



*In partnership with*



A formative-experiential path  
with **sustainability** at center

[www.skillsmanagement.it](http://www.skillsmanagement.it)





## TOGETHER TO...

Give greater strength to changing projects focused on sustainability.

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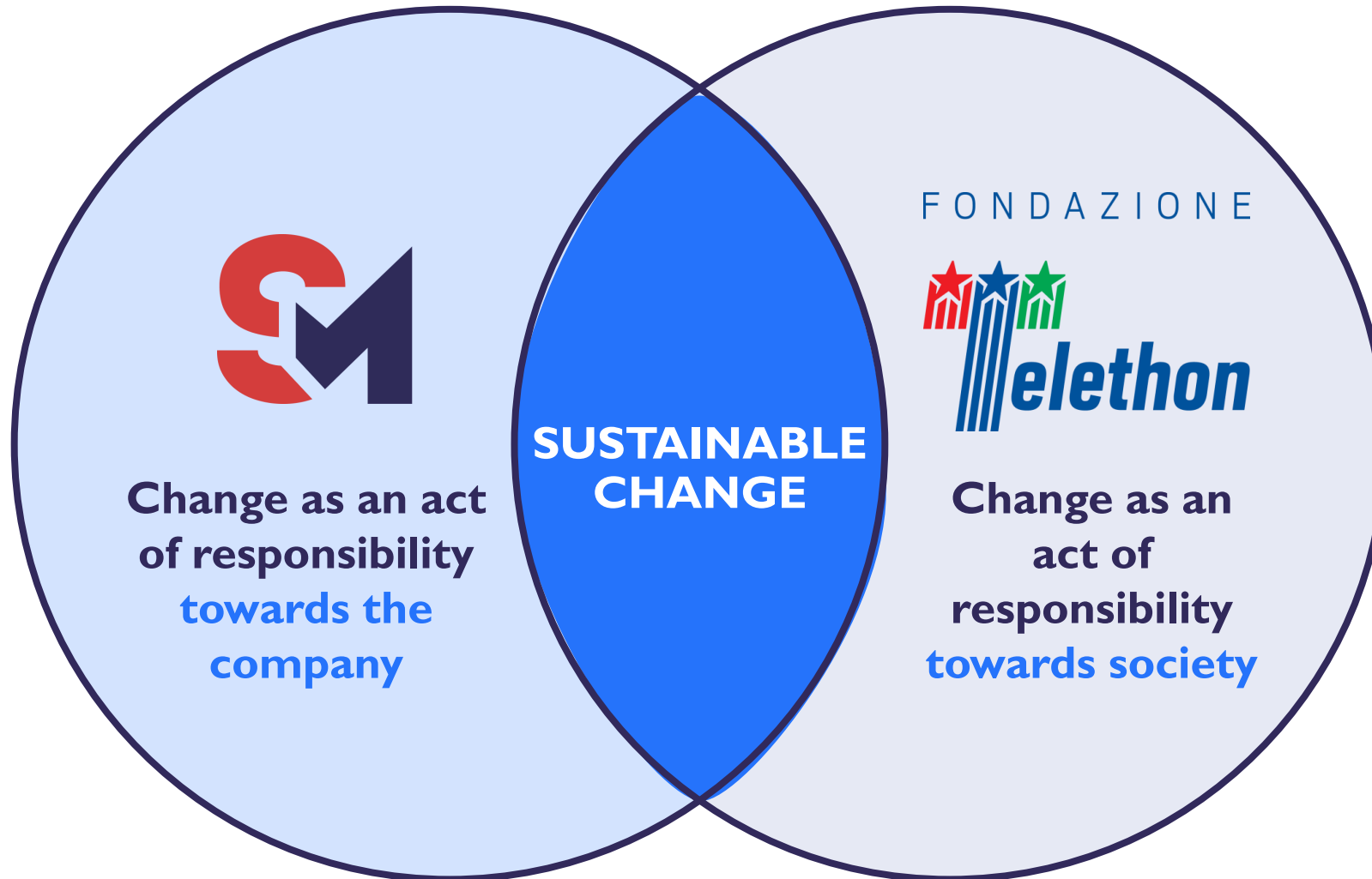


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# The idea of change that keeps us together



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# The challenge of social responsibility

« Corporate Social Responsibility is the impact that companies have on society »  
(UE, 2011)

Corporate responsibility is characterized by a strong **social commitment**, aimed to determine and guide all business choices and production activities.

The commitment is to produce **collective benefits in the long term**, in order to **return some of the wealth generated**.



