to pay attention to the **“unsaid”**, so you fully understand the messages directed to you and keep control of the signals you send!

With this pill you'll learn how to...

Pay attention to what is not said. The voice. Gestures. Facial expressions. Observe and listen.

Recommended for this Area:

- **PERSONAL COMMUNICATION**

Memory techniques

Exploit the mechanisms in your brain, learn to remember!



"I seem to remember that...", "But I was sure of that!", "Wait, I really have to write this down, otherwise I will NEVER remember it!"

Would you prefer to forget these phrases?

Would you like to be able to **remember** every detail **easily** and invest the time you dedicate to learning in the best possible way?

In this learning pill, you will see how to have an **excellent memory** that lasts over time!

With this pill you'll learn how to...

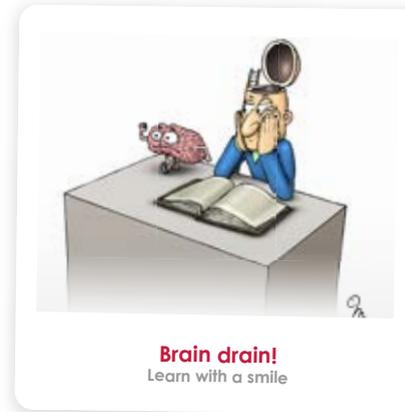
Recognise and use different types of memory. Use the way we see the world. Memorise through the association of ideas. Use memory techniques to gather essential information.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Studying better and in less time

Reading methods and diagrams, anti-distraction and anti-stress techniques for getting 100%!



Do you get distracted?

Do you often **lose track** of what you're reading?

Do you feel alarmed when faced with how much you have to learn?

In this pill you will find the **right method** for **studying without wasting your time** and without stress!

With this pill you'll learn how to...

Exploit the mechanisms of your brain and remember everything!

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The Business Plan: from Idea to Strategy

Making your project a reality and becoming the entrepreneur of your dreams



Do you think you have **your own business idea**, but you don't know where to start?

Did you ever think: could I have done this too?

Are you **discouraged** because you think that your ideas would not interest anyone?

In this pill you will learn to **describe your business idea**, to transform it into a **strategy**, and to lay the groundwork to carry it out.

With this pill you'll learn how to...

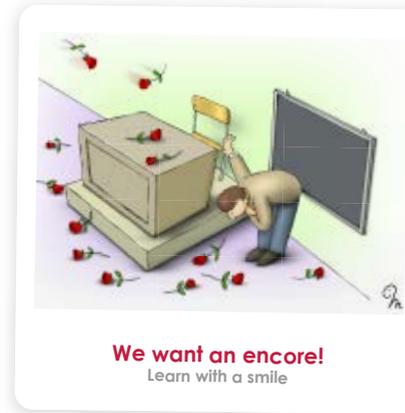
Describe an idea. Rethink the idea in relation to the market. Transform the idea into a strategy.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The art of delivering a lesson

How to prepare and conduct effective and engaging lessons



Do you ever ask yourself how to keep alive the **interest** and attention of the classroom?

Do you know how to choose the **best method** to achieve the educational objectives?

How to facilitate the individuals' **motivation** to learn?

Knowing how to teach a lesson is an art that can be learned. In this pill you will see how to turn a flat and boring lesson into an event that leaves its mark!

With this pill you'll learn how to...

Be aware about you role. Stimulate the motivation to learn. Start by the needs of the participants and focus on the targets. Use the active methodologies.

Recommended for this Area:

- TRAIN THE TRAINER

Internal communication

Tools for the dissemination of information and promoting a sharing culture within the company



Do you ever find that you are unable to **communicate effectively** with your colleagues?

Not understanding which is the correct tool for transmitting a certain message?

Of not being able to leverage internal communications to **engage and guide people**?

In this pill you will learn how to plan, manage and understand the communication that is carried out within your company, developing **communication skills** that are suited to your job.

With this pill you'll learn how to...

Know and use the main internal communication tools: house organ, newsletters, intranet.

Recommended for this Area:

- IMPROVE YOUR COMPANY

The communication plan

A strategy to hit the mark



Have you ever had to manage a project in every detail without being able to **communicate** it?

Or have you ever not been able to **effectively** promote a project that you were in charge of?

Do you know the steps to take to create an effective communication plan?

Would you like to have the **tools** to understand whether the implemented initiatives have been a success or a failure?

In this pill, you will see how to plan, implement and monitor a **communication plan**, learning to coordinate effectively all the tools in order to achieve the expected results.

With this pill you'll learn how to...

Use key variables. Recognize who has to communicate. Make available the right resources for the plan and in which context the plan has to be implemented.

Recommended for this Area:

- IMPROVE YOUR COMPANY

The balance sheet

Learn to read it to gather useful information for developing your company



Do you know how to interpret a **financial statement**, or is it a mysterious and unreadable document for you?

Do you think the financial statement is something reserved exclusively for experts, or that it's a tool to know so you always keep pace with economic, business and social dynamics?

In this pill, you will learn to recognize the importance of knowing how to **examine** a financial statement, **interpret it**, and **recognize its main components**.

With this pill you'll learn how to...

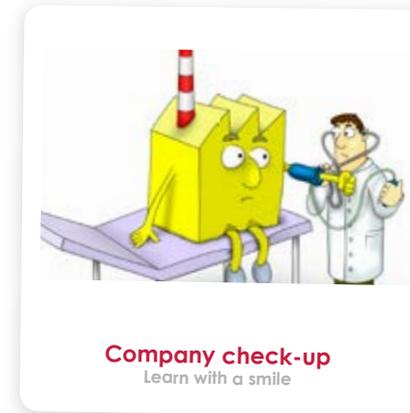
Knowing how to recognise the main elements that make up a financial statement and read and interpret it correctly.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Tools of economic management

The Business Model Canvas and the Value Chain



How many times have you lost sight of the overview of your business?

Or not known which areas to enhance to manage a crisis or to successfully complete a project?

Do you know the essential elements for **starting, managing and monitoring an economic activity**?

This pill will allow you to see what the components of the **Value Chain** produced by the company are and how to present the entire **business model** you intend to plan, highlighting the strengths on which to invest and weaknesses to be strengthened.

With this pill you'll learn how to...

Use the Value Chain to identify key processes that contribute to generating value. Show and describe the key elements of your business model. Check the value of a project and the sustainability of a business.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Parenting as opportunity

How to balance parenthood with work



Balance work and private life
Learn with a smile

We must be able to **reconcile** being a parent with being a worker and, for this reason, it is important to develop a **culture which is inclusive of parenthood**.

Have you ever found you were living your role as a parent in conflict with your work commitments?

Have you ever thought that working in a **climate of cooperation** would make it possible for you to reconcile the different roles you play?

In this pill you will see that parenting is an opportunity.

With this pill you'll learn how to...

Facilitate an efficient balancing between parenthood and work. Develop a widespread responsibility.

Recommended for this Area:

● SUCCESSFUL TEAMS

Multiple intelligences

Which type are you? Discover the intelligences where you are strongest and learn to make the most of them with a specific study method



Mathematical or creative genius?
Learn with a smile

Would you like to have the **IQ** of a genius?

Are you sure that a single number can represent all the abilities and **potential** of our brains?

Let your mind **wander** through the theory of **multiple intelligences**. Intelligence is not a single, homogeneous thing, but a **complex set of abilities**.

With this pill you'll learn how to...

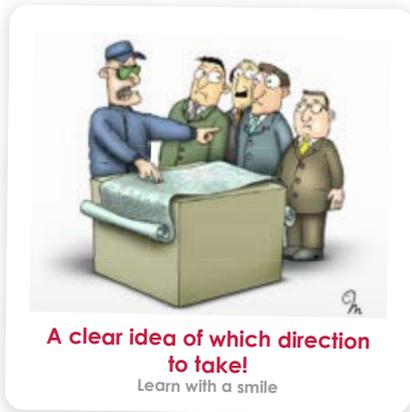
Recognize and develop all your intelligences: verbal-linguistic, logical-mathematical, visual-spatial, musical-rhythmic, bodily-kinaesthetic, naturalistic, interpersonal and intrapersonal.

Recommended for this Area:

● PERSONAL EFFECTIVENESS

Business Plan: positioning

The steps to take to put your business strategy into practice



Do you have a **clear business strategy** in mind but don't know how to implement it?

Do you feel it is time to put your idea into practice, but you're confused and **don't know how to go about it?**

This learning pill will help you get to the heart of your **business plan** and focus on: who to address, i.e. the recipients of your business; how to position your offer; what the structure of your company will be.

With this pill you'll learn how to...

Segmentate. Positionate. Achieve your goals. Set your pricing, distribution and communication.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The profit and loss account

How to identify, analyse and interpret the main elements of the profit and loss account



Do you know how to interpret a company's **profit and loss account**, or do you find it a difficult document to understand?

What does it mean to develop a company's **revenue**?

In what way are the costs attributable to revenue?

What causes a company's **profitability**?

In this pill you will learn the importance of **analysing** a company's profit and loss account, how to **interpret** it, and its main components.

With this pill you'll learn how to...

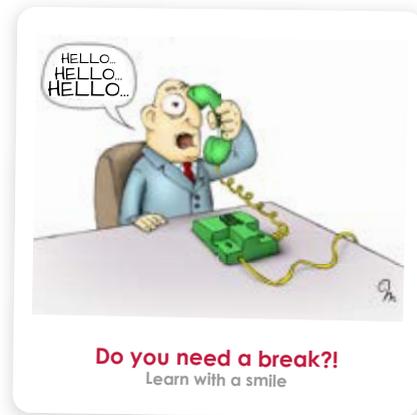
Recognise the main elements of the profit and loss account and being able to interpret it correctly.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Work-related stress

Recognising, assessing and managing work-related stress



Welcome to the course on work-related stress!

You'll find a fun cartoon, multimedia lessons and in-depth notes aimed at helping you to recognize **work-related stress**.

With this pill you'll learn how to...

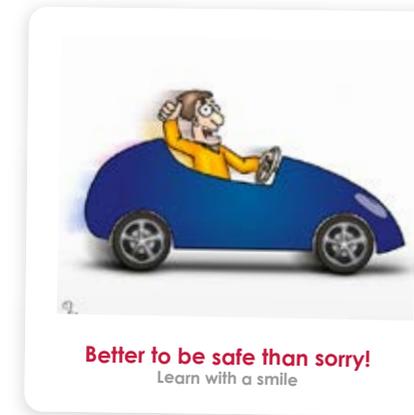
Recognise stress. Recognise work-related stress. Assess work-related stress. Manage work-related stress.

