



I&G Management is a training and consulting firm specializing in sales and business management.

Our activities aim at:

SUPPLYING OUR CUSTOMERS

with tailored solutions to specific goals

PROVIDING A METHOD

(How to do something and not only what to do)

PRODUCING A CHANGE

Increasing the value of the company's DNA

The history:

"Companies must keep on evolving and giving value to their past in order to face the new challenges of the market".

In 1989 Gianni Ingrassia created a team of consultants and trainers since he believed that the companies' evolution needs constantly updated supports where consulting and training can be integrated.

I&G consultants offer:

MANAGERIAL EXPERIENCE

As managers in some companies, they have directly experienced the consulting and training solutions they are proposing.

INTERNATIONAL KNOW-HOW

They got their expertise in big multinationals and could deal with other markets and with the most state-of-the-art working methods.

SYNERGIC SPECIALISED ACTIONS

They form a group of experts that meet all the managerial and business needs for consulting and training. The regular support of a project leader helps get synergic advantages.

REGULAR UPDATING

They deal with their partners and with the top management of Italian and foreign leader companies. They work with the universities of San Diego (USA), Paris (France) and Milan (Italy).



The benefits:

SPECIFIC GOALS

Each I&G action is preceded by preliminary meetings with the client in order to identify the company's needs, to set the goals to be reached and to choose the most suitable consulting and/or training tools that can help reach these goals.

GUARANTEE OF THE RESULTS

During the preliminary session the tools for the control of the results obtained are defined.

MAKING THINGS HAPPEN

To make things happen we must produce some changes in people (personal growth) or in the structures (organization evolution).

The I&G method integrates consulting and training; to motivate and obtain the changes the I&G consultant:

- outlines the advantages
- encourages an active participation
- stimulates the integration of the group
- identifies common goals
- together with the customer, he/she creates the methodological projects that support efficiently the activity following the consulting or training.

SUITABLE AND MOTIVATED TRAINING SESSIONS

After defining the company's goals, I&G consultants meet a representative group of the participants.

The meeting has two objectives:

- To evaluate their needs and their skill level in order to prepare the most suitable course for the group and the company.
- To motivate them by getting the group participate in the preparation of the course.



REVOLUTIONARY CLASS TECHNIQUES

I&G uses state-of-the-art techniques to encourage people to actively participate and thus to better learn and memorize.

- **Effective interactivity**
The trainer and the participants work together, try and verify in order to "learn by doing".
- **Testimonial**
The presence of winning people in the field of culture, entertainment and sport simplifies the techniques and creates interest and motivation.
- **Specialized supports**
Psychologists and other experts dedicate some time to improve the internal resources of the participants in order to help them learn in a better way.
- **Applications of methodologies**
During the course the participants give their contribution to transform the methodologies into operative personalized methods to be applied immediately in their corporate role.
- **Kolb-I&G method**
Personalization of the already tested method of behavioral learning from Palo Alto University in accordance with the Italian needs.

The vision:

A constantly updated company that works for the growth of the Client companies:

MAKING THINGS HAPPEN

Point of reference for the companies that build their future with awareness.

The mission:

To work with companies to make things happen.

- To reach the goals of a client company with innovative solutions in accordance with the values and the characteristics of its organization.
- To transform every session in actions and benefits for the company that can be measured in time and ways already fixed with the customer.
- To facilitate the immediate introduction and practical management of the new tools and methods in the companies.
- To help people grow and manage their change.
- To work with consultants, trainers, and Universities of technologically and commercially innovative countries.
- To have trainers who match their educational know-how with managerial experiences and always interact with other kinds of know-how and experience in Italy and abroad.

The values:

- To analyze the company's needs and act only when some practical and measurable results can be guaranteed.
- To take on the responsibility of everyone's own job and of the consequent results.
- To respect every person and their role and appreciate their skills and abilities with personalized operative methods.
- To promote group activities as a method to optimize the results and make people grow.
- To make learning a satisfying and motivating experience.
- Never to be satisfied with the results obtained, to keep updated and to constantly improve.



