

Formazione in inglese

“Practice & Upskill”

Piano Aziendale PLUS

Il nuovo prodotto semplice per la formazione linguistica



Gennaio 2024

ALINEA
training & consulting





**“To kill
two birds
with one
stone”**



***“Prendere
due piccioni
con una fava”***

“Practice & Upskill”

Improve your English

and at the same time

Strengthen your managerial skills

What makes this program unique

“Might as well spend my English-language practice time doing something that actually helps me in my job, so I can become a better manager!”

Luca, Export manager, Treviso

Why us



WE ARE EXPERTS, each in our field

We have developed decades of experience and are recognized teachers/trainers



WE ARE BILINGUAL

We are fluent both in English and Italian

Programs - Sales & Pricing



Pricing for Profit

From Costing to Pricing
Bundle/Unbundle
Dealing with Price
increases
Profitable product mix

4 hours



Negotiation

How to deal with
counterparts from
different cultures &
worldviews

4 hours



Distributors / Export Mngt

The Channel Manager's
Handbook
Objectives, Responsibilities,
Strategies

4 hours



Business Writing

Improve written
communication skills:
emails, presentations,
structured information

4 hours

Sales & Pricing

Cristina Mariani - Barlow

Docente

Laurea con lode Univ. Bocconi (Amministrazione & Controllo)

Imprenditrice

Docente in varie Associazioni confindustriali e di categoria

Professore a Contratto al Master di I livello "Account & Sales Management" Università Cattolica Sacro Cuore di Milano



Consulente di Direzione

Affianco manager e imprenditori sui temi commerciali, marketing, controllo di gestione, comunicazione e alcune tematiche HR (KPI, incentivazione)

Giornalista e scrittrice

Scrittrice (7 libri tra cui "Pricing" e "Marketing Self Help")

Direttore di Collana per editore Franco Angeli

Giornalista pubblicista sui temi del lavoro

Short Bio

Consultant, trainer, former entrepreneur, writer and journalist based in Milan, Italy.

My areas of expertise include sales, pricing, marketing and communication.

Lecturer at University of Milan (Catholic University of Sacred Heart - Master in Account & Sales Management).

Project Management & Growth Planning

Elisabetta Battistella



Consulente di Direzione

Certified Innovation Manager with several years of Interim management career, working with SMEs making their operations more efficient and streamlined; creating a path to ensure growth and development, despite the complexity of the situations.

Strong believer in cultural & work sectors contamination; besides having extensive international experience and always been in love with the manufacturing world, enjoys industrial archaeology while exploring old sites, trying to bring more perspective from the past.

The Institute of Interim Management - Board of Directors

Executive Manager

Innovation Manager Certificata con svariati anni di esperienza nel Temporary Management, opero a stretto contatto con le PMI per rendere i loro processi organizzativi e produttivi efficienti e performanti. Creo percorsi volti a garantire la crescita e lo sviluppo, nonostante la complessità delle situazioni.

Ferma sostenitrice della contaminazione culturale e settoriale nel lavoro, oltre ad avere una vasta esperienza internazionale e una passione per il mondo manifatturiero, mi dedico all'archeologia industriale esplorando vecchi siti, cercando di cogliere dal passato lezioni da declinare in chiave innovativa.

Sono membro del Consiglio di Amministrazione dell'Institute of Interim Management UK.

PROGRAMS

Project Management & Growth Planning



Project Mgmt

- Fundamentals & Tools
- Agile/Lean vs Traditional
- Systemic Thinking

4 hours



Global Outlook & Branch Mgmt

- Export practices
- Tools for collaboration
- Reps/Distributors selection

4 hours



Anticipatory Mgmt - counting on the unexpected

- Supply Chains
- Operations
- Manufacturing
- Quality/Risk

4 hours



Project Mapping - through Gamification

A canvas and 15 cards as a tool to unclutter your project vision and map the strategic areas in order to develop an action plan

4 hours

Programs - Innovation & Climate change



Climate change

Through interactive sessions and case studies, participants will gain a deep understanding of the climate change challenges and opportunities for their companies.

4 hours



CSR/sustainability

Managers will gain insights into CSR best practices, stakeholder engagement, and sustainability reporting. The program will also emphasize the importance of ethical business practices and the impact of CSR on organizational culture and reputation.

4 hours



Innovation

With a focus on fostering a culture of creativity, problem-solving, and strategic thinking within organizations, participants will explore the latest trends in innovation, including digital transformation, sustainable innovation, and disruptive technologies,

4 hours



Crisis Communication Mngt

Effective communication strategies, media relations, and utilizing social media in crisis scenarios. The ultimate goal of this program is to empower managers to confidently lead their organizations through challenging times and effectively manage communication during crisis situations.

4 hours

Innovation & Climate Change

Rosella Migliavacca



Consulente di Direzione

President of Future Energy Foundation (Dublin, Ireland) since 2018.
Former director of: Eni Spa Yahoo! Spa SaesGetters Spa
Mediaset- Publitalia and Mondadori Spa

Formerly Professor at the University of Padua, Faculty of Physics and
Astronomy, Master of Science Communication.