Recommended for this Area:

- WELLNESS

Safe driving

Driving safely: for your benefit and that of others!



Welcome to the course on the "Safe driving" where you will find useful information on **driving safely**: for your benefit and that of others!

You'll find a fun cartoon, multimedia lessons and in-depth booklets to help you **drive with caution and awareness**, avoiding unnecessary risks both while driving, and walking!

With this pill you'll learn how to...

Drive safely. Understand weather conditions. Respect The Highway Code. Recognize the Driver psychology. Avoid minor accidents.

Recommended for this Area:

- WELLNESS

The strategic role of marketing

The right tools for understanding customer needs and meeting demands



Does the new **competitive scenario** scare you?

Is interpreting **new markets** increasingly difficult?

Do you wonder why you recognize some companies or products more easily than others?

In this pill you will learn to apply **strategic marketing** to listening to **customer needs**, meeting demands and gaining customer loyalty.

With this pill you'll learn how to...

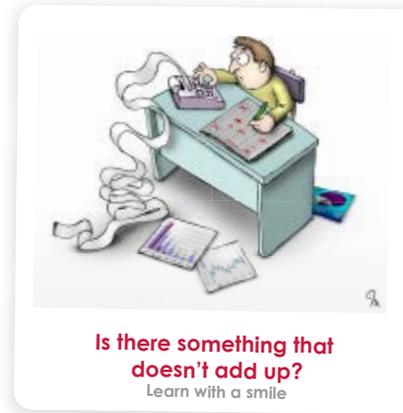
Consider marketing as a driver for the integration of all business activities. Consider marketing as a fundamental company asset. Understand the evolution of communication tools to improve them.

Recommended for this Area:

- **MARKETING, SALES AND SERVICE QUALITY**

Business management and administration

The main tools for managing and running your company



We aren't born experts in **management** and **control**, we become them!

Do you think planning, monitoring, control and administration can be left to chance?

Absolutely not! They represent the beacon that guides those who run the company.

In this pill you will learn the importance of having **appropriate tools** to support company decision making and **control processes** and **mastering technical, managerial and behavioural skills**.

With this pill you'll learn how to...

Management accounting and the interpretation of financial statements using ratio analysis. Management control. The Theory of Constraints and Throughput Accounting. Balanced scorecards for assessing performance.

Recommended for this Area:

- **IMPROVE YOUR COMPANY**

How to write a Curriculum Vitae

The rules for making your Curriculum Vitae unique and interesting!



Curriculum Vitae – Volume I
Learn with a smile

Are you aware that your **resume** acts as the first business card you give someone?

Did you know that in the early stages of selection, the person in charge only dedicates a **few seconds** to every application?

Did you know that there are many ways to write a resume, but that few are truly **effective**?

Do you know the rules for making your resume **unique** and **interesting**?

In this pill you will learn about the **rules** and methods for writing an **effective Curriculum Vitae**.

With this pill you'll learn how to...

Analyse the job advert. Give a structure to your CV. Use the four aces of the perfect resume. Write a Cover Letter. Manage Personal branding and social networks.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The life cycle of a project

The phases and activities of every successful project



Straight to the goal!
Learn with a smile

Do you have difficulty focusing on the main objectives of a project?

Do you wonder how to correctly assess the **resources** needed to carry it out?

Can you identify best practices, and mistakes not to repeat?

In this pill, we will provide you with the tools to plan and **implement a project effectively**.

With this pill you'll learn how to...

Manage the conception phase. Manage the planning phase. Manage the implementation phase. Manage the closure phase.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The pitfalls to avoid in managing projects

Tricks and suggestions for managing a project efficiently and effectively



Do you have the feeling that you can't plan your **projects** correctly?

Don't you understand why the resources you have available are never sufficient?

Do you concentrate on the details of specific activities but lose sight of the **main goals**?

This pill will help you to **avoid the main pitfalls** that impede the success of a project by helping you to optimize resources and results.

With this pill you'll learn how to...

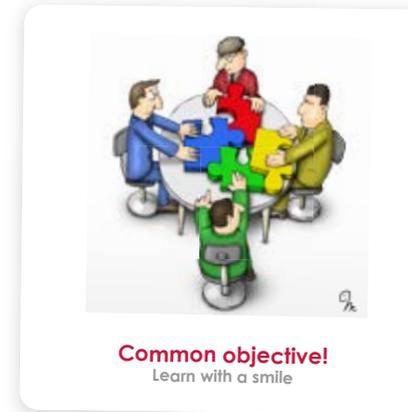
Know the pitfalls to avoid: the project is inadequately defined. The plan is unique. Estimate the resources (time, costs, personnel) are approximate. The objectives of time, cost and quality are not balanced. The resources are not coordinated well. Inspection is non-existent or not very effective.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The project team

How to build an efficient and effective team



"It's all up to me! Whenever there's an emergency, everybody runs away somewhere or other and I'm left behind to deal with the whole situation."

"The boss doesn't realise that we have to respect the **time requirements** and we can't go any faster."

"We will need two more days for testing... but the guys in marketing want some sort of solution for their presentation."

Do these situations sound familiar?

In this pill, you will learn that a project cannot function unless it's accomplished by one of more teams that are **motivated** to reach the **same objective**, and you will see how to manage a team and how to work within it.

With this pill you'll learn how to...

Manage a team. Work in team.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

The 5 S Method

Find out and learn how to use Quality instruments



Do you lose time finding the files you need to finish work in progress?

Is your hard disk almost full?

Do you not have space because of the volume of paper on your desk?

Is your mouse defective and sometimes slows you down?

It's time to adopt **5 S method**, to separate what you really need from what clutters your desk, to put everything in order, to remove flaws and imperfections and repair malfunctions, to establish simple procedures that are clear for everyone, to continue keeping everything in order. The results of your work will improve, and **you will work without wasting time and with less stress.**

With this pill you'll learn how to...

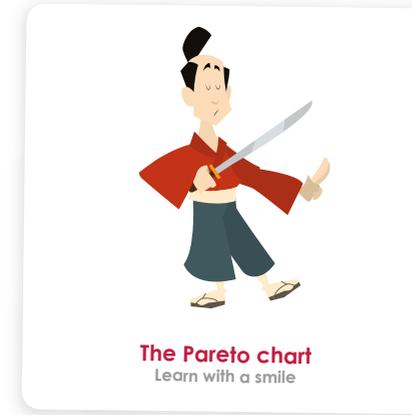
Separate the essentials from additional or unnecessary items. Standardise behaviour with procedures to keep everything in order during and after work. Support good practices over time with frequent monitoring and improvement.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Pareto

Find out and learn how to use Quality instruments



Do you have many choices to make and do not know what to do?

A good idea would be to focus only on the most important ones!

In this pill you will learn **to make decisions** based on the **assessment of priorities**, rather than on your feelings and preferences.

With this pill you'll learn how to...

Know and use the Pareto chart.

Recommended for this Area:

- IMPROVE YOUR COMPANY

The Ishikawa diagram

Find out and learn how to use Quality instruments



Something bad happened. The search for the guilty party has started, as well as those who excuse themselves by blaming others. But no one solves the problem.

Do you want things to go differently?

Forget the culprits, and seek the causes that led to the critical situation.

In this pill, you will learn to find out and organise the **various causes that generate an effect**, in other words the levers on which to intervene to **change an undesired effect**.

With this pill you'll learn how to...

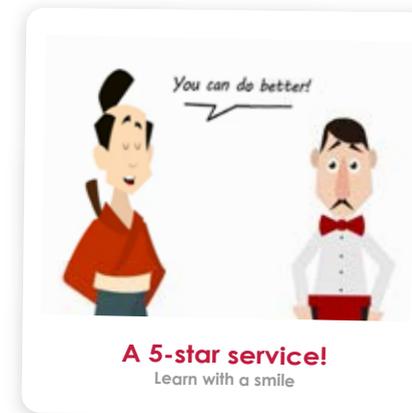
Use the Ishikawa diagram to highlight the causes that have the most impact, on which action should be taken to solve a problem. Define the criticality to be examined. Differentiate the search for causes.

Recommended for this Area:

- IMPROVE YOUR COMPANY

The Kano model of Attractive Quality

Find out and learn how to use Quality instruments



Receiving something you do not expect, that goes a bit beyond your expectations is exciting, right?

Even **your product or service must have something more to excel** if compared with the others, not just what the customer expects and asks you for.

In this pill, you will learn to provide a simple purchase, an **experience that gains customer loyalty** and triggers a positive word of mouth!

With this pill you'll learn how to...

Continuously renew quality and competitive advantage. Offer the customer something more than required. Compare what the customer wants, what the customer does not want, and what leaves him indifferent.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Fostering Interculturality

Encourage interculturality



Have you ever thought about how many **different cultures** there are in the world?

How many cultural factors contribute to **diversity among peoples**, and what are the most significant ones?

The world is increasingly connected, distances are getting shorter and it's no longer so strange to meet people from distant countries.

In this pill you will find out how to have an **empathic attitude when encountering cultures different from your own**, so you can deal with them in the best possible way!

With this pill you'll learn how to...

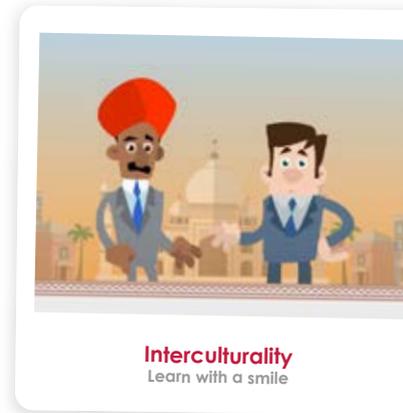
Understand what is meant by culture and which factors determine it. Develop an open attitude.

Recommended for this Area:

- PERSONAL COMMUNICATION

Learning about Indian culture

Understanding Indian culture



Namaste.

Have you noticed how many Indians you can meet around the world?

Do you know the customs and traditions of this beautiful country?

With this pill you will learn the **most important things to know when dealing with Indians!**

With this pill you'll learn how to...

Understand Indian culture and the characteristics that distinguish it from yours and that make it so fascinating.

Recommended for this Area:

- PERSONAL COMMUNICATION

Learning about Chinese culture

Understanding Chinese culture



Ni hao!

Do you know that the Chinese culture is one of the oldest in the world, and rich in traditions?