Training:

"I&G considers people as the most important successful factor for every company, that is why the growth and development of their skills and abilities represent the objective of all its training services."

Training is an important experience to learn and change. It is fulfilled when the participants develop their ability to understand, face and solve the problems according to the different situations and corporate needs.

I&G offers a complete service to plan and realize:

- global and sectorial training projects
- personalized projects for specific roles
- development and integration actions.

THE WORK METHOD REQUIRES:

- the identification of the company's needs
- **A PRELIMINARY MEETING** with some participants:
 - to match the action and the participants' expectations with the company's needs
 - to get the right motivation for the results to be obtained
- the definition of the training goals and the tools used to reach them
- the planning of the agreed training proposal
- the realization of the training session
- **THE SUPPORT** – test and support on site
- **TUTORING** – consulting on specific needs of the participants
- follow-up to verify and strengthen the results obtained
- **THE RESULTS EVALUATION**
I&G ASSISTS THE COMPANY DURING THE DEVELOPMENT PERIOD OF THE REQUESTED CHANGE.



Action areas:

Some actions characterized by innovative techniques concern:

COMMUNICATION

- Assertive communication
- Business Negotiating and Sales Techniques
- Emotional Skills and Competencies*
- Evaluating Truthfulness and Credibility*
- Managing (Behavioral management)

*these two courses approved by Dr Paul Ekman through Paul Ekman International plc.

HUMAN RESOURCES

(Personal and Group Empowerment)

- Evaluation of the performances, of the potential and of the skills
- Motivation and co-workers management
- Change Management
- Team building and Team working
- Working by objectives

THE ORGANIZATION

- Business
(The planning and the Sales Control)
- Processing

THE SALES POINT (Trade Marketing)

- The business management
- The Visual Merchandising
- The Category Management

Outdoor:

"Outdoor is the emerging answer to the need for change in companies."

It encourages the individuals and the group to get out of their usual patterns and find innovative solutions, helping them to learn new models through the physical experience.

OUR BODY REMEMBERS BETTER THAN OUR MIND.

THE EMOTIONAL IMPACT STRENGTHENS THE MEMORY, THE SENSE OF BELONGING AND IS MOTIVATING.

This is the base of outdoor courses, where challenging physical activities involve single individuals and the groups.

THE THREE STEPS OF OUTDOOR:

OUTDOOR ACTIVITY

SELF

To verify one's own limits in physical and psychological challenges and overcome them.

GROUP

To overcome the obstacles through the team work and the organizational integration organizzativa.

PM METHOD

SPECIFIC I&G METHOD

To help fix the experiences made during the outdoor activity in everyone's Physical Memory.

TO FAVOUR THE DEBRIEFING

Analysis activity run by specialised trainers.

DEBRIEFING

Analysis and evaluation

of self and group experiences.

Transferability

of experience analogies with everyone's own role and in the work organization life.

I&G mainly suggests outdoor experiences in the following areas:

team-building, leadership, motivation, delegation, problem-solving, creativity, organization, conflicts and change management.

I&G includes outdoor training activities in a complete training course to appreciate the learning process and the memory through the interaction between the classroom and the outdoor activity.



The proposed outdoor activities are:

- **Outdoor training**
- **Outdoor experience**
- **Outdoor cinema**
- **Outdoor theatre**
- **Outdoor music**
- **Outdoor kitchen**

Should you need further information about the various outdoor activities you can visit our site on the following page:

<http://www.igmanagement.it/>

In the section "THE SERVICES" – training – outdoor training.

Consultancy:

I&G consultants offer:

HIGH PROFILE ACTIONS

The consulting sessions are addressed to the top management and to the managers. They are carried out only by senior partners.

TAILORED ACTIONS FOR SPECIFIC GOALS

During the preliminary meetings the company's needs are identified and the goals to be reached and the tools to be used are defined together with the customer.