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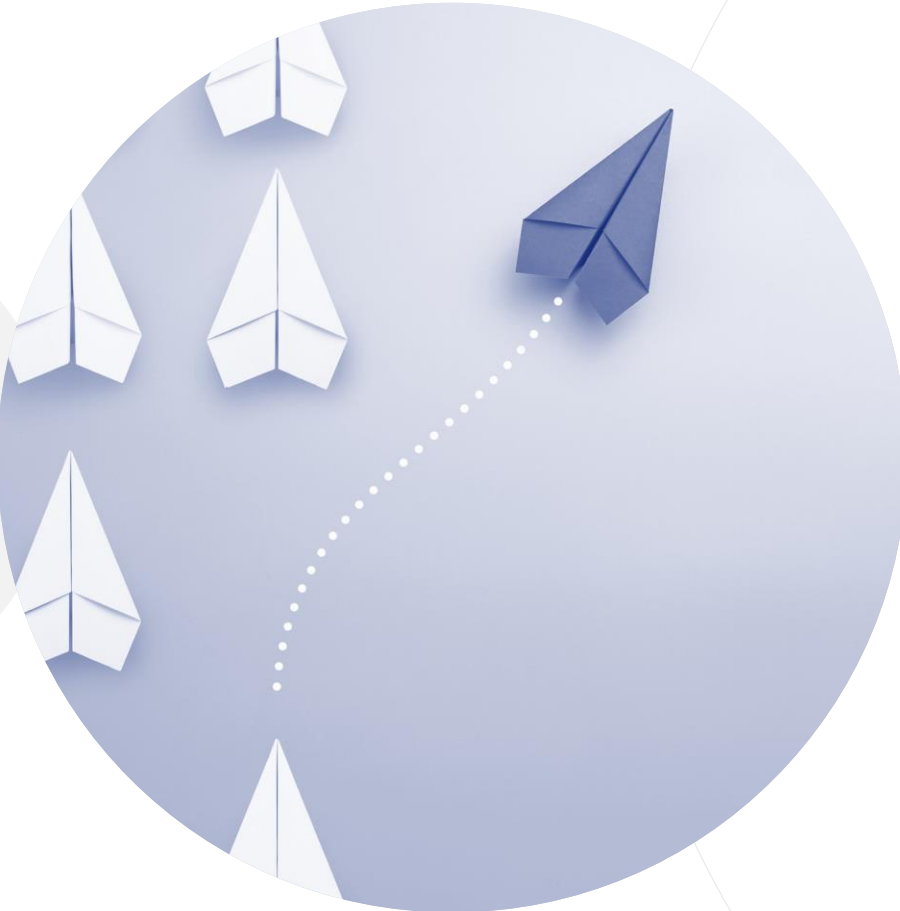


## Social responsibility as a competitive advantage

Companies that don't fully embrace the challenge of sustainability are destined to implode, because it is **the same consumers who demand that companies become part of the social network** and who, for this, will be willing to reward them.

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## Social responsibility as a competitive advantage

Companies that don't start thinking about these factors in advance, and thereby succeed in gaining a **distinctive market positioning** that makes their brand associated with the concept of "sustainable", will still be forced to do so due to **regulatory compliance**.

The most enlightened companies will have the opportunity to gain a winning position over their competitors and, therefore, **greater visibility in the eyes of stakeholders**, with a consequent **positive impact on revenues**.

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# The challenge

Sustainability, however, is a relatively new challenge for organizations, which must rethink themselves and their role in society, without being able to rely on experiences and models of the recent past.

From this reflection comes the idea of **identifying, in contexts other than business, a role model that can be an inspiration and an opportunity for real engagement.**



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# A path with sustainability at its core

## CONSENT AMONG EMPLOYEES

A company must start a process of change that turns it into a responsible player in the environmental, economic and social context in order to respond in a more targeted manner to the needs, tangible and intangible, of customers and the entire community.

In order to do this effectively and reliably, organizations must first and foremost build consensus among their employees.

Take care of them by valuing, rewarding and involving them.  
Taking care of them to take care of the company.

It is necessary for them to make a conscious choice every day to renew the trust and the commitment that binds them to the organization.

This also amplifies the power of attraction of the company towards talents. In particular, towards the new generations that are increasingly sensitive to sustainability issues, such as the Millennials.





# The goals of the path

01

## OF THE COMPANY

Move the organization toward sustainable change in order to ensure its long-term survival, by networking all internal and external resources and making the system of interconnections of which it is part profitable.

02

## OF THE PEOPLE

Activate a new vision of the world and the realization that one's own mindset and behaviors will dictate the achievable future.

A method that:

- renews personal energy and planning
- provides the stimuli to face the challenges of changes, such as the current one.

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# The project

Skills Management Group and Telethon Foundation have created a **formative-experiential path** to integrate and facilitate the process of diffusion of CSR in all the dimensions of company life.

**An enrichment activity** to support the broader process of transformation that the company is implementing to become fully sustainable.