Have you noticed how it's easier to encounter and have contacts with people from China?

What do you know about this global giant?

In this pill, you will find **lots of information to help you relate successfully to China and its people!**

With this pill you'll learn how to...

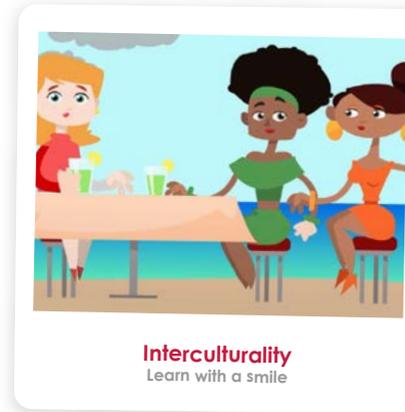
Understand Chinese culture and the characteristics that distinguish it from yours and that make it so fascinating.

Recommended for this Area:

- PERSONAL COMMUNICATION

Learning about Brazilian culture

Understanding Brazilian culture



Tchau!

Have you ever found yourself dealing with someone from Brazil?

Do you know the customs and traditions of this nation?

With this pill, you will learn the **most important things to know when dealing with Brazilians!**

With this pill you'll learn how to...

Understand Brazilian culture and the characteristics that distinguish it from yours and that make it so fascinating.

Recommended for this Area:

- PERSONAL COMMUNICATION

Learning about Russian culture

Understanding Russian culture



Привет.

Have you ever found yourself dealing with someone from Russia?

Do you know the customs and traditions of this nation?

With this pill, you will learn the **most important things to know when dealing with Russians!**

With this pill you'll learn how to...

Understand Russian culture and the characteristics that distinguish it from yours and that make it so fascinating.

Recommended for this Area:

● PERSONAL COMMUNICATION

Andragogy principles

How adults learn



Have you ever had to train a group of **adults**?

Have you ever wondered what the peculiarities of their **way of learning** are?

Do you feel you need a guide to direct your work as a trainer?

With this pill, you will learn to start an initial understanding of the spectrum of **learning theories**, in order to consciously choose the one best suited to the results you wish to achieve.

With this pill you'll learn how to...

Understand how adults learn. Reflect on the role of experience in learning. Establish possible relationships between theoretical models.

Recommended for this Area:

● TRAIN THE TRAINER

Digital Social Learning

Interactions at the heart of the learning experience



Have you heard about **Digital Social Learning** and would you like to know more?

Would you like to introduce **new types of collaborative and participatory learning** into your organisation but do not know how to do it?

This pill will help you identify the tools and environments that can act as the **engine of Social Learning**, to understand how to create fertile organisational ground and to understand the **role of designers and trainers** in this new scenario.

With this pill you'll learn how to...

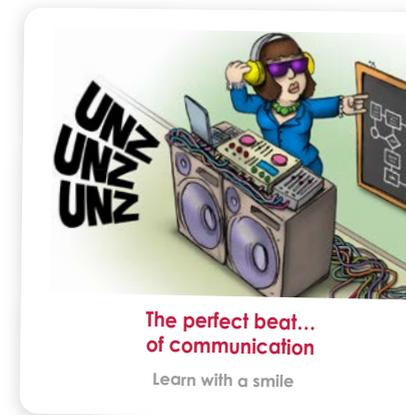
Identify the tools to introduce Social Learning into your organisation. Know the areas in which you can initiate these processes. Develop types of collaborative and participatory learning.

Recommended for this Area:

- TRAIN THE TRAINER

How to involve students and to communicate with them

Strategies for a successful eLearning



Do you **organise** online courses and note that participants are unmotivated, and not in line with the completion of their activities?

Do people perceive **online training** as a boring waste of time?

Do you want to transform e-learning into an **immersive experience**, but are not sure how to do it?

To solve these problems, it is not enough for training materials to be effective: it is also necessary to have **good communication paths** and a **people's engagement strategy**?

This pill will give you the answers you are looking for. It will show you how to apply the **rules of marketing to training** and what steps must be taken before, during and after the realisation of an eLearning course to make it... really appealing!

With this pill you'll learn how to...

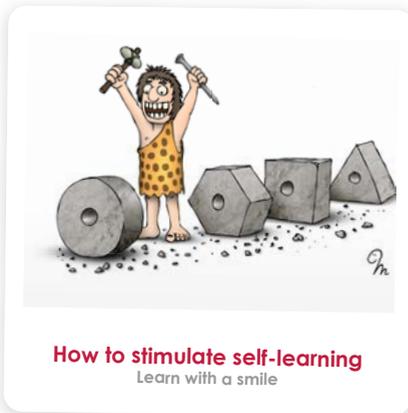
Apply the laws of marketing to training. Know the steps to be taken before, during and after the launch of an online course. Communicate and planning engaging training.

Recommended for this Area:

- TRAIN THE TRAINER

How to stimulate self-learning

The C.A.M.P.U.S. method



Would you like to encourage **self-learning courses** in an **autonomous and conscious way**?

Do you start e-learning courses without achieving the desired results?

Do you not know how to **keep the attention** of participants in online courses and other proposed self-learning activities?

In this pill you will discover how to promote effective self-learning and what the levers that drive and motivate us to **train ourselves independently are**.

With this pill you'll learn how to...

Promote self-learning courses. Capture the attention of the participants during the online courses. Identify the self-training levers.

Recommended for this Area:

- TRAIN THE TRAINER

Rating and self-rating

Towards forms of online authentic assessment



Do you sometimes organise online courses and not know how to **handle the assessment phase**?

Have you realised that traditional **methods to certify and assess** are now ineffective but you don't know how to renew them?

Have you heard of **portfolios, open badges** and **peer-assessments** but would like to know more?

This pill will help you know the main forms of new assessment and understand how and when to use them.

With this pill you'll learn how to...

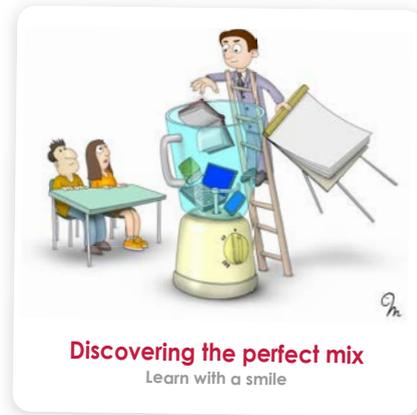
Transform the assessment into a training moment. Know and apply the new assessment methods of the new online assessment. Develop assessment models that enhance the contextualization of the experience and the development of lasting skills.

Recommended for this Area:

- TRAIN THE TRAINER

How to plan a blended learning

Knowing the training methods and knowing how to blend them depending on the training objectives



Do you have the feeling that the design methods that you have always used are no longer relevant?

Have you been asked to **reduce training time**, in particular for classroom training?

Do you not know how to **stimulate self-learning** and the involvement of participants in training courses?

In this pill, we will see how **development** in a blended logic can help you achieve these goals.

With this pill you'll learn how to...

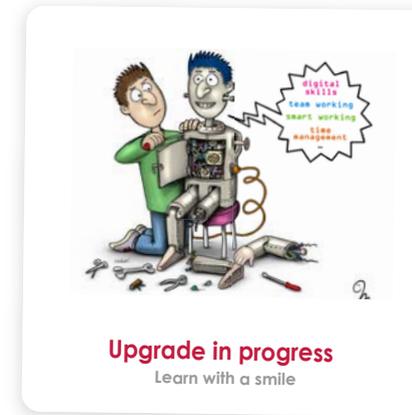
Innovate the training process. Reduce training time and costs. Promote the co-construction of knowledge. Give greater continuity to training. Involve all participants. Train many people in a short space of time.

Recommended for this Area:

- TRAIN THE TRAINER

The skills of a trainer 2.0

The evolution of the role of those working in digital



What does putting **digital innovation** at the heart of your organisation mean?

What is the role of **Academies** in the present day?

What **skills** must a trainer 2.0 have?

This pill will answer these and other questions, and you will learn the steps necessary to **renew the architecture of corporate training**, and it will provide you with the tools to renew your **professionalism as a digital trainer**.

With this pill you'll learn how to...

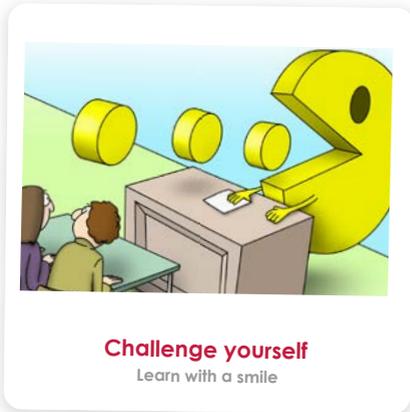
Innovate the trainer's digital expertise, research and relationship skills. Transform Academies from providers of courses to strategic partners. Innovate the architecture of the training process.

Recommended for this Area:

- TRAIN THE TRAINER

Gamification

Harness the power of games for learning in the company



Have you heard of **Gamification** but have not yet figured out exactly what is it?

Are you looking to leverage the **power of games** in your organisation but do not know where to start?

This pill will help you clear away the doubts and to identify the main steps, techniques, tools, and the obstacles to be overcome to **introduce Gamification in your organisation.**

With this pill you'll learn how to...

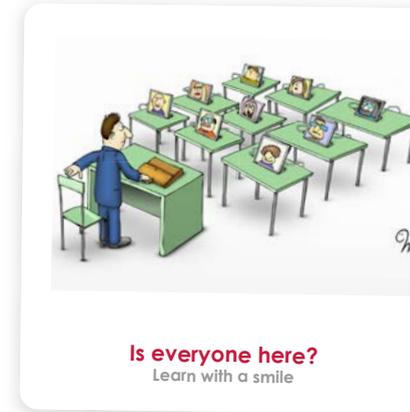
Know the steps to introduce gamification in the enterprise. Find out the obstacles to be faced in the development of gamification projects. Identify the mechanics to be applied in the development of games.

Recommended for this Area:

- TRAIN THE TRAINER

Virtual Classroom / Webinar

Organize effective and stimulating virtual classrooms



New technologies are revolutionising the world of training! Are you aware of this?

How do you organise your virtual classroom?

Do you manage the situation properly?

Do you find it difficult to involve participants?

Would you like to find out all the **secrets for organising** an effective training webinar?

Virtual Classroom offers innovative teaching ideas. In this pill we will see how to exploit the potential of this tool.

With this pill you'll learn how to...

