

*In the world
nothing great
has been done
without passion*

Hegel





Training
Consulting
Counseling and Coaching Services



Consulting and training company

- Alfour is specialized in releasing and focusing tied-up energy in organizations.
- We offer innovation related consulting, training and coaching to help organizations feel and perform better.
- Our company uses a participative approach that creates insights and inspires enthusiasm and commitment to new corporate models.

Why Alfour?

- Support companies in increasing performance.
- Create the environment for high performance teams.
- Activate individual and group creativity.
- Stimulate leadership attitude at every level of the organization.
- Harmonize communication with company's vision and values
- Support personal development



Looking forward

- **Vision**

- We move, with our partners, through a world where communication is a tool for everyone so they are encouraged to express creativity in a receptive market.
- We think about a world in which learning and having fun are deeply connected and where personal growth is aligned with global positive effects.

Looking forward

- **Mission**

- We offer a set of tools and ideas to public and private companies that supports models of growth based on people and their immense potenciality
- To provide innovative HR solutions by continually exceeding customer expectations

- **Values**

- Work in a passionate way
- Create value for clients through creative and innovative solutions
- Build up long term relationship with clients and partners
- Share knowledge
- Support a high level environment for people in organizations
- Integrate professional and personal goals

What we offer

- We're packed with people from the worlds of theatre, communication, business, sports, public and service sectors.
- **Alfour has** truckloads of dynamism, creativity, insight, corporate understanding and an ability to find solutions to any people skills issues going.



The beginning

- Alfour is a spin-off of Anthea International, started in February 1997 from a group of professionals with significant experience in management consulting, training, professional search and recruiting.
- From the start we focused on providing high quality, complex, high impact HR related services for medium and large companies.

The present

- Alfour delivers specifically tailored services in all industry sectors in the areas of organization, development and management of HR.
- This is carried out by applying models taken from the integration of the latest and most effective methodologies, such as Neuro Linguistic Programming, the Enneagram and Graphology.

Training Process

- Our **Training Process** reflects the care and the attention to people.
- First we make a deep needs analysis of company and participants to get all the skills to tailor a specific training. Our largest experience consists in focalising four steps:
 - **Planning** is the step where we identify our client's needs, the training program, how to develop it and relative tools and methods;
 - **Interviews** with personal who take part to the training program in order to tailor training to specific needs and expectations;
 - **Training** consist of either full-time sessions or schedule courses;
 - **Follow-up** stage (usually 2 months after the training) we check what has been learned, how much has been assimilated and applied, taken a role of *coaching* (reference point for participants for a correct application of what learned), and of *fine tuning* (refining of strategies and sperimental techniques).
- Every training session consist in role-plays and practical exercises both individual and in teams, which allow a feed back to participants of their performance, and give them a clear consciousness of that.

Neuro Linguistic Programming



- Certificated by "**The First Institute of NLP & DHE**" of **Richard Bandler** (co-founder of Neurolinguistic Programming), Alfour is licensed to organise master and seminars on communications.
- The Alfour **Practitioner** and **Master Practitioner** certificates allow registration to the First Institute's Neuro Linguistic Programming International Register and are recognised in the most countries in the world.
- Alfour's Practitioner is accredited E.C.M. releasing 50 credits for Medical Doctors and all the Sanitary figures

NLP applied model



- By the expression **Neuro Linguistic Programming** we indicate fundamental process under taken by all human beings to filter, to order and transmit their thought. Nowadays it represents a fast developing model in Italy for its versatile applications in the following fields:
 - Consulting and Training
 - Counseling and Coaching people and companies
 - Managing Communication
 - Selling and Negotiation
 - Motivation
 - Align Vision and Mission

Training ECM

Continuing Medical Education

- Alfour is accredited from the Italian Health Ministry to provide training experiences for medical doctors, nurses and technical staff, valid for the Italian ECM credits program.
- We support people in soft skills development, with special attention to workgroup in hospitals, leadership training, public speaking for scientific presentations, NLP skills applied to health programs.



Leadership...

- "... exists when people are no longer victims of circumstances but participate in creating new circumstances...its not about positional power; it's not about accomplishments; its ultimately not even about what we do.
- Leadership is about creating a domain in which human beings continually deepen their understanding of reality and become more capable of participating in the unfolding of the world. Leadership is about creating new realities." (B.J. Caldwell, 1997)

Group Building Methods

- Group techniques focus on helping teams increase their skills for effective teamwork
- Group building methods often involve ***experiential learning***, including:
 - Adventure Learning
 - Team Training
 - Action Learning



Adventure learning

- Best suited for developing skills related to group effectiveness such as:
 - self-awareness
 - problem solving
 - conflict management
 - risk taking



Other perspective

- Another typical methodology is the **Assessment Centre**, based on the last developments of **game psychology**, and the applications of *motivations strategy, problem solving, stress relieve* and *goals achievements* in human performance activities.