An experience that is not a bracket to be opened and closed in the time in which it takes place, but that represents a **seed capable of generating continuous fruit**.



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# The dual focus of the project

01

## PERSONAL EXPERIENCE

Intended as an experience that:

- Will generate inclusion and sharing of business values and goals;
- Rrenews the relationship between people
- Stimulates a sense of belonging and pride in the company

02

## PATH

An experience lived as a starting point for promoting a plan to manage people that, with the support of the Telethon Foundation, can find a fertile ground on which measure itself:

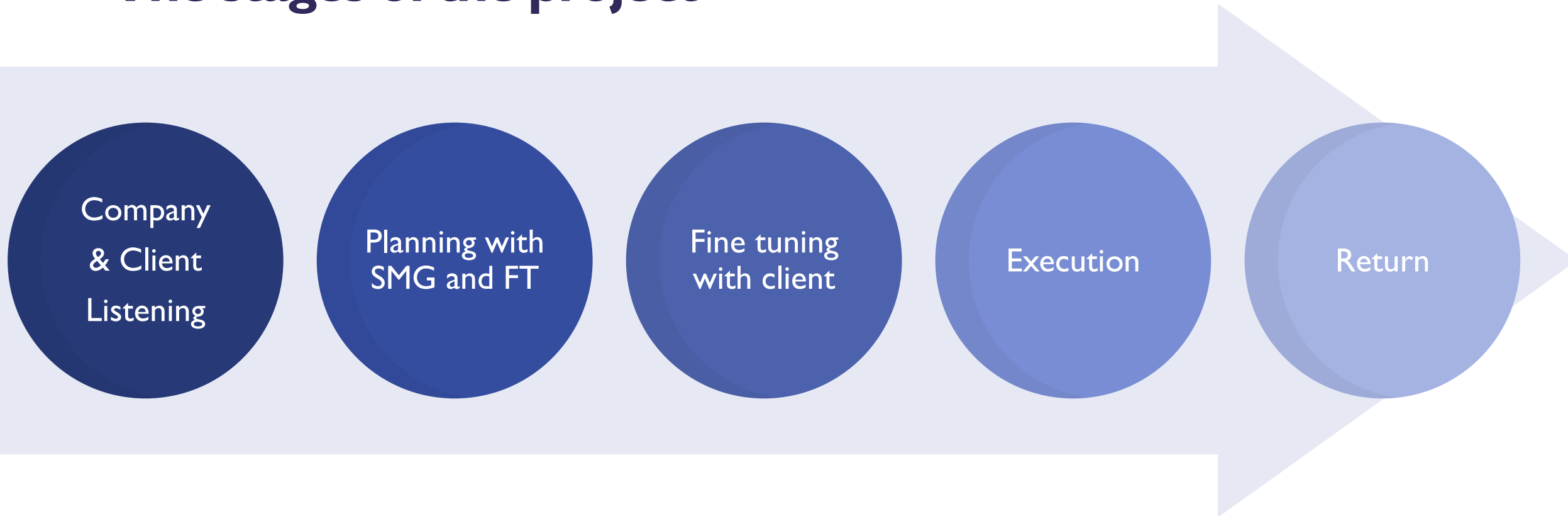
- Generational exchange;
- cross-functional collaboration;
- inclusion;

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## The stages of the project





# The articulation of the execution phase

01

## A first workshop

of one day, during which the consultants of Skills Management Group will provide the frame of the experience with the Telethon Foundation, within an organizational vision oriented towards sustainability and corporate social responsibility. The objective is to highlight how the Telethon Foundation is an inspirational example and an opportunity of commitment for an organization wishing to undertake a path of change, putting at the heart of business action and people management the values and the pact of trust with employees, stakeholders and territory.

02

## A second workshop

one-day event divided into two parts. In the first part, some witnesses of the Telethon Foundation will tell its story, highlighting its vision and challenges, governance and ecosystem, projects and prospects, stumbling blocks and results. In the second part, the participants, divided into two subgroups, will visit the San Raffaele-Telethon Institute for Gene Therapy, research and treatment center, and meet some key figures who will illustrate, with an informative approach, its functioning and features.

03

## A creative laboratory

of one day, for the development of ideas involving the company as a whole and individual employees, to raise funds for the Telethon Foundation.

04

## A third workshop

of the duration of half a day, in which the working groups present their proposals to carry out the fundraising to a jury composed of the client, the consulting company and the Telethon Foundation.

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# Further development of the project

The link to the Global Goals of the 2030 Agenda can, in addition, be strengthened by:

- A **direct investment by the company** (one-time or periodic) to strengthen CSR;
- The **involvement of all the people** who are part of the company in a **periodic (annual) event** as a testimony of the actions implemented in support of the Telethon Foundation.



