

Ambrosetti Management (AM)

**Raise your gaze, broaden your horizons, look with different eyes:
ready for the managerial challenges of the future**



Mission

Helping companies to prepare **managers and key professionals** for the challenges of an ever-changing world.

Offer **quality, inspiring** and evocative contents, which will make them more curious, more open, more flexible, more complete.



Over 40 companies have already chosen Ambrosetti Management for:

- Offer to their people to moments to raise their eyes, broaden their horizons and enrich their managerial skills:
 - Thanks to a **rich program of web and live meetings** (Milan, Rome, Bergamo, Bologna) ready to use, in order to complement their training offer
 - With inspiring and evocative **videos and documents on demand**, that stimulate the self-development approach, which is an increasingly central feature to professional growth in the future
- Access **top quality content**: The European House -Ambrosetti has always been recognized as a leader in updating the Company Top Management, now even managers and key professionals have the opportunity to access similar paths
- Build **customized solutions** thanks to the breadth of the content and the flexibility of the technological platforms
- Finance everything with **Interprofessional Funds** (e.g Fondimpresa, FBA)

Ambrosetti Management (AM) is a distinctive program in the Italian picture:

PROGRAM OF MEETINGS, LIVE AND VIA WEB

- **20 live meetings** per year throughout the country, also broadcasted in live streaming
 - 2 hours, late afternoon
 - Milan, Rome, Bergamo, Bologna
- **10 live webinars** taken from the Permanent Update Program *

ADDITIONAL SERVICES

- Ability to create **ad hoc paths** (= live and / or web meetings) for your company
- **Outsourcing** request and management of **inter-professional funds**
- **Customization** of ad hoc technological **platforms** for the company

* Update, development and networking program exclusively dedicated to Top and Senior Managers, leaders in Italy with over 1,400 members (www.aggiornamentopermanente.eu)

CONTENT OF EXTRAORDINARY QUALITY

- **The experience of the European House - Ambrosetti**, leader in updating and development programs for top managers (Ambrosetti Club) and Top and Senior Management (Permanent Update)
- **Access to the library** with more than 200 videos and 400 documents
- **Monthly in-depth Newsletters** on the main current issues and of themes of interest to management
- **Quarterly book:** An exclusive «paper» kit of in-depth readings, created ad hoc by the Intelligence team, drawing on the most exclusive Italian and International Sources

ADVANCED TECHNOLOGICAL PLATFORMS

- **Website and Smartphone app** for «end-to-end» access to the service: Management of your subscriptions, access to the content, access to the AM Community.
- **Administration Panel** for the company contact: management of participants, centralized management of their registrations, reporting.
- Possibility of **LIVE Streaming** included in the platform
- Platform for the management of financing requests through **Interprofessional Funds** (calendar of activities, attendance register ...)

CUSTOMER SERVICE

- Possibility of welcome video conferences and presentation of the Service to participants
- **Assistance to the company contact** for the use of the administration panel
- **Assistance to participants** (FAQ, email support)

A rich, broad and constantly updated program

Three main areas: **SOFT SKILL, INNOVATION, SCENARIOS**



Insights, inspiration (and motivation) from the experts and witnesses who intervene



Walter Veltroni

Politician e writer
«Hating hate: communication on social media»



Sara Gama

Footballer
«In search of excellent leadership»



Massimo Picozzi

Psychiatrist and criminologist
«The importance of words to defuse the conflict»



Beatrice Venezi

Director of orchestra
«Leadership styles compared»



Igor Sibaldi

Philosopher
«Manager (r)evolution: 3 tips to change and be successful»



Lucio Caracciolo

Director of Limes
«Biden beats Trump: a storm in the USA. And what for us?»



Cristiano Tomei

Starred Chef
«Is there really a creative process?»



Luca Mercalli

Climatology expert
«How to avoid an unlivable planet»



Elisa Di Francisca

Olympic Champion, Fencing
«From individual champions to a winning team»



Silvio di Gregorio

Director of the Opera prison
«In the Opera prison: an innovative leadership style»



Ivan Caruso

Commander of the Italian Army Special Forces
«Managing a crisis: experiences compared»