Develop and conduct effective webinars. Stimulate the participation of learners. Choose the format and technologies for your online classrooms.

Recommended for this Area:

- TRAIN THE TRAINER

Diversity Management

The importance of recognising how much wealth and variety there is among the people around us



Each person is **unique**, each person perceives the world around him and acts differently. This can sometimes lead to misunderstandings, closed attitudes and inflexibility.

In this pill we will look at how **diversity** is actually an **asset**, both for us and the company for which we work. Different perspectives and experiences, despite being conflicting, can lead to improved quality of work and personal well-being if they are integrated correctly!

With this pill you'll learn how to...

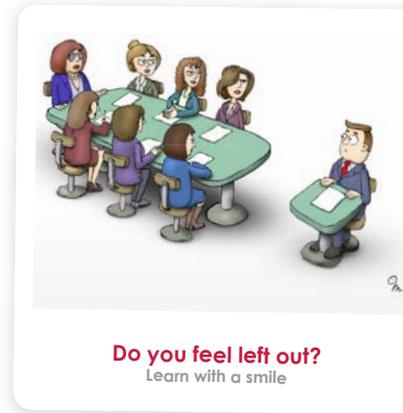
Create opportunities for mutual listening and understanding. Develop awareness of gestures and attitudes that may be offensive or discriminatory. Adopt a communication and relationship style that is free from stereotypes and clichés.

Recommended for this Area:

- SUCCESSFUL TEAMS

Developing gender inclusion dynamically

A great opportunity to enrich the organisational culture



An organisational culture based on the distinctive characteristics of each person requires the **inclusion of male and female cultural models**.

Have you ever behaved differently due to your interlocutor's gender?

Have you ever thought that the **plurality of individual contributions**, each with its own nuances, could **enrich the organisational culture**?

In this pill you will discover how to promote an organisational culture that respects and promotes gender inclusion.

With this pill you'll learn how to...

Create a culture of organisational citizenship, where the plurality of individual contributions produces wealth, stimulates creativity, generates productivity and innovates work models.

Recommended for this Area:

- SUCCESSFUL TEAMS

Reverse Mentoring

An important opportunity to innovate your organisation and help it grow



Have you ever thought about how many **generations** there are within your organisation?

About which skills one of them might have that could be relevant to the other?

And how to implement a cross generational **skills exchange**?

In this pill we look at what Reverse Mentoring is, what skills can be learned from a **cross generational exchange** and what are the best practices to **make learning effective** for both generations.

With this pill you'll learn how to...

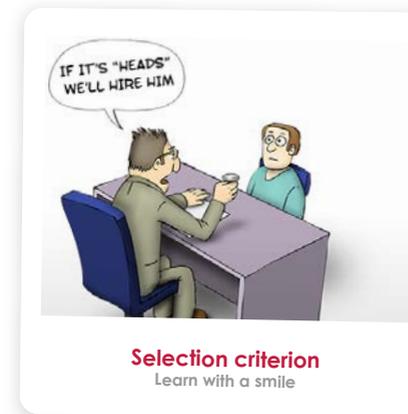
Accelerate the digitisation of your organisation. Focus on the development and training of younger employees. Organise meetings between Junior and Senior employees with a view to mutual exchange. Always be open to and curious about current innovations.

Recommended for this Area:

● **SUCCESSFUL TEAMS**

Job interview – How to conduct it

Some good practices for the selector



Do you hold daily selection interviews but feel the need to **improve your style**?

Do you occasionally have to interview candidates and need to **examine in depth your interview techniques**?

This pill will help you learn the ropes.

With this pill you'll learn how to...

Effectively managing a selection interview. To better manage questions during a selection interview.

Recommended for this Area:

● **LEADERSHIP AND PEOPLE MANAGEMENT**

Nurture your staff

Development and rewards



To each his prize!
Learn with a smile

What do people value about work?

How can **individual contribution be rewarded** in companies?

Is it only the pay that matters at work, or do intangible aspects such as development and learning also contribute towards enabling fulfilment?

Why do rewards and benefits not have the same value for everyone?

In this pill we will discuss the **rewards system** and the impact that different forms of compensation can have on the motivation, engagement and performance of individuals. We will reflect on the importance for managers and leaders of knowing how to recognise and understand the different motivations and expectations that influence the behaviour of people in organisational contexts. We will highlight the importance of managing to **provide bespoke reward and management solutions**, based on a genuine understanding of those who work with us.

With this pill you'll learn how to...

Understand what influences people's attitude. Provide responses and rewards that are consistent with the expectations, needs and personalities of each person. Manage the compensation system using the Total Reward approach.

Recommended for this Area:

● LEADERSHIP AND PEOPLE MANAGEMENT

Resilience

Facing times of crisis and coming out of them stronger



I bend but I do not break
Learn with a smile

Have you ever, at the nth difficulty you have encountered, not being able to maintain a **positive attitude**?

It is not always easy. It is even more difficult to know how **to get up after a fall** or find the **strength to react** to turn around adverse situations.

Doing it successfully means have a great deal of **resilience**. Do you know what it is? Where to look for it? And above all, how to activate it? This pill is aimed at answering these questions and providing guidance in order to transform obstacles into opportunities and risks into challenges.

With this pill you'll learn how to...

Maintain optimism and self-esteem. Cultivate psychological toughness. Channelling energy on positive emotions.

Recommended for this Area:

● WELLNESS

Scope and scope statement

Make the best use of the tools of Project Management



Do you already know in what document you can find an **initial description of the project deliverables and the related work required to deliver them?**

Have you ever wondered what happens if certain elements of the project scope are unclear?

In this pill we will look at what the **Scope Statement** is, its main objectives and the various elements that make it up!

With this pill you'll learn how to...

Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Target setting

Make the best use of the tools of Project Management



How are **project objectives defined?**

How do customer needs become product requirements?

In this pill we will look at the process of **Target Setting** and the methodological steps for transforming the needs of the end user into product/service performance and specifications that are useful to those who will develop the solution!

With this pill you'll learn how to...

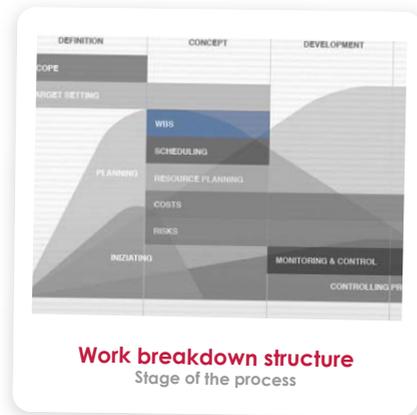
Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Work breakdown structure

Make the best use of the tools of Project Management



Did you know that a WBS was used for the first time by NASA to manage the Apollo program in the 1960's?

In this pill we will take a detailed look at the usefulness of a **Work Breakdown Structure**; we will look at several **techniques and tactics** for building a comprehensive and effective WBS and how to use it in the different stages of the project, to support the planned activities.

With this pill you'll learn how to...

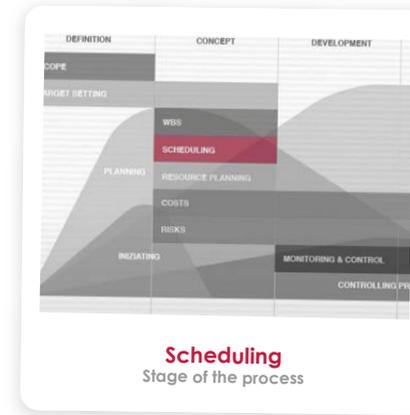
Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Scheduling

Make the best use of the tools of Project Management



Do you ever think about the importance of **devoting time and attention to planning?**

In this pill we will take a look at the basic steps of the planning process, the tools and techniques that we can use to properly **estimate of the duration of the activities and the resources needed**, and the links with the other Project Management processes.

With this pill you'll learn how to...

Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Resource planning

Make the best use of the tools of Project Management



Have you ever not paid enough attention to project resource planning and then been forced to **alter timeframes and the budget?**

In this pill we will look at some techniques and tactics to **effectively estimate the resources needed** for a project and how to assign them to the planned activities.

With this pill you'll learn how to...

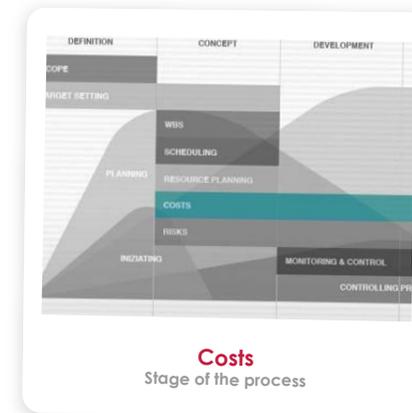
Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Costs

Make the best use of the tools of Project Management



Have you ever **underestimated** the resources needed for a project?

How can you correctly identify the cost elements required by each activity specified by the WBS?

In this pill we will address the **cost management process** and the main stages that make it up. We will look at the prerequisites for an effective estimate of the resources needed and why it is important to **define the changes of costs over time and to continuously monitor variances** versus the project budget.

With this pill you'll learn how to...

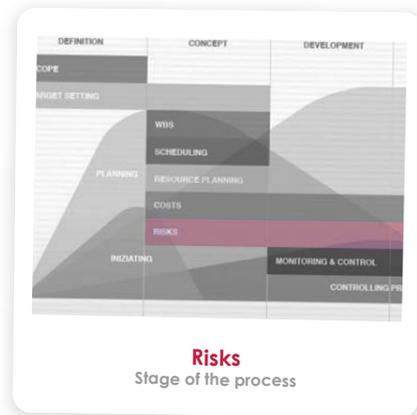
Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Risks

Make the best use of the tools of Project Management



Have you ever underestimated the impact of an event on the project results?

How do you **identify and manage risks**?

In this pill we will look at **what is meant by risk** and at the main types of **risks that we could come across**; we will also take a detailed look at how to effectively manage risks in a number of projects we are currently involved in.

With this pill you'll learn how to...

Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Monitoring & control

Make the best use of the tools of Project Management



How do you **monitor** the progress of a project?

What should you do if you find changes versus the original objectives?

In this pill we will look at the main objectives of the **monitoring & control** process, the activity the PM must carry out at this stage, what tools can be used to **track the work progress** and how to **define any corrective support actions** for identified critical issues.

With this pill you'll learn how to...

