



*“We don’t provide a solution, but we
allow you to find it”*



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Changing the point of view stimulates ideas, increases productivity and promotes problem solving.

Changing the point of view to discover worlds unimaginable, open the mind to new horizons and disrupts the rules

Changing the point of view is not instinctive. It is necessary to know and apply the rules

Changing the point of view requires an understanding of the scenario, the analysis and combinations of its components

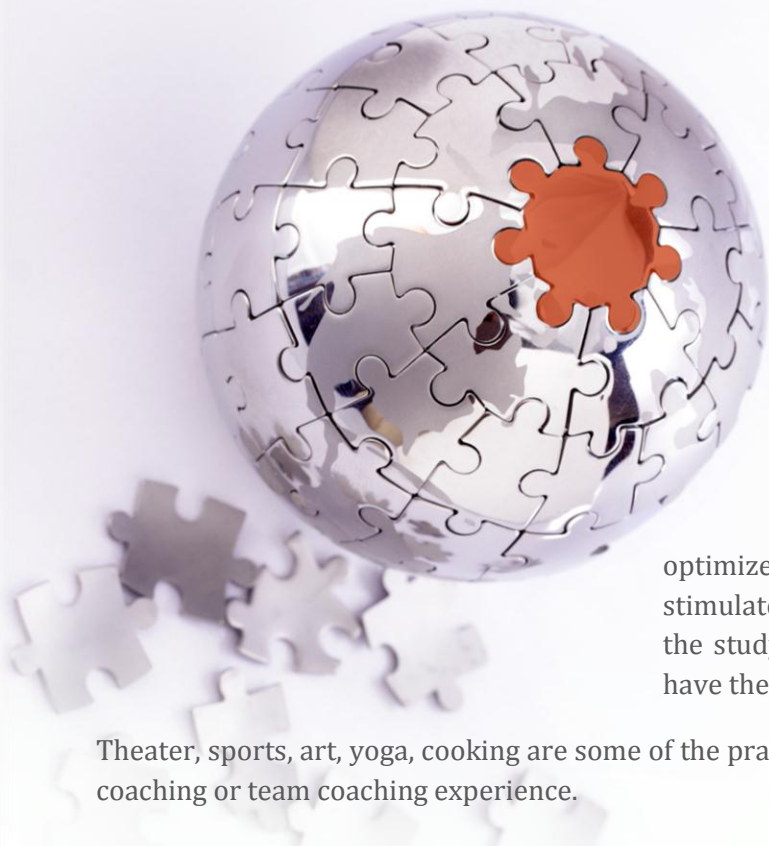
Changing the point of view requires technique and participation. We put the technique, you have to use your body and your soul

Changing the point of view is our goal. We don't provide a solution but we allow you to find it.

Changing the point of view is what the coach has to do in all the fields

Changing the point of view is what we do when companies call us





ABOUT US

FormEnergy is a management training company born from the creative mind of **Dr. Nicoletta Lanza**, coach with decades of experience, who was able to create innovative models of management training.

Assuming that the energies of the mind are not very optimized in the current job context, Formenergy is able to stimulate the persons professional skills through the combination, the study and practice of disciplines that a business man hardly have the opportunity to implement in his daily lives.

Theater, sports, art, yoga, cooking are some of the practices by which a Formenergy client might have to do in a coaching or team coaching experience.

THE COMPANY STRUCTURE

Formenergy is a **network of professionals**, each one with specific areas of expertise that create a true company structure. Around the professional coaches, in the company there are a lot of specialist in different functions that are team leaders in own fields with the common goal to grow in marketing, sales, new technology and all the areas engaged in the clients activities.

The individual coaching is provided by professional coaches with a lot of years of experience, that every fifteen days reanalyzed and discuss the cases and exchange ideas and new approaches together. The team coaching, instead, could involve actors, athletes, intellectuals, cooks and other professionals whose paths can be a stimulus to solve business problems in each specific context.

We never propose “**standard project**” because each firms has different characteristics and areas of improvement. In adding, the flexible Formenergy structure allow us to have low fixed cost that represent a key elements in our competitive offer in the market.

Formenergy also organized periodical **workshop** and events to show, at the potential customers or current clients, the coaching methodology used. We are sure that no words can explain better the activities, than a concretely prove of the Formenergy coaching.





Formenergy coaching methodology has four fundamentals elements:

Creativity and innovation

flexibility

professionalism

ethics



In our "team", **creativity and innovation** are the basis of any business. Inside our company you can find human resources specialized in different disciplines, the real key aspect to promote a greater effectiveness of coaching. The exchange of different points of view of our coaches and the experience gained in different social contexts in which we usually operate, allow us to increase the team "cultural baggage" and generate new ideas to implement in the new business cases.

