



PerFormat

WE FOR YOU
PerFormat
BUSINESS



"Companies are human minds' products.
If people grow, companies grow".

Anna Emanuela Tangolo



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PERFORMAT BUSINESS

PerFormat Business is a team of professionals effecting interventions in consulting, training and coaching for companies.

Our job focuses on the psychology of companies, managers, staff and freelance employees, using Transactional Analysis as a work tool.

Active listening, practicability, guidance toward growth paths are the key elements we deem necessary to learn new competences, and achieve actual efficacy and personal growth at any level of responsibility.





OUR HISTORY

*"It takes courage
to be a real winner"*

*Muriel James
& Dorothy Jongeward*

PerFormat was born in 2002 to develop solutions and services aimed at enhancing potential and promote wellbeing in individuals and organizations.

In 2010 we developed PerFormat Business, a space specifically designed to provide personalized training and consulting services for companies and professionals.

As PerFormat and PerFormat Business we followed the growth of numerous companies, public and private, profit and no profit, accompanying them in their improvement paths.

Today, PerFormat is a cutting-edge provider of consulting services for companies, offering up-to-date training programs fitted to promote the development of today's companies.

PerFormat created:

- A big Italian Specializing School in Transactional Analysis psychotherapy, today active in three branches (Pisa, Catania, Albenga);
- Counseling services for managers, consultants, and professionals in social and health services;
- A master's program in management, for managers and professionals in several sectors;
- WE Empowering Women®: a brand designed to promote women's leadership in companies.

PerFormat also created "PerFormat Salute", an Italian network of over 20 multifunctional centers for health and wellbeing promotion forming a community of over 90 professionals in constant training.

VISION AND PHILOSOPHY

Working well is fundamental. Success begins first in the mind and only afterwards does it reach the market. Today's quick and stark changes in the work world require the development of soft skills such as proactivity, autonomy, collaboration, and entrepreneurship.

Winning organizations share the same features:

- They are led and managed by constructive people
- They master techniques and technologies and, at the same time, they understand social and psychological profiles
- They are open dynamic systems.

We believe that:

- HUMAN BEINGS are the core of any effective company work
- COLLABORATION between individuals is indispensable for business success
- SHARING different points of view is the spark of innovation, success, growth
- INCLUSIVE LEADERSHIP and women empowerment are indispensable for companies' growth, for learning new competences, and for reaching actual efficacy at any level of responsibility.

"Obstacles are those frightful things you see when you take your eyes off your goal"
Henry Ford





METHOD

We offer an innovative model of intervention consisting in a variety of different tools selected following the nature of the recipients and the analysis of their requests.

We facilitate change paths through innovative models of interventions, using coaching and counseling techniques to support managers and staff in finding new answers and solutions, and in selecting the most adequate organizational behaviors.

Counseling is essentially a conversation where clients present a problem and counselors help them in increasing their awareness for a better definition of the problem, and in identifying the most suitable answers and solutions.

Coaching is a training and supporting activity for managers and professionals aimed at promoting adequate organizational and personal behaviors. Coaches follow managers in attending to their professional tasks and support them in coping with different situations such as meetings and performances.

We support companies and people in expressing their talent and learning the relational skills needed to work at their best. We teach our clients to ensure that any individual's contribution becomes an asset for the whole group, to express one's potential at best, and to make it possible for all collaborators to do the same, because this is the key to success.

"Think, believe, dream, dare"
Walt Disney





OUR THEORETICAL REFERENCES

Performat Business uses Transactional Analysis (TA) as its main theoretical approach. TA is a very powerful theory of personality and communication in interpreting phenomena and producing change.

TA efficiently explains human individual and group behavior providing extremely functional tools for personal and professional success.

Besides, in company training and consulting, PerFormat Business makes use of cutting-edge knowledge from Neuroscience for Management and adopts a range of techniques used by the most internationally famous Business Schools.



"We need a kind of thinking that discerns and reconnects instead of disjoining and reducing, and that accepts the challenge of complexity"
Edgar Morin

CONSULTING

PROFESSIONALS, STARTUPPERS, AND PROFESSIONAL TEAMS

- We offer counseling and coaching paths to freelance professionals aiming at finding and empowering their skills and passions, and at turning them into work opportunities.
- We offer to freelancers and startuppers coaching and training courses on topics such as: psychological roots of success, development of creativity skills, leadership, influence, resilience, empathy, communication, team management, sales, self-management.
- We offer to professionals and professional teams tailor-made support paths in the following areas: collaboration, human resource management in small groups, conflict management between associates and in group teams, sales and customers communication.