Alfour Values for Partner Companies

- Focus on the **critical few** instead of the *trivial many*
- It's all about **people's** insights, **people's** decisions, **people's** commitment
 - In our intervention Alfour's team takes the role of catalyst and facilitator, stimulating partners' skills and resources

SKILLS FOR CHANGE

- Our aim is follow Companies in optimizing human resources, competencies and strategies that means to be able to fulfil their need of transformation with the values and requirements of our clients.



Consulting

Human Resources Development

- In order to satisfy those requests, Alfour is able to carry out:
 - Company analysis: market position, size, vision, mission and internal and external policy;
 - Evaluation of company climate;
 - Competence Analysis
 - Potential Analysis
 - Creation, consulting and revising of **Performance Evaluation** systems;
 - Projects and Training on **Project Management**
 - Training and consulting on **Customer and People Satisfaction.**

Consulting

- **The Consulting process** represents the need of a continuous updating of competencies and methodologies in supporting the change of people in companies, that reflect the dynamic character of **neuroscience**.
- The objective of adapting the neuroscience models to the Italian labour system leads Alfour to be an organisation in a continuous development. Some examples of this profitable and practical approach are in the human resources developing procedures.

Consulting methodology

- **We follow a methodology of participative consulting aimed at**
 - Building competencies within the organization
 - High bias for implement ability in all our solutions
 - Stimulate creativity and help stimulating a learning organization

Coaching and Counseling process

- We deal with INDIVIDUALS AND WITH RELATIONSHIPS by a work which may be empowering, developmental, crisis support, guiding or problem solving.
- Our goal is everytime to give the “client” an opportunity to explore, discover and clarify ways of living more satisfyingly and resourcefully. (BAC 1984)

COACHING PRACTICE

- We believe that coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. (ICF 1995)
- We work with our clients to reach their goals in the branches of :
 - Life coaching,
 - Business coaching,
 - Enterprise coaching,
 - Personal coaching,
 - Health coaching.



COUNSELING PRACTICE

- The core values which characterise our Counseling Approach, are those of respect, integrity, authority, responsibility, autonomy, confidentiality and competence. In the Delivery of Practice, this leads to the skills of contracting, setting and maintaining boundaries, being explicit and open, monitoring the process and maintaining appropriate levels of privacy. (EAC 2006)

Supporting people

- Assessment
 - Actual State
 - Where are you today?
- Direction-setting
 - Desired State
 - Where do you want to go?
- Action Planning
 - Stimulating Resources
 - How can you best get there?

Partners and Clients

- ATITECH - ALITALIA GROUP
- ASL TRENTO
- AUTORITÀ PORTUALE DI TARANTO
- FIAT GROUP IVECO COMPANY
- SASSARI BANK
- MC GHAN MEDICAL ITALIA
- MINISTERO DEL TESORO
- MINISTERO DELLA GIUSTIZIA
- POSTE ITALIANE
- UNIVERSITÀ DEGLI STUDI "G. D'ANNUNZIO" DI PESCARA-CHIETI
- WELLA ITALIA
- METALLURGICA SAN MARCO S.P.A
- GRUPPO MANNI SIPRE HP
- LIFESCAN GRUPPO JOHNSON AND JOHNSON
- AQM - CENTRO SERVIZI IMPRESE
- RICONVERSIDER-FEDERACCIAI
- OSPEDALE S. ANNA DI COMO
- IRCCS FATEBENEFRAPELLI DI BRESCIA
- ISFOR 2000
- CONSORZIO MARMISTI DI BOTTICINO
- SIMES SPA
- CF GOMMA SPA
- REALE MUTUA ASSICURAZIONI
- UNIVERSITA' CATTOLICA DEL SACRO CUORE
- ILVA SPA – STABILIMENTO DI TARANTO
- CONFESERCENTI DI BRESCIA E CREMONA
- ASSOCIAZIONE INDUSTRIALI DI CREMONA
- ACCIAIERIE MORANDI SPA
- H3G SPA

Our trainers

- We are proud of our experts who represent Alfour's team of trainers. We want only the best for customers and partners, therefore we constantly invest in knowledge and expect just the best of their performance. Nevertheless, it is a pleasant environment, where trainers feel like giving knowledge along with their own experience to every attendee.