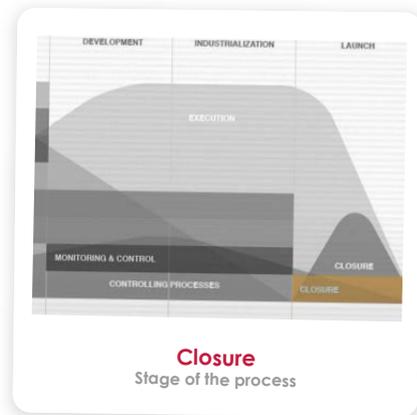
Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Closure

Make the best use of the tools of Project Management



How can you turn a project into a learning opportunity?

How do you **take stock of the work that has been carried out?**

In this pill we will focus on the **closure process** and on the PM's role at this stage, we will look at what a **Final Report** is and analyze the **Lesson Learned** as a tool for learning from the experience of a recently closed project and for successfully looking at future initiatives!

With this pill you'll learn how to...

Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Project manager skills

Make the best use of the tools of Project Management



The Project Manager is the person who is responsible for **coordinating the project efforts** in order to fulfil objectives.

The Project Manager must have the basic technical knowledge to enable him/her to understand and therefore **manage the project activities** and to use specialists for the various specific activities.

If a PM manages a team that does not report to him/her hierarchically, it is extremely important that he/she gains authority by deploying many Soft Skills in the field.

Discover your command of necessary techniques and Soft Skills with two simple self-assessment activities.

With this pill you'll learn how to...

Learn and develop this stage of the process.

Recommended for this Area:

- PERSONAL EFFECTIVENESS

Age Diversity

Age diversity as a source of wealth



Have you ever considered the fact that people from **different generations** coexist in the workplace?

How can we make different generations a **source of wealth** rather than conflict?

In this pill we will take a look at what age diversity means, at which generational groups we can recognise both within the company and society, and we will compare their values and attitudes.

With this pill you'll learn how to...

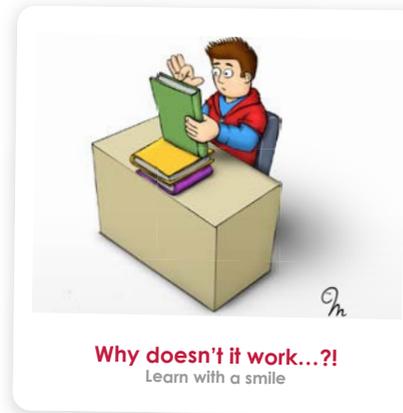
Relate with different ages. Be aware of generational differences.

Recommended for this Area:

- SUCCESSFUL TEAMS

Digital natives

Find out how new generations are changing the way we work



Have you ever wondered who the **digital natives** are?

What **changes** they can bring to current models?

And how to approach **cross-generational organisation**?

The objective of this pill is to **analyse the behaviour** of digital natives in order to understand how they learn, manage, collaborate and communicate, with the aim of finding a way to work serenely and effectively in a cross-generational organisational context.

With this pill you'll learn how to...

Know the differences between digital and analogue natives. Discover the advantages that digital natives can bring to an organisation.

Recommended for this Area:

- SUCCESSFUL TEAMS

Smart working, flexible working

Discover the new borders of smart working to overcome space-time limits and reach surprising results



Are you a manager who wants to **optimise** the cost/yield relationship of your employees?

Do you want to use network resources and the power of **new technologies** to work from wherever you like?

Are you a worker who is stressed by commute traffic, hours lost going to and from work, the fixed schedule that sometimes leaves you in a mad rush and sometimes doesn't work at all?

Today you can work more quickly, flexibly and intelligently by using your time just for producing **useful results**.

With this pill you'll learn how to...

Organize your time wisely. Increase your productivity. Reduce the stress and conciliate your private life with your job.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Smart working - remote working and collaboration

How to collaborate everywhere we are: not being in the same office is not a problem anymore!



Have you ever had to **collaborate** with people who are not in your office?

Or had to organise a team of people who are **far away** from each other?

Do you want to plan a meeting or create documents with your colleagues, **easily** and without sending too many emails?

With web tools you can create an online office where you can work and collaborate with colleagues and partners for everyday work or a single project. Depending on the objective of the collaboration you can choose between different methods of interaction, to synchronize the different roles and update the work stages. In this pill you will learn how **e-collaboration**, that is, collaboration using the internet, simplifies work activities and eliminates distance between people.

With this pill you'll learn how to...

Learn about systems for online collaboration. Organise and participate in a meeting online. Produce content with other people through the web. Use tools for organising team work and interaction between people.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Skills for smart working

The key competencies to become a smart worker



To deal with the new way of working with flexible schedules, diverse places and online connections, what **skills** are needed?

What should you **know - and know how to do** - besides the normal skills specific to your position?

How do you move around on the web and in **social networks**?

In this pill, you will have an outline of the **new skills** of the smart worker.

With this pill you'll learn how to...

Know the skills of the smart worker. Understand how to assess your own abilities. Understand how to organise your own day. Be able to manage the network intelligently.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Happy working in an open space

Everything you need to know to work in an open space office



Do you feel lost if your desk is a long **table shared** with your colleagues?

Do you find it difficult to work in an **open space**?

Don't worry! Most people find it hard to concentrate at the beginning. It's normal to "feel adrift" when confronting new ways of working. Let's try to **ride the wave** of change and **overcome the new challenges** posed by smart working: we're sure to gain benefits from it. Evolution toward improvement comes from overcoming difficulties.

With this pill you'll learn how to...

Concentrate in an open space office. Live in group. Promote privacy. Respect workplace harmony.

Recommended for this Area:

- IMPROVE YOUR COMPANY

Search, filtering and assessment of information

Trovare le informazioni utili in breve tempo, conoscere le strategie e saper leggere i risultati.



Do you ever find yourself in difficulty at the computer, wanting to **find the solution on your own**, without anybody's help?

Have you ever felt lost in the sea of information supplied by the internet?

Thanks to the web we can find various solutions to our problems, but to look for the correct results we need to **take advantage of the options and filters** available, which we are often not aware of.

In this pill, you will learn to **find the right results for your search** efficiently, saving time and resources.

With this pill you'll learn how to...

Find answers to our questions on the web. Search for information quickly. Easily exclude results that don't interest us. Recognise the results presented to us.

Recommended for this Area:

- DIGITAL SKILLS

Documents filing and recovery

How to remember infos and contents, facilitate their recovery and organize them



Do you ever have to manage an **excessive number of documents?**

Have you ever had to suddenly share or view a document when you're not in the office?

Through the web, you can store your documents securely; you can **view** them from any PC or device with internet access; and with a few clicks you can **share** documents and folders with anyone who uses the same **cloud system**.

In this pill you will learn about the world of the Cloud and learn some methods for storing your documents online.

With this pill you'll learn how to...

Understand the world of the Cloud. Recognise different cloud systems and understand their differences. Retrieve documents that are far from your work location. Share documents and resources through the cloud.

Recommended for this Area:

- DIGITAL SKILLS

Information and content sharing

How to be proactive in sharing infos, knowledge and resources



Do you ever find interesting content on the web and want to **share it**?

Have you ever wanted to **make your work known**, or your company's, and not known what the best channel is?

There are **social networks and sharing platforms** on the web, where you can find and upload the most interesting content.

In this pill, you will learn how sharing can be a useful tool for work - and more.

With this pill you'll learn how to...

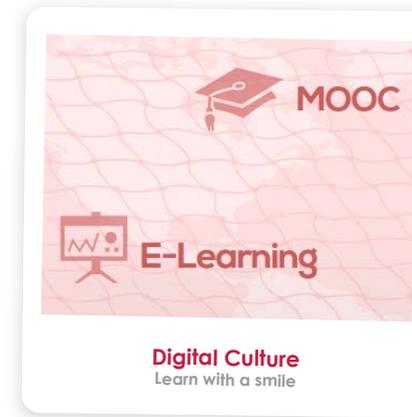
Understand the importance of sharing on the web. Use the systems for sharing (social networks and platforms). Understand the differing content of sharing tools. Know the elements of a sharing strategy on the web.

Recommended for this Area:

- DIGITAL SKILLS

Learning on line

How to use internet to self-train as a pro and staying always updated



Do you ever want to **learn about (or learn more about)** a subject for work or just from curiosity?

Would you like to know the latest **news** regarding a specific topic, without getting lost in the sea of information that's published online every day?

Through the internet you can **learn and acquire new knowledge in a professional way**.

In this pill, you will learn about the right channels for learning new skills and updating those you already have.

With this pill you'll learn how to...

Understand the world of e-learning. Use the web for self-learning. Know how to monitor an online topic. Increase your skills.

Recommended for this Area:

- DIGITAL SKILLS

How to participate in professional networks online

The opportunities over the web to keep yourself up-to-date and create new connections



Do you ever want to know about new **opportunities** concerning your work, and be **updated** on the **latest developments**?

Would you like to be in contact with other **professionals in the same field**?

Make useful information known on the web and learn about the best innovations?

By means of specific web environments, professionals with common interests and objectives exchange useful information and knowledge to seize new opportunities, create new connections and stay up to date on their work and more. In this pill you will learn to identify the **right environments** and **actively utilise them**.

With this pill you'll learn how to...

Use different types of web-based environments and their differences. Choose the best environment for your work. Participate in an online professional community.

Recommended for this Area:

● DIGITAL SKILLS

Netiquette - rules of digital behaviour

Good manners on the internet



Are you ever unsure about the **level of formality** to use for a message?

Do you ever read posts that you consider unpleasant in tone?

Or even receive emails with generic subjects where you can't understand the content?

How do you react when you don't know the right use of a new word?

In this pill you will learn **how to communicate well with email and on social networks**, adapting the message to the recipient to achieve the message's objective.

With this pill you'll learn how to...

Apply netiquette according to the online context. Communicate accurately and transparently. Acquire confidence in online communication. Focus the objective of the message.

Recommended for this Area:

● DIGITAL SKILLS

Self branding - how to manage your own online image

Checking your reputation and increasing the value of your online image



Did you ever want to know if one of your projects or your name has been mentioned on the web?

Or want to be notified right away if this happens?

Do you want to **make your online professional profile effective**, and use your profile on the web as a real marketing e communication resource?

In this pill you will learn to monitor your online reputation and highlight your abilities and your work.

With this pill you'll learn how to...

Discover where and how we are talked about on the web. Make your online profile consistent with your professional image. Be found, make your specialisation stand out, and look for colleagues. Use tools to monitor your name on the web.

Recommended for this Area:

- DIGITAL SKILLS

Safety – data safety

How to defend your data and recognize threatening situations



Do you ever feel not in control of **managing the online security** of your PC or your devices?