Journalist with experience in top positions at the Ordine Giornalisti and FNSI.

In the last ten years I have also deepened my expertise in innovation and in
particular in climate change, as Eni delegate for all major global initiatives.
At Harvard University I earned in 2019 two graduate certificates on the
climate crisis.

My areas of expertise are: energy, internet, innovation, TV, advertising,
publishing, arts and culture.

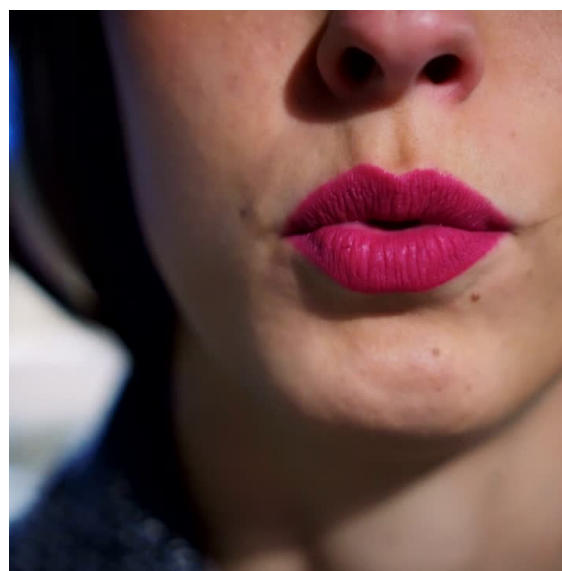
Presidente di Future Energy Foundation (Dublino, Irlanda) dal 2018.
Già direttore di: Eni Spa 2010-2017/ Yahoo! Spa 2000-2005/ SaesGetters Spa
2005- 2007/ Mediaset- Publitalia 1993-1999 e Mondadori Spa 1993-1999 e SEI
1990-1993.

Già Professore presso l'Università degli Studi di Padova, Facoltà di Fisica e
Astronomia, Master Comunicazione delle Scienze.

Giornalista con esperienza di incarichi di vertice all'Ordine Giornalisti e FNSI.
Negli ultimi dieci anni ho anche approfondito le competenze di innovazione e in
particolare
climate change, come delegata Eni per tutte le più importanti iniziative globali
All'Harvard University ho conseguito nel 2019 due certificati di specializzazione
sulla crisi climatica.

I miei ambiti di expertise sono: energia, internet, innovazione, tv, pubblicità,
editoria, arte e cultura

Programs - Public Speaking



**Speaking and
presenting
confidently in
English**

4 hours



**Bring your
English and
Presentation
skills to the
next level**

4 hours



**Toolkit for the
effective
speaker**

4 hours



**Communicate to
involve and inspire**

4 hours

Public speaking in English

Adriana Crosetto

Docente e interprete

Interprete di conferenze, esperta in public speaking e leadership coach. Laureata in Interpretazione di conferenze alla Scuola Superiore per Interpreti dell'Università di Trieste, ho più di 30.000 ore di interpretazione simultanea e consecutiva al mio attivo in eventi, congressi, meeting, presentazioni e formazione nei più svariati settori e discipline.

Sul fronte delle scienze comportamentali ho conseguito Master, trainer e training of trainers in Presentation skills e Visionary leadership all'Università di Santa Cruz e a San Francisco in California. Ho studiato e collaborato con Robert Dilts in corsi di leadership per l'alta direzione curando il suo libro Visionary leadership.

Ho al mio attivo 10.000 ore di studio e pratica di programmazione neurolinguistica, yoga, intelligenza emotiva, bioenergetica, gestalt, conscious movement e mindfulness.

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I graduated in Conference Interpretation at the Higher School for Interpreters of the University of Trieste.

With more than 30.000 hours of simultaneous and consecutive interpretation, I worked in events, conferences, meetings, presentations and training programs in the most diverse sectors and disciplines. Experience and passion make me particularly fond of design, architecture, food, psychology and neuroscience, leadership, art and literature, although I gathered extensive experience in many other areas including the automotive, marketing and medical sectors, sustainability, smart mobility, artificial intelligence, digitization and many more.

Conversation & Grammar

Daniel Barlow

English teacher for over ten years, Teacher Trainer and language consultant.
Startup founder (Infinea).

I hold a College degree in Economics from Bicocca University in Milan

I am Cambridge qualified to teach native English through CELTA and DELTA certifications

- Cambridge DELTA Module 3 (2022)
- Cambridge DELTA Module 1 (2020)
- Cambridge CELTA (Pass grade B) (2013)

I have taught English courses at

- Corporate level (Auchan, Accenture, Energizer, etc.)
- University level (Beijing City University and Milano Bicocca)

I was Teacher Trainer for one of the most successful multinational education companies in China, overseeing over 300 teachers.

I am fluent in Italian and Intermediate in Chinese (HSK 4 Qualified)



Contatti

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 www.servizi.confindustriavarese.it



Social

 Servizi Confindustria Varese