Flexibility is another prominent element of Formenergy network. The defragmented organizational structure allows to respond quickly to market demands through customized projects in accordance to the customer expectations. We mainly operate in Italy but we also offer management training outside the country.

Another important aspect, which outlines the company's identity, is **professionalism**. The human resources, specially the coaches formenergy, working in the organization are highly trained in the management training area and have AICP certification ("Associazione Italiana Coach Professionisti"). In our DNA we pursue the path of continuous learning, the only real solution to effectively respond to the turbulent market changing.

The last element is the **ethics**. This aspect must be analyzed from two perspectives: the behavioral ethics of the relationship and the price ethics or "fair price offering".

The ethics code is the guarantor of the relationship between coach and coachee. We strictly respect the privacy and the ethical constraints that impose the discipline of coaching. In a collaborative relationship with the company and in particular with the HR, to show transparent and accessible processes, it will explain the objectives, actions to be taken and results achieved. Coaching is not an evaluation process, so at the end of the professional relationship, we will not provide any evaluation parameter of the coachee but we'll analyzed the coaching ROI of the intervention. The second aspect refer to the offer price. In compliance with the difficulties of the global economy, Formenergy aims to offer its services to a balanced and "sustainable" price in order to increase transparency and competitive markets. In relation to the recent survey of average market prices, it was found that Formenergy offer price is positioned in the most competitive price range.

IL COACHING ONE TO ONE

One to one coaching is a professional relationship between the coach and the coachee with the aim to support the people of an organization in developing specific skills (individual skills) to perform better in different professional contest.

Improve leadership, manage the team or the collaborators, change the mode to approach customers in sales, manage the time and the ability to organize, identify themselves in the roles of an organization, are just few of the wide range of aspects that the one to one coaching Formenergy engaged.

Coaching is an ongoing process and is one of the most effective ways to achieve **behavioral changes**, according to the objectives defined by acting on the identity of the professional role.

During a Formenergy coaching session, through dialectic interaction with the coach, it becomes possible to recognize the coachee's limitations in the relationship between itself and others and how this determines his/her behavior and the achievement of its personal or business objectives.

The introduction of coaching in the company is simple and efficient because it doesn't involve waste of energy and time cause the results and changes are visible just from the beginning of the path.



PHASES OF COACHING PATH

PHASE 1	PRELIMINARY MEETING WITH HR FOR DEFINING THE COACHEE'S DEVELOPMENT OBJECTIVES	PHASE 4	AMONG THE SESSIONS THE COACH GIVE "BEHAVIOURAL TASK" TO IMPLEMENT AND MONITORING VIA E-MAIL OR BY TELEPHONE THE PROGRESS.
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PHASE 2	MEETING WITH THE COACHEE AND HR FOR SHARING THE OBJECTIVES AND EXPLAIN THE COACHING PROCESS	PHASE 5	AT THE END OF THE FOURTH SESSION, FORMENERGY GIVE A FINAL FEEDBACK ABOUT THE COACHING PATH
PHASE 3	START OF THE FIRST OF FOUR SESSIONS IDENTIFIED. THE MEETING TAKE PLACE USUALLY IN 1.45' OR 2 HOURS TO DEFINE THE OBJECTIVE STRUCTURE	PHASE 6	MEETING WITH HR FOR THE FINAL CONSIDERATION AND DELIVERY OF A CLOSING REPORT

TEAM COACHING



Team coaching is a methodology that works effectively on behavioral change, the development of interpersonal skills and the ability to learn from experience.

It's a very effective way to develop skills and teambuilding teamwork, relationship management, risk-taking, as well as communication skills, problem solving, creativity, leadership, management of the unexpected and stress.

Team coaching is a way of learning based on experience in a group and in a different context in relation to the normally daily work. Participants are not dealing with a person who explains and provide concepts, but they live a true experience. At the end of the coaching path, the trainer / coach led the group to reflect and examine the acting out behaviors, what worked and what did not.


The **time of revision** (or debriefing) is the final step in which the human resource becomes aware of how he/she faced the activities and assists the working reality to assimilate the areas of real improvements within the organization.



BUSINESS AREAS

For several years Formenergy operates in four distinct areas: the **business environment**, in **health sector**, in **politics contest** and in **sports**.