Do you want to know the methods and tools for increasing the level of **information security**?

The Internet allows you to be open to new skills, develop those you already have, meet new people and contact groups or companies. In real life and also in the virtual one, you need to know how to distinguish truth from lies, real persons from fake ones, **protect your privacy**, identify ambiguous or unsafe situations and be able to take action right away when your security is violated. In this pill your will learn to recognise dangerous situations online, anticipate possible violations and monitor your own online security.

With this pill you'll learn how to...

Recognise and anticipate dangerous online situations. Monitor your own online security. Master methods and tools for increasing your online security.

Recommended for this Area:

- DIGITAL SKILLS

Being a bearer of innovation

The minimum standard of digital competencies to innovate organizations



Do you ever feel tired of your job?

Would you like to **improve your abilities** to have a different view of professional procedures and points of view?

Would you like to **make changes** to your business, or simply your everyday routine?

What **skills** are needed and how can they be developed?

The web offers a great opportunity: change how you work with **digital skills**. However, to do this we must be able to identify the abilities we lack and the abilities needed, in line with our own aptitude and expectations. It's important to bring these abilities beyond the minimum level of skill needed to **be and remain competitive** in today's market. By navigating online, it's possible to find a huge amount of training material and, through practice, find and absorb the information, practices and philosophy of the **digital culture**.

With this pill you'll learn how to...

Understand how digital skills can change your work. Understand these skills and how they are divided up. Identify the main skills to be developed according to your needs. Suggest the start of an educational programme, even just a personal one, for developing skills

Recommended for this Area:

- DIGITAL SKILLS

Digital tools to be more efficient

Online tools to improve your productivity



Have you ever had to identify and **quickly solve** a problem?

Do you use the **web** and its **tools** to support your work?

Do you want to learn techniques and methods for being **more efficient** in your work?

The web provides users with a great variety of software useful for improving time **management in work activities**, establishing and achieving daily objectives in a practical manner, actively collaborating, **quickly searching for information**, staying up to date and many other things. Most of these programmes are free or freemium and online; they can be used without having to download anything to your computer. These tools take advantage of the potential of cloud technology and can also be used on smartphones and tablets. In this pill you will learn how to increase your working efficiency by using web tools.

With this pill you'll learn how to...

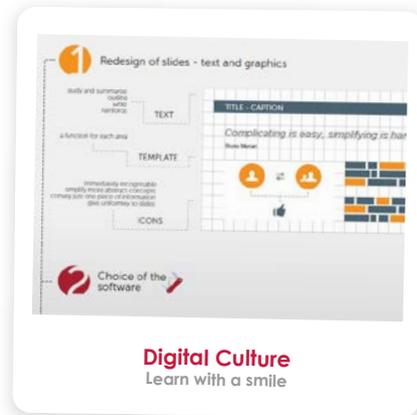
Increase efficiency at work by using web applications. Discover unexplored paths and different points of view to solve problems. Support daily activities with online tools. Manage your time and tasks. Search for answers and information.

Recommended for this Area:

- DIGITAL SKILLS

How to create digital content

Techniques and instruments to create independently multimedia resources



Do you ever have to present data, results and content during a conference, training course or business meeting?

Or have to **rework** documents into more comprehensible and innovative formats?

Are you always **satisfied** with the material you present?

Do you know the techniques and methods for **creating compelling, easily understandable content**?

In this pill you will learn the main aspects of a **high-quality presentation**, how to evaluate and improve your presentation materials and make them compelling, clear and effective. We will see how to reorganise content and **manage the graphic aspect** to create successful multimedia tutorials; and we also will learn some features of the leading software to develop your tutorial and other tricks for creating innovative digital content using online tools.

With this pill you'll learn how to...

Know the aspects to manage for a high-quality presentation. Master different methods for presenting data, results and content. Know the tools that allow you to create innovative content.

Recommended for this Area:

● DIGITAL SKILLS

Learning about Emirati culture

Understanding Emirati culture



Salām.

Have you ever found yourself dealing with someone from the United Arab Emirates?

Do you know the customs and traditions of this nation?

With this pill, you will learn **the most important things to know when dealing with Emiratis!**

With this pill you'll learn how to...

Understand Emirati culture and the characteristics that distinguish it from yours and that make it so fascinating.

Recommended for this Area:

● PERSONAL COMMUNICATION

Learning about French culture

Understanding French Culture



Interculturality
Learn with a smile

Bienvenue.

Do you know that France is an extremely versatile country like few others in Europe? France is the ideal country to explore for lovers of good food and nature. In fact, good eating is a serious matter for the French!

What do you know about this chic country and French customs?

In this pill you will find lots of information for you to successfully relate with France and its inhabitants!

With this pill you'll learn how to...

Understand French culture and the characteristics that distinguish it from yours and that make it so fascinating.

Recommended for this Area:

- PERSONAL COMMUNICATION

Learning about Japanese culture

Understanding Japanese culture



Interculturality
Learn with a smile

Konnichiwa.

Have you ever found yourself dealing with someone from Japan?

Do you know the customs and traditions of this fascinating country?

With this pill, you will learn **the most important things to know when dealing with the Japanese!**

With this pill you'll learn how to...

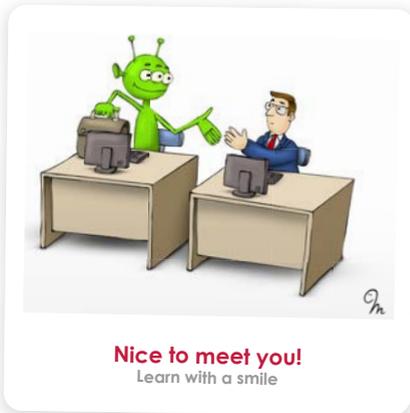
Understand Japanese culture and the characteristics that distinguish it from yours and that make it so fascinating.

Recommended for this Area:

- PERSONAL COMMUNICATION

Develop a working culture that includes diversity

Recognise and valorize differences as a source of wealth for the organisation



Corporate culture reflects the way in which people think about, act in and perceive their work and the world around them.

Have you ever seen the differences in others as an obstacle?

Have you ever thought that the diversity represents a **great opportunity**, both for you and your company?

In this pill you will discover that **each single person**, if given the opportunity to express their skills, **is able to contribute to the organisation**.

With this pill you'll learn how to...

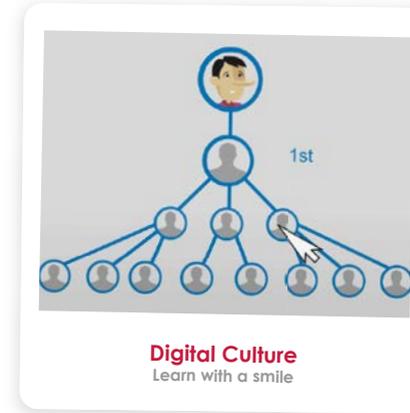
Cultivate attention to differences. Valorize them and integrate them into the group. Contribute to a socially responsible growth path.

Recommended for this Area:

● SUCCESSFUL TEAMS

How to look for jobs online

Using digital tools to find the right job



Are you looking for work and can't find it?

Do you fear for your future?

Do you not know what you should do, and are you disappointed by the scenario before you?

Are you losing confidence?

Don't give in! Finding the job that's perfect for you... isn't easy, but it's possible! With a **method, commitment, perseverance** and a pinch of **good luck...** you will achieve your goal! Start off on the right foot! You'll find the right advice in this pill.

With this pill you'll learn how to...

Activate your network. Look for a job online. Send a resume directly to the company.

Recommended for this Area:

● DIGITAL SKILLS

The training process

The key phases and the steps to be followed to develop a training course in the best possible way



When designing a **training programme** do you ever wonder where it's best to start?

Do you ever have to choose a **teaching methodology** and do not know what to base your choice on?

How do you assess the **effectiveness** of a training programme?

In this pill we will see together the key steps to design and build effective learning experiences: from the definition of the **initial needs** to the **assessment of the results**.

With this pill you'll learn how to...

Understand training needs. Focus on the teaching objectives. From macro-planning to a detailed programme. The right methodology to achieve each objective.

Recommended for this Area:

- TRAIN THE TRAINER

Classroom Management Techniques

The main phases for managing the training agreement



Do you ever have to handle **argumentative participants** in the classroom and to not know what to do?

Is **classroom participation** low and you would like to improve the group's activity level?

Do **classroom questions** scare you and are you afraid of not being able to manage them?

In this pill you will learn how to **guide a training group in the best possible manner** and manage the key moments of a learning process!

With this pill you'll learn how to...

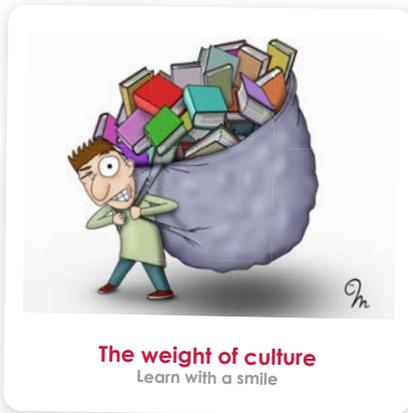
Establish an agreement with the classroom participants. Address critical moments. Take stock of the situation.

Recommended for this Area:

- TRAIN THE TRAINER

How to create useful training materials

Slides and presentations: an important learning support



Do you wish to prepare some **slides for a training course** but you do not know where to start?

Are there too many topics to be covered?

Would 100 slides not be sufficient to address all the issues?

Are you afraid that the participants will not be able to **follow your course attentively** or be interested in it?

With this pill you will learn how to create **effective presentations** to support classroom training!

With this pill you'll learn how to...

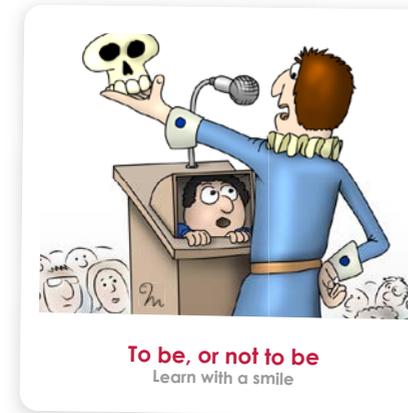
Leave your mark in the memory. Stimulate learning. Reduce and Simplify! Just a few but clear concepts. Use images, graphics and tables.