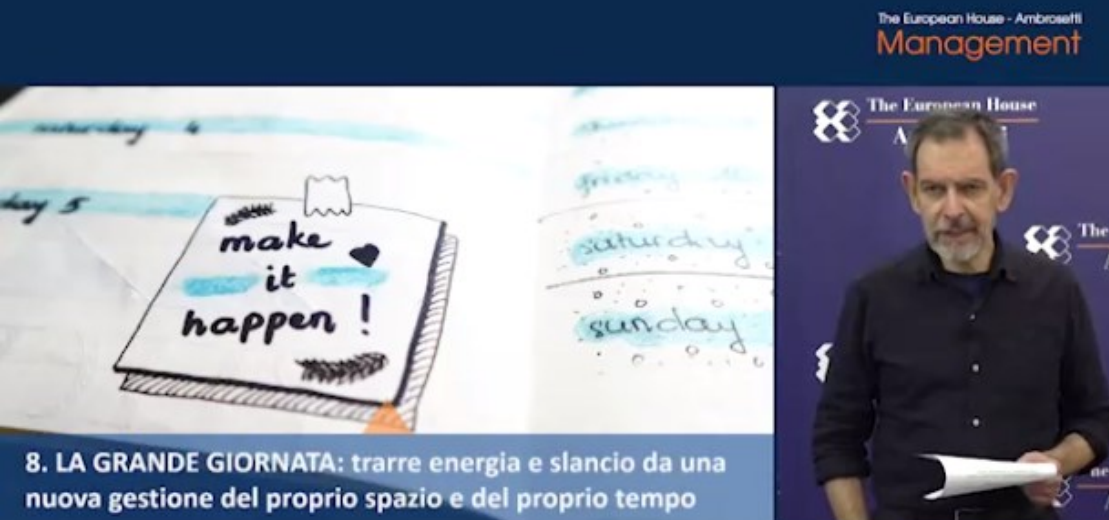
Giorgio Metta

Director of IIT
«The future awaits us: AI, neuroscience, robotics»

Live meetings: AM members listen, ask and confront each other



Live Webinars: Much More (and Much Better) than a traditional webinar



- **Television Direction:** it helps to keep the attention high and to have a pleasant experience
- **Interaction:**
 - Questions to the speaker
 - Instant poll
 - Chat
- **Simultaneous translation ITA – ENG**
- **Video recordings available on demand, in retrospect**
- **Detailed access report** (for financing with Interprofessional Funds)

And for those who are pleased and interested in learning more ...

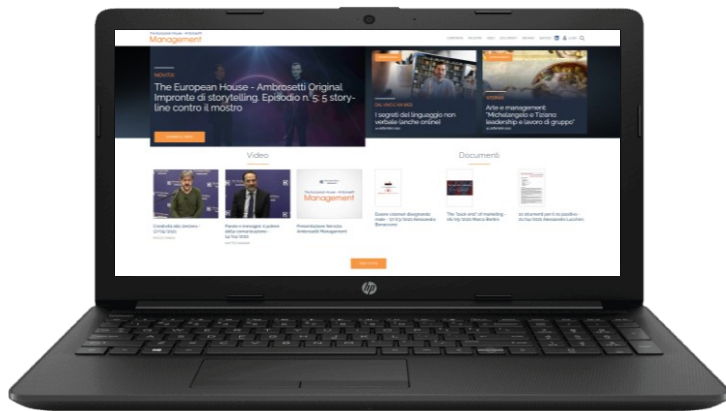
The European House - Ambrosetti library with dozens of videos on demand and in-depth readings



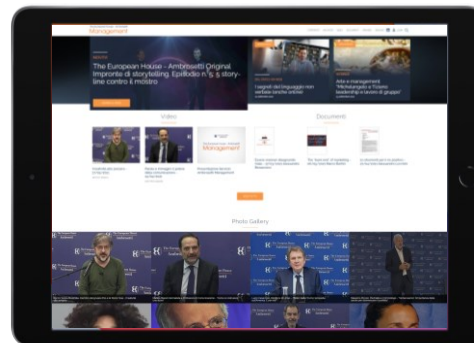
NEW!

A qualified source that will allow you to always stay up to date

- Thanks to the **website** and the **app** (iOS and Android) it is possible to:
 - Consult the program of meetings, live and via web, updated in real time
 - Manage your subscriptions
 - Access to on-demand contents (videos, documents)
 - View the Newsfeed and follow the highlights
 - Access personalized assistance, reserved for members of the Management Community
- Thanks to the automatic **Newsletter** system it is possible to:
 - Always be updated on the program and on the meetings
 - Receive monthly thematic insights



PC



Tablet



Smartphone



Newsletter

NEW!

Quarterly Book: an extraordinary insight into the most actual issues

- A **paper set of readings**, on a quarterly basis, including:
 - Deepening readings taken from qualified international sources (e.g HBR, MIT Sloan...)
 - Studies, Researches
 - Extracts of books
 - One Book
- Defined by The European House - Ambrosetti Intelligence Working Group
- Each kit focused on a specific theme
- An opportunity for great in-depth study through selected readings of the highest quality
- Available for the company contact, it can also be requested for participants