Business Coaching



Primary focus of the whole business, Formenergy dedicates the maximum attention to business coaching that nowadays become a strategic choice to increase the business performance. The most important aspects that coaching deals are focused on the role performance, career advancement, leadership, productivity, team work, etc. The Formenergy coaching focuses on the real added value of enterprises: human capital. Coaching is the perfect tool to provide new life and develop the know-how needed to encourage new best practice.

Coaching in health environment

The increased complexity of the healthcare environment forces the business organizational structures to compress the hierarchical pyramid distributing down more responsibility. One of the most important aspects of coaching in health concerns "**motivational level**" to the profession of employees. In this side, all moments concern to the analysis, discussion and reflection on issues of organizational and relational, such as the team of the department, are very important. The coaching in the health care world is aimed at both health roles, such as Primary, Heads of Department, administrative roles, General Managers or Section Heads.



Coaching in politic contest

In view of the changes in policies, legislation and institutional occurred in recent years, the role of politicians, both local and parliamentary level, includes not only strategic, but also **cross-cutting capability** necessary for managing people in the 'the political environment' where these figures operates.

"**Uno talento per la politica**" and "**Manager – Politico. Politico – Manager**" are the books, written by Dr. Lanza and Dr. Padovan, that investigate the aspects of the ability to transmit emotions and leadership, the secret of managing the public image, how to create a team, how use the time management and achieve the goals.



Sport Coaching

Sport is one of the ideal places in which coaching can act in an extremely positive way: athletes often live repeated situations, similar technical gestures, if not identical, thousands of times and have to withstand external pressures, more or less assimilable. This is the ideal base in which the mental coach can work at its best, giving the athlete a series of strategies and methods to make his best perform, reaching his goals.



COACHING FOR SUSTAINABILITY

A company is “economically sustainable” when does not pursue the sole aim of profit, but rather sets its activities on a relationship based on social values, ethical and environmental factors. A good sustainable company is able to combine economic, social and environmental objectives in a fair way.

FORMENERGREEN, brand created ad hoc by Formenergy, wants to help public and private organizations to disseminate, implement, and enable policy projects for sustainability, to cope with the economic crisis and the lack of resources available today.

Sustainability is the method of developing the competitiveness in an integrated manner that addresses the environmental, social and economic organization.

There are many activities that can be implemented to improve life in the company through a focus on sustainability: a more rational use of the way to get to work or the realization of a nursery business, can really improve the lives of employees and the value of the company.

Some of the projects on training sustainability issues are focus on energy saving, the use of components and materials with low environmental impact, the area of separate waste collection, usage "sustainable."

Formenergy, through Formenerggreen, is a **pioneer in this field**, first in Italy.



CONTINUOUS LEARNING

Another important aspect of our organization is the issue of continuous learning.

Inside the network Formenergy we develop, through our group of professionals specialized in different disciplines, strong synergies between its members to increase the points of view of the team and to identify innovative and effective methods.

In order to share these skills and create a "coaching culture", Formenergy periodically organizes **workshops** to which the public may participate to keep some key issues proposed by the coach of the team.

Some areas covered the issue of "teamwork", "the need for change", the "dynamic network", the "positive thinking", the "Yoga and Health", the "best practices of the seller", the "characteristics and the management of sales empathic" etc...

"WE SHARE OUR KNOW-HOW"



CUSTOMERS AND REFERENCES



SIEMENS

GUCCI



GUINOT
 INSTITUT • PARIS

Corneliani



BOMBARDIER



COPROB

B | SOURCE
 SOURCING FOR BANKS



Fruscìo
 La divisa della seduzione



Unipol
 ASSICURAZIONI



AMGEN® Dompé



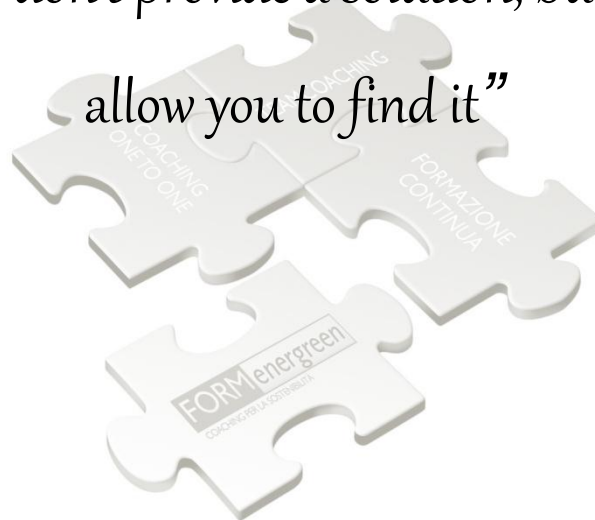
Comune di Roma

FORMenergy





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