Recommended for this Area:

- TRAIN THE TRAINER

How to use your voice effectively

The secret of the spoken word



It is more important than ever in companies to make your own ideas count and to make them contagious. Have you ever had to present a proposal and not received the feedback you hoped for?

Do you feel embarrassed when you interact in public?

Do you manage to engage the listener, in a way that enhances the written word?

With this pill you will learn techniques that come from the acting world, from drama and from dubbing that will allow you to master your voice and the message you want to convey.

With this pill you'll learn how to...

Learn how to master your voice. Apply breathing techniques before every performance. Recognise the expressive elements of the voice.

Recommended for this Area:

- PERSONAL COMMUNICATION

GDPR - EU Regulation

The EU norm regarding the protection of personal data



What rules are in force in Europe for the **regulation and protection of personal data**?

We can find the answer to this and other questions in EU Regulation 2016/679. This pill will help you find out about its content and the principles it introduces.

With this pill you'll learn how to...

Know the principles introduced by the EU Regulation. Find out how sensitive data is processed. Learn how to protect personal data.

Recommended for this Area:

- CORPORATE MANDATORY TRAINING

Artificial Intelligence

Discover the applications and the impact of this technology on the workplace



Have you ever heard of **artificial intelligence (AI)**?

Do you know what kind of impacts it will have on your job?

Would you like to know how to adapt in an increasingly **automated world**?

In this pill you will discover exactly what artificial intelligence is, what are the main applications of AI and how it is changing the workplace. In progressive steps, you will be prompted and guided to help you learn to grasp the opportunity to work with **increasingly intelligent machines**.

With this pill you'll learn how to...

Know the main branches of Artificial Intelligence. Discover the practical applications. Understand the impact on the workplace.

Recommended for this Area:

- DIGITAL SKILLS

Cybersecurity

The fundamental role of the individual in the protection of online data and reputation



What does “IT security” mean?

Do you think it's an area that's only of interest to the experts?

Have you ever received an email asking you to modify a password?

Have you ever wondered how much information a smartphone can contain or whether it's safe to use a public Wi-Fi network?

This pill will help you understand that all of us, as private citizens or as the employees of a company, have valuable information that is a potential target for **cybercrime** and it will provide you with practical tips for **protecting your data**.

With this pill you'll learn how to...

Find out about the main risks of using the internet. Defend data and personal information from the attacks of cybercriminals. Recognize elements that should ring an alarm bell and protect yourself from online fraud.

Recommended for this Area:

- DIGITAL SKILLS

Digital Mindset

Behaviors and attitudes for success in the digital age



Do you know **what a digital mindset is**?

What is it that differentiates the way digital innovators think?

Is it possible to develop a digital mindset even as an adult?

In this short tutorial, you will learn what a digital mindset is, how to develop one, and understand what behaviours you need to adopt, while **being successful in the digital age**. You will **discover the way digital innovators think** as well as how to train yourself in developing the necessary behaviors that will help you adapt to an era of change with constantly evolving technologies.

With this pill you'll learn how to...

Discover what it means to have a digital mindset. Understand how to develop your own digital mindset. Take advantage of the opportunities the digital age has to offer.

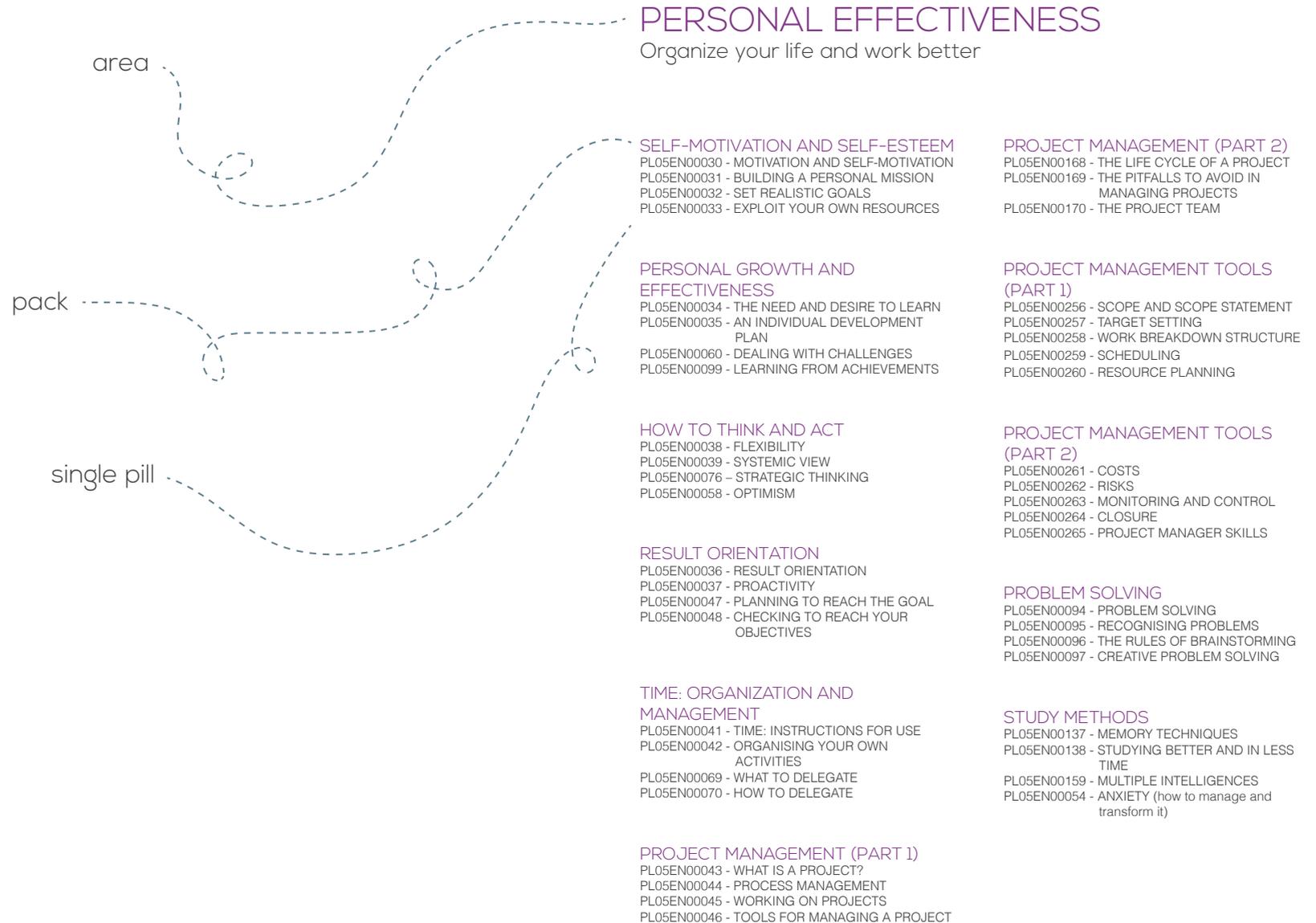
Recommended for this Area:

- DIGITAL SKILLS

The pills can be combined between them to create customised learning tracks.
Below you can find some suggestions for possible aggregations.
For any competence to develop you will find the recommended pills to be combined with and their code.

RECOMMENDED TRACKS





PERSONAL COMMUNICATION

Improve relationships and dialogue with others

MANAGING RELATIONSHIPS

PL05EN00005 - GETTING ALONG WITH OTHERS
PL05EN00006 - UNDERSTANDING RELATIONSHIPS
PL05EN00007 - PERCEPTION IN RELATIONSHIPS
PL05EN00049 - MANAGING EMOTIONS

HOW TO COMMUNICATE

PL05EN00004 - THE INGREDIENTS OF COMMUNICATION
PL05EN00008 - NO PROBLEM COMMUNICATION
PL05EN00017 - A GUIDE TO STRATEGIC CONVERSATION
PL05EN00135 - NON-VERBAL LANGUAGE

ASSERTIVENESS

PL05EN00001 - ASSERTIVE COMMUNICATION
PL05EN00002 - BEING ASSERTIVE AT WORK
PL05EN00003 - MAKE REQUESTS ASSERTIVELY
PL05EN00050 - JOY (strategies for a good mood)

LEARN HOW TO LISTEN

PL05EN00009 - THE ART OF LISTENING
PL05EN00010 - LISTENING TO OURSELVES
PL05EN00011 - LISTENING IN MEETINGS

PUBLIC SPEAKING; THE ART OF INSTRUCTION

PL05EN00012 - PUBLIC SPEAKING
PL05EN00013 - SPEAKING IN PUBLIC: CONQUERING FEAR
PL05EN00014 - SPEAKING IN PUBLIC: COMMUNICATE TO INVOLVE
PL05EN00312 - HOW TO USE YOUR VOICE EFFECTIVELY

STRATEGIES OF PERSUASION

PL03EN00015 - PERSUASIVE STRATEGY
PL03EN00016 - HOW TO PERSUADE WHILE LISTENING
PL03EN00018 - PERSUASION: OBSTACLES AND RESISTANCE FROM THE OTHER PARTY
PL03EN00019 - THE OUTCOME OF A PERSUASIVE STRATEGY

INTERCULTURALITY (PART 1)

PL05EN00200 - FOSTERING INTERCULTURALITY
PL05EN00201 - LEARNING ABOUT INDIAN CULTURE
PL05EN00202 - LEARNING ABOUT CHINESE CULTURE
PL05EN00204 - LEARNING ABOUT RUSSIAN CULTURE

INTERCULTURALITY (PART 2)

PL05EN00203 - LEARNING ABOUT BRAZILIAN CULTURE
PL05EN00286 - LEARNING ABOUT EMIRATI CULTURE
PL05EN00287 - LEARNING ABOUT FRENCH CULTURE
PL05EN00288 - LEARNING ABOUT JAPANESE CULTURE

WELLNESS

Take care of your physical, mental and emotional health

PHYSICAL FITNESS

PL05EN00063 - EXERCISES FOR WELLBEING (4 pills path)
PL05EN00164 - SAFE DRIVING
PL05EN00253 - RESILIENCE

FROM STRESS TO PROSPERITY

PL05EN00059 - RESISTING STRESS
PL05EN00061 - HOW TO FIND THE ENERGY
PL05EN00062 - HOW TO RECOGNISE AND COUNTERACT FATIGUE
PL05EN00163 - WORK-RELATED STRESS

SUCCESSFUL TEAMS

Discover strategies to create confident and successful teams

WORKING WELL AS A TEAM

PL05EN00081 - TEAM VALUE
PL05EN00082 - TEAM ROLES
PL05EN00083 - THE TEAM AND ITS DYNAMICS
PL05EN00084 - IT'S NOT MY FAULT!