INTEGRATION

In the project, the consultant matches the information and the results of the training already carried out with the objectives of the following training to get things really happen.

GLOBAL COVERING

Thanks to the different specialization of its professional team, I&G offers global actions with projects that can involve all the activity areas in a synergy.

The synergic effectiveness of the action is guaranteed by the project leader, who is the expert of the most important area for the achievement of the agreed goals.

SAFETY

I&G partners keep on supporting the growth process and the companies' development following the consulting action.

Action areas:

Should you need further information about our consulting areas you can visit our site on the following page:

<http://www.igmanagement.it/>

In the section "THE SERVICES" – consulting – consulting areas.



Coaching:

When you have to take on a new position, or when your role has become more important and complex or it has increased its contents, a personalized training course is necessary.

The core benefit of such a training action is the **RELATIONSHIP CREATED BETWEEN THE COACH AND THE CLIENT**, that mutually commit themselves to reach precise goals.

After a starting session for a personalized diagnosis, I&G partners create totally shared training courses together with the client where the actions of the consultants in the different specialized areas are integrated.

The coaching action finishes with some control and feedback sessions following one-three months in order to:

- have people try the new methods and behaviours directly
- strengthen the change by having people develop awareness and give value to the experiences made

Assessment center: **SKILLS AND ABILITIES FOR THE DEVELOPMENT OF PEOPLE AND COMPANIES**

Understanding the potential of human resources in the company means managing the professional and personal skills in the most profitable way for the company and for the co-workers.

The assessment is the most tested and reliable tool for the evaluation of the potential. It consists in creating some simulated situations that help the expression of skills and behaviors requested by the present or future professional roles.

With the planning and realization of the assessment I&G:

- analyses and evaluates the potential of people (skills and abilities)
- defines with the company the organizational roles and the abilities and skills that can optimize them
- leads people towards the roles that give value to their resources
- plans the support communication to the change
- prepares tailored training programs for individuals and according to their function

Companies today cannot only identify the generic potential but they need to understand how much potential there is and how they can guide it: managerial, technical, commercial or entrepreneurial one.

Companies have become complex now and they offer a lot of opportunities to give value to the potential and to the single growth motivation.

In this way the potential represents an essential strategic variable for the development and the innovation of the company.

Development center: **PROTAGONISTS IN EVERYONE SELF- DEVELOPMENT**

Developing a skill means approaching awareness and focused learning.

The development center meets a common need in companies; to integrate the skill evaluation of people with training/development of the skills to be improved.

This is the ideal method for young people's potential with 1-3 year experience or for situations where specific skills need some improvement.

Differently from the Assessment, the Development is not only an evaluation tool used by the company to get information about people skills and to identify the "high potentials"; it is an action aimed at giving some information to people about their improving areas and helping them to self develop.

THE DEVELOPMENT CENTRE CAN BE CONSIDERED AS A SKILL DEVELOPMENT LAB.

This is due to the fact that learning needs some involvement and motivation by the person attending the training course; every action must be personalized and every analysis about the need for development (self motivation) must be shared.

The results of a Development Centre are:

- the participants are more aware of their weaknesses/Strengths
- they strengthen their critical judgments through specific exercises
- a professional development plan is developed
- some specific improvement goals to be reached in a short time through some actions are defined
- empowerment of the expected ability to change

The methodology

LEARNING BY DOING

Every training action must produce a change even though there are several obstacles that oppose to that expected results:

- fear of the unknown
- worry about the judgment
- feeling of being useless

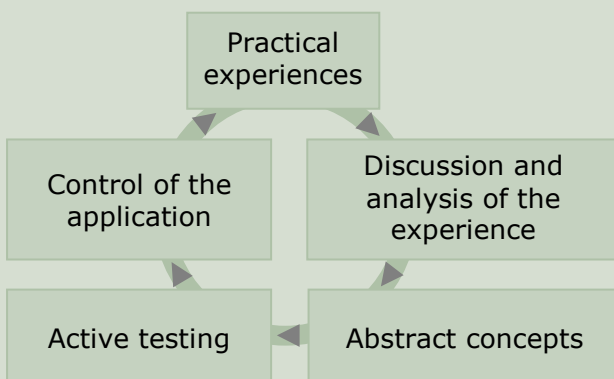
In order to guarantee the success of the training and trigger the requested change process, I&G:

- **motivates the change**
- **outlines the advantages**
- **encourages an active participation**
- **stimulates the integration of the group**
- **identifies common goals**

The didactic techniques used, inspired to Kolb model, are essentially active to help the participants identify with the problems exposed.