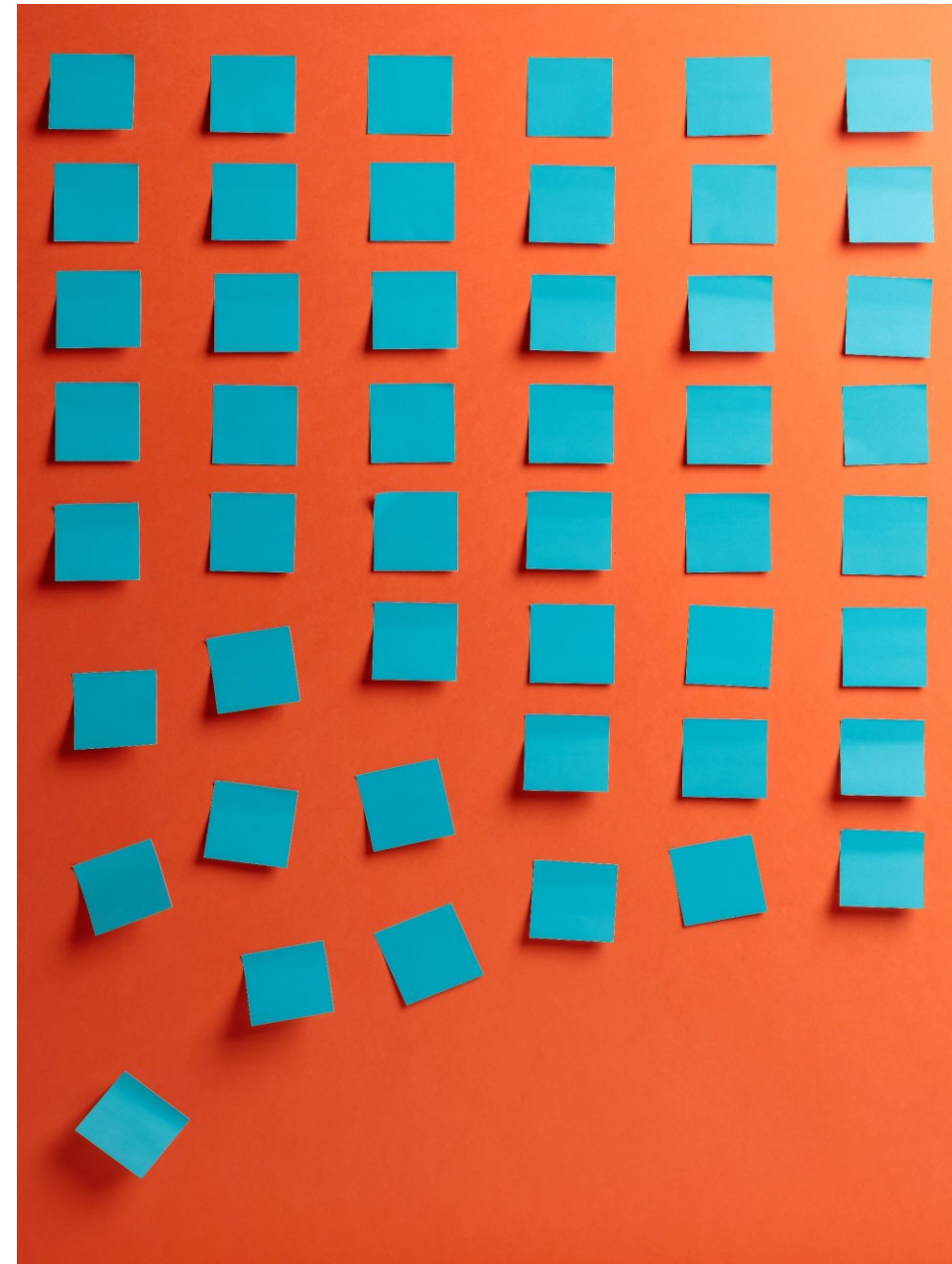


NEW!

The Administration Panel: the possibility to centrally manage dozens / hundreds of people and registrations

The Administration panel is a web application that allows the company Contact to always be informed about the Service and its usage of participants:

- **ALWAYS INFORMED:**
 - The detailed activity Log shows all the actions taken by the participants (registrations etc.)
 - Access to the program, always updated
 - Summary and detailed statistics (per person)
- **ACTIVE MANAGEMENT:**
 - Upload of all subscribers' users and their management
 - Choice whether to delegate the registration process to individuals or whether to centralize in the figure of the Company Contact:
 - per person (I select a person and I can very easily subscribe him to N meetings)
 - per meeting (I select a meeting and I can very easily subscribe N persons)
- **INTERPROFESSIONAL FUNDS:**
 - Outsourced management of the submission of the application and subsequent reporting
 - A dedicated application allows the end-to-end management of all documentation relating to financing plans (e.g. initial register, tracking of activities, automatic creation of documents for final reporting, etc ...)



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The European House – Ambrosetti was named— in the category Best Private Think Tanks — the no. 1 think tank in Italy, the no. 4 think tank in the European Union and among the most respected independents in the world out of 11,175 on a global level in the latest “Global Go To Think Tanks Report” of the University of Pennsylvania.

*The European House - Ambrosetti was recognized by Top Employers Institute as **one of the 131 Top Employers 2022 in Italy.***