DIVERSITY MANAGEMENT - AGE (PART 1)

PL05EN00220 - DIVERSITY MANAGEMENT
PL05EN00267 - AGE DIVERSITY
PL05EN00268 - DIGITAL NATIVES
PL05EN00223 - REVERSE MENTORING

EFFECTIVE MEETINGS

PL05EN00085 - MEETING PARTICIPATION
PL05EN00086 - LEADING A MEETING
PL05EN00087 - A MEETING WITH SIX HATS
PL05EN00088 - THE MEETING. THE "BEFORE AND AFTER"

DIVERSITY MANAGEMENT (PART 2)

PL05EN00092 - OVERCOMING PREJUDICES AND ENHANCING DIVERSITY
PL05EN00221 - DEVELOPING GENDER INCLUSION DYNAMICALLY
PL05EN00289 - DEVELOPING A DIVERISTY - INCLUSIVE CORPORATE CULTURE
PL05EN00155 - PARENTING AS AN OPPORTUNITY

CONFLICT AND NEGOTIATION

PL05EN00051 - MANAGING RAGE
PL05EN00066 - ENCOURAGING COLLABORATION
PL05EN00077 - MANAGING CONFLICT
PL05EN00078 - INTEGRATIVE NEGOTIATION

SOCIAL VALUES AND RESPONSIBILITY

PL05EN00089 - PERSONAL QUALITY
PL05EN00090 - RESPONSIBILITY AND COMMITMENT
PL05EN00091 - RESPONSIBLE COMMUNICATION
PL05EN00093 - TAKING CARE OF THE LITTLE THINGS

DIGITAL SKILLS

Be familiar with and take advantage of the great opportunities of digital technology

WRITING FOR THE WEB

PL05EN00024 - WRITING FOR THE WEB
PL05EN00103 - THE BLOG
PL05EN00104 - THE WIKI

DIGITAL CULTURE - MANAGING INFORMATION

PL05EN00275 - SEARCH, FILTERING AND ASSESSMENT OF INFORMATION
PL05EN00276 - DOCUMENTS FILING AND RECOVERY
PL05EN00277 - INFORMATION AND CONTENT SHARING
PL05EN00278 - LEARNING ON LINE

DIGITAL CULTURE - COMMUNICATION AND SHARING

PL05EN00279 - HOW TO PARTICIPATE IN PROFESSIONAL NETWORKS ONLINE
PL05EN00280 - NETIQUETTE - RULES OF DIGITAL BEHAVIOR
PL05EN00281 - SELF BRANDING - HOW TO MANAGE YOUR OWN ONLINE IMAGE
PL05EN00297 - HOW TO LOOK FOR JOBS ONLINE

DIGITAL CULTURE - IMPROVING YOUR PRODUCTIVITY

PL05EN00282 - SAFETY - DATA SAFETY
PL05EN00283 - BEING A BEARER OF INNOVATION
PL05EN00284 - DIGITAL TOOLS FOR BE MORE EFFICIENT
PL05EN00285 - HOW TO CREATE DIGITAL CONTENT

PERFORMANCE MANAGEMENT

Use evaluations as an opportunity for growth

ASSIGNING GOALS, PROVIDE MOTIVATION AND FEEDBACK

PL05EN00067 - GOAL SETTING
PL05EN00068 - THE MEETING TO ASSIGN OBJECTIVES
PL05EN00072 - GUIDE TO USING FEEDBACK
PL05EN00073 - MOTIVATING

GETTING FEEDBACK

PL05EN00053 - FEAR (how to cope with and transform it)
PL05EN00055 - EMBARRASSMENT
PL05EN00079 - THE MEETING WITH THE BOSS
PL05EN00080 - THANKS FOR THE FEEDBACK!

CREATIVITY, INNOVATION AND CHANGE

View change as an opportunity

CREATIVITY AND INNOVATION

PL05EN00075 - MAKING TOUGH DECISIONS
PL05EN00098 - CHANGE AS OPPORTUNITY
PL05EN00100 - TO BE INNOVATIVE
PL05EN00101 - INNOVATE THROUGH YOUR IMAGINATION

PROFESSIONAL WRITING

Write in a clear, simple and convincing manner

WRITING IN A COMPANY

PL05EN00020 - COMMUNICATING VIA E-MAIL
PL05EN00021 - BUSINESS WRITING
PL05EN00022 - VERBA VOLANT: THE ABCS OF WRITTEN COMMUNICATION
PL05EN00023 - WRITING CLEARLY

BUSINESS WRITING

PL05EN00025 - TECHNICAL WRITING: WHAT IS IT?
PL05EN00026 - TECHNICAL WRITING: TRICKS OF THE TRADE
PL05EN00027 - TECHNICAL WRITING: FROM THE READER'S POINT OF VIEW!
PL05EN00028 - WRITING A TECHNICAL PAPER

LEADERSHIP AND PEOPLE MANAGEMENT

Develop your leadership potential

COORDINATING A TEAM

PL05EN00064 - THE CARDS OF A WINNING TEAM
PL05EN00065 - MANAGEMENT OF ROLES
PL05EN00071 - THE COACH MANAGER
PL05EN00074 - DECISION MAKING

MARKETING, SALES AND SERVICE QUALITY

Put the customer at the centre, create value, increase business

PREPARING FOR SALES

PL05EN00117 - PREPARING FOR SALES: THE STRATEGY
PL05EN00118 - PREPARING FOR SALES: MANAGING YOUR AGENDA
PL05EN00119 - PREPARING FOR SALES: TACTICS
PL05EN00121 - SALES TECHNIQUES: THE SEARCH FOR INFORMATION

SALES TECHNIQUES

PL05EN00120 - SALES TECHNIQUES: APPROACHING THE CLIENT
PL05EN00122 - SALES TECHNIQUES: OFFERING THE PRODUCT/SERVICE
PL05EN00123 - SALES TECHNIQUES: GETTING PAST OBJECTIONS
PL05EN00124 - SALES TECHNIQUES: CLOSING AND RESULT

POST SALES

PL05EN00125 - SALES TECHNIQUES: THE SEARCH FOR A POSITIVE REFERRAL
PL05EN00126 - POST SALES: MANAGEMENT OF CONFLICTS AND COMPLAINTS
PL05EN00127 - POST SALES: FOLLOW UP
PL05EN00128 - POST SALES: CUSTOMER CARE

CUSTOMER ORIENTATION

PL05EN00105 - CUSTOMER ORIENTATION
PL05EN00106 - UNDERSTANDING CUSTOMER NEEDS
PL05EN00107 - ACTIVE AND EMPATHETIC LISTENING
PL05EN00108 - THE TEN DIMENSIONS OF SERVICE QUALITY

FRONT LINE

PL05EN00109 - THE FRONT LINE: WELCOMING CUSTOMERS
PL05EN00110 - THE FRONT LINE: TAKING CARE OF THE CUSTOMER
PL05EN00111 - THE FRONT LINE: MANAGING DIFFICULT CASES
PL05EN00113 - THE FRONT LINE: HOW TO LEAVE QUALITY MEMORIES

USING THE PHONE FOR BUSINESS

PL05EN00112 - THE TELEPHONIC FRONT LINE
PL05EN00129 - THE ABC OF PROMOTIONAL TELEPHONE CALLS
PL05EN00130 - A CHECKLIST FOR PROMOTIONAL TELEPHONE CALLS
PL05EN00131 - COMMERCIAL PHONE CALLS: HOW TO HANDLE COMPLAINTS AND OBJECTIONS

TERRITORIAL MARKETING

PL05EN00114 - TERRITORIAL MARKETING: STAKEHOLDERS AND CUSTOMERS
PL05EN00115 - TERRITORIAL MARKETING: HOW TO UNDERSTAND A TERRITORY
PL05EN00116 - TERRITORIAL MARKETING: THE COMPANY AND NETWORKING
PL05EN00165 - THE STRATEGIC ROLE OF MARKETING

LEADING A SALES TEAM

PL05EN00040 - COORDINATION SKILLS
PL05EN00132 - COORDINATING A SALES TEAM
PL05EN00133 - PLANNING THE ACTIVITIES OF THE SALES TEAM
PL05EN00134 - INITIATING AND MONITORING THE WORK OF THE SALES TEAM

IMPROVE YOUR COMPANY

From management to company communication

TOOLS FOR QUALITY

PL05EN00172 - THE 5 S METHOD
PL05EN00173 - PARETO
PL05EN00174 - THE ISHIKAWA DIAGRAM
PL05EN00176 - THE KANO MODEL OF ATTRACTIVE QUALITY

BASICS OF ECONOMIC MANAGEMENT

PL05EN00152 - THE BALANCE SHEET
PL05EN00162 - THE PROFIT AND LOSS ACCOUNT
PL05EN00166 - BUSINESS MANAGEMENT AND ADMINISTRATION
PL05EN00153 - TOOLS OF ECONOMIC MANAGEMENT

TRAIN THE TRAINER

The new skills of a trainer

TRAINER'S STANDARD KIT

PL05EN00141 - THE ART OF DELIVERING A LESSON
PL05EN00211 - ANDRAGOGY PRINCIPLES
PL05EN00300 - THE TRAINING PROCESS
PL05EN00301 - CLASSROOM MANAGEMENT TECHNIQUES
PL05EN00302 - HOW TO CREATE USEFUL TRAINING MATERIALS

BLENDED LEARNING

PL05EN00214 - HOW TO STIMULATE SELF-LEARNING
PL05EN00215 - RATING AND SELF-RATING
PL05EN00216 - HOW TO PLAN A BLENDED LEARNING
PL05EN00217 - THE SKILLS OF A TRAINER 2.0

SMART AND FLEXIBLE WORKING

PL05EN00271 - SMART WORKING, FLEXIBLE WORKING
PL05EN00272 - SMART WORKING - REMOTE WORKING AND COLLABORATION
PL05EN00273 - SKILLS FOR SMART WORKING
PL05EN00274 - HAPPY WORKING IN AN OPEN SPACE

BEYOND THE CLASSROOM

PL05EN00212 - DIGITAL SOCIAL LEARNING
PL05EN00213 - HOW TO INVOLVE STUDENTS AND TO COMMUNICATE WITH THEM
PL05EN00218 - GAMIFICATION
PL05EN00219 - VIRTUAL CLASSROOM AND WEBINAR



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