A lot of time is dedicated to group activities, to their revision and follow up, to the analysis and discussion of real cases.

In this way I&G partners develop a strong group dynamic that identifies the operational problems, looks for practical solutions that give value to everyone's contribution and to the group on the whole: **"LEARNING BY DOING"**.



Kolb Model – I&G

The methodology

GROUPS AREA

The approach used refers to the community development model and to the theories of learning organization.

According to these approaches the participants bring some useful and important skills to the learning itself and they are not passive individuals to be taught. Moreover, training has also some practical goals relevant to the running or the organization change, so it must be connected to the needs that people recognize in their everyday activity.

As a consequence everyone's personal and work experience is considered as an essential resource for learning.

All this requires great attention to the learning process, to the psychological contact, to the mood, to everyone's need to feel protagonist allowed by the process, and to the contents.

This approach is in line with the idea that, in training, the group is not only an "economic" resource, but it represents a high potential resource for learning since it can behave as a lab, an accelerator of exchanges, a place that helps the research and the control.

THE GROUP CONSIDERED AS THE SUBJECT OF THE TRAINING AND NOT ONLY AS A TOOL FOR LEARNING.

The group becomes a training metaphor in which the participants experience their learning process; the class sessions include some theories, structured exercises, role playing, simulations, case history analysis, and small or big group activities.

"In line with all that has been said, the participants to the training group can be twelve."

Reference list

LE SOCIETÀ PER LE QUALI SVOLGIAMO ATTIVITÀ DI CONSULENZA E FORMAZIONE
(COMMERCIALE –MANAGERIALE – ORGANIZZATIVA)

AIA - NEGRONI Verona (VR) Settore: ALIMENTARE	ECS INTERNATIONAL ITALIA SPA Milano (MI) Settore: INFORMATICO	KOELLIKER Milano (MI) Settore: AUTOMOBILISTICO
ARKEMA ITALIA Milano (MI) Settore: CHIMICO	EUROCLONE Pero (MI) Settore: BIOTECNOLOGICO – DIAGNOSTICO – OSPEDALIERO	LABOMAR Istrana (TV) Settore: INTEGRATORI
ATOTECH ITALIA (Gruppo Total) Milano (MI) Settore: GALVANOTECNICO	EURONICS Milano (MI) Settore: GD ELETTRODOMESTICI	MAKITA San Vittore Olona (VA) Settore: UTENSILI ELETTRICI
BAYER Milano (MI) Settore: FARMACEUTICO E PET	FARMACENTRO Perugia (PG) Settore: COOP. FARM. CENTRO ITALIA	MANPOWER Milano (MI) Settore: LAVORO INTERINALE
BMW GROUP Milano (MI) Settore: AUTOMOBILI	FARMARCA Treviso (TV) Settore: CONSORZIO FARMACEUTICO	MERIAL (Gruppo Merck Sharp & Dohme/Aventis) Milano (MI) Settore: VETERINARIO
BNP PARIBAS Milano (MI) Settore: BANCARIO	GENZYME Modena (MO) Settore: FARMACEUTICO	NESTLÉ Milano (MI) Settore: ALIMENTARE
BONATTI Parma (PR) Settore: COSTRUZIONI CIVILI	GEWISS Bergamo (BG) Settore: MATERIALI ELETTRICI – ILLUMINOTECNICA – DOMOTICA	PARMALAT - CARNINI SPA Parma (PR) Settore: ALIMENTARE
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