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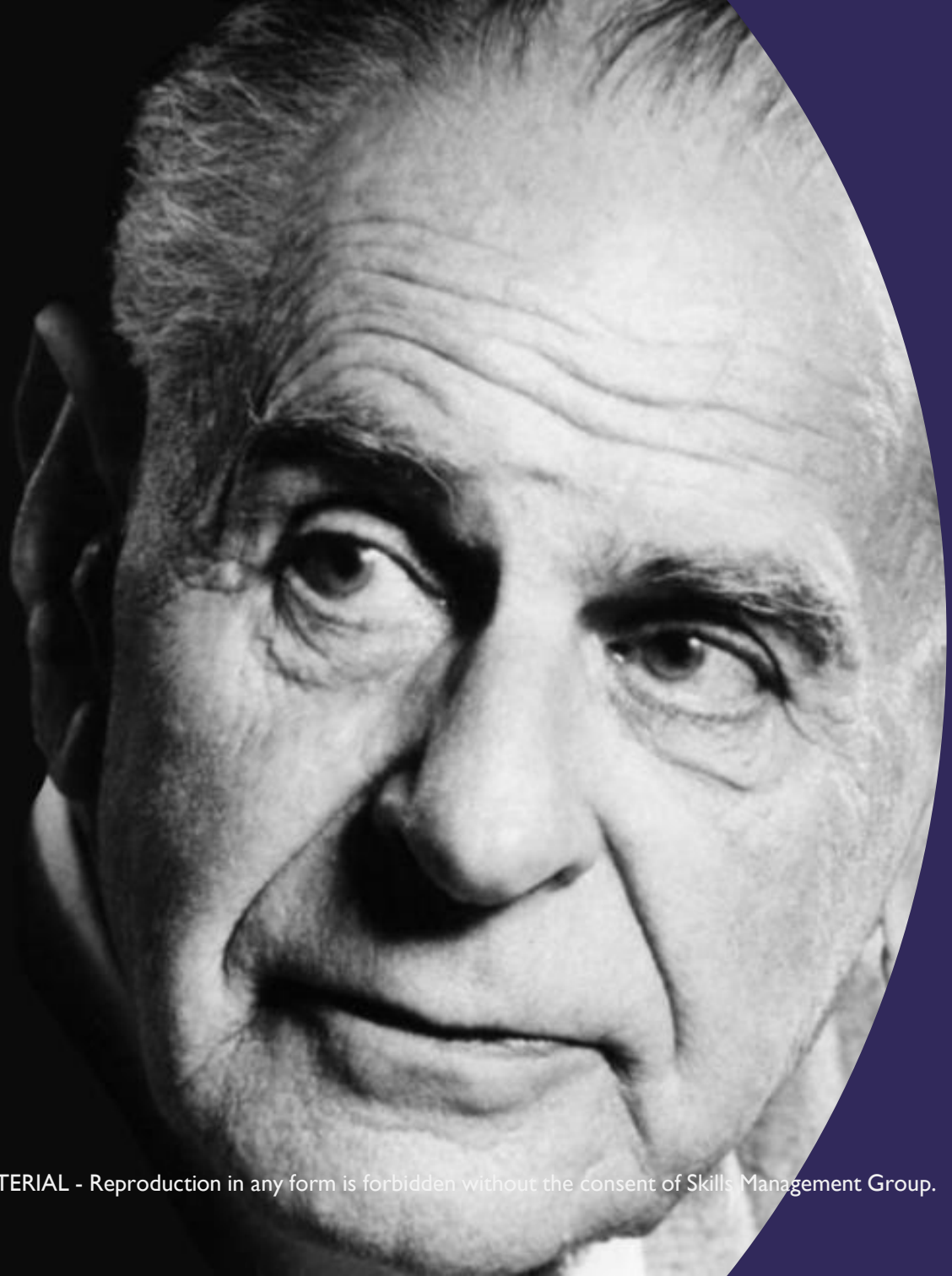
## A final thought

In the book "The Future is Open"  
Karl Popper writes:

*« The future is wide open, and it's up to us, all of us.*

*It depends on what you and I and many other men do and will do, today, tomorrow, the day after tomorrow. And what we do and will do depends on our thinking and our desires, our hopes and our fears.*

*It depends on how we see the world and how we evaluate the possibilities of the future that are open to us. ».*



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**SKILLS MANAGEMENT**  
THE HOLISTIC CHANGE COMPANY

**LEGAL OFFICE:**

**Skills Management – Consulenza & Formazione S.r.l.**

Via Massena, 71 – 10128 – Turin

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 @skills-management

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[www.skillsmanagement.it](http://www.skillsmanagement.it)

[info@skillsmanagement.it](mailto:info@skillsmanagement.it)



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