*"Success begins first in the mind
and only afterwards does it reach
the market"*

PerFormat Business





CONSULTING

Companies and Public Institutions

We design coach services for top management and key-roles in areas such as: leadership change plans, communication, self and time management, collaborators management.

We also offer consulting services on various themes such as:

- Defining development plans for companies and organizations according to the available resources;
- Personal support and organizational consulting in phases of growth, change, crisis;
- Defining rearrangement plans of structures, roles and process;
- Understanding and managing motivational profiles of top management and human resources, building assessment systems, and incentivizing top management according to motivational profiles;
- Personnel assessment, role orienting and socialization, company skill analysis;
- Company communication and climate enhancement;

- Support in negotiating processes aimed at defining a winning psychological attitude in relevant company and societal contracts; emotional and psychological design.

We also offer coaching courses for managers and entrepreneurs in family businesses, interventions of conflict mediation between associates, mediation and support in generational passages.

Responding to the many modernization requests and challenges of a rapidly changing society is more and more vital to a Public Institution.

We design and provide:

- Assessment on work-related stress;
- Courses on organizational wellbeing;
- Support and consulting services for conflict reduction and management in workplaces.



EMPOWERING WOMEN

A brand, a path, success

WE-Empowering Women® is a trade mark certifying quality in women leadership in the workplace.

The goal of WE-Empowering Women® is promoting and certifying women-friendly workplaces where access for women to top management and leadership roles are recognized and valued.

WE-Empowering Women® attests quality and wellbeing in a workplace not only by evaluating the contractual positions of female workers but mostly by assessing the relational and intersubjective dynamics relevant to the creation of an effective women's leadership.

WE-Empowering Women® certification path uses Transactional Analysis as a methodology tool and can be flanked with specific consulting and coaching interventions.

Why certify your company?

- The guarantee of a quality women's leadership facilitates the hiring of new talents and avoids the dispersal of human resources;
- As a best practice, WE-Empowering Women® produces a strategic and impactful return in terms of image;
- It produces an immediate positive impact on personal and collective wellbeing in workplaces;
- It promotes growth and fluency in internal communication;
- It stimulates imagination and creativity by promoting new inclusive leadership models;
- It promotes the enhancing of individual and intersubjective skills;
- It facilitates inclusive and collaborative dynamics;
- It increments productivity in both quantitative and qualitative terms.



www.empoweringwomen.it

"One is not born, but rather becomes, a woman"
Simone De Beauvoir

TRAINING

We design training courses for public institutions, private companies, and professionals.

Our courses provide useful tools for developing a successful career and managing the constant changes of the work world.

We empower soft skills and train constructive organizational behaviors: soft skills are communication skills, organizational behaviors are effective ways to act in order to achieve our goals.

We believe in training as:

- a fertile ground providing elements of theory, case studies, spaces for conversation and debate in the classrooms, processing in small groups, training exercises, mocking sessions, role playing;
- a workshop where we learn by creating, trying, and doing new things;
- a community lasting beyond the end of the training course, providing distance learning through shared knowledge and experience.





Introductory workshop



BUILDING SUCCESS

Good communication for business empowerment

"Building success" is the entry format introducing to PerFormat Business world anyone interested in knowing PerFormat's tools, skills and philosophy in a simple and direct way. The workshop is offered locally and can also be provided as a company-oriented format.

Intensive workshop



BUILDING SUCCESS

How to improve communication and become more effective

An intensive 18-hour-long workshop to empower communication skills for anyone needing to communicate with groups of people operating in small and medium-size organizations where workflows are dynamic. Learning to communicate with colleagues and clients is crucial to successfully achieve one's goals.

Intensive workshop



Knowing and developing our leadership

We provide a 3-day-long workshop addressed to anyone who wants to know their leadership style and aims at improving their capacity to influence and conduct groups and work teams. The workshop addresses theory, case studies analysis, and includes a large number of training exercises and role-playing sessions.



Public speaking workshops

Today PRs are more crucial than ever in any entrepreneur's and manager's work. Being a good speaker is not only a quality among many, but a skill one can learn. The 4-day-long course teaches effective live, video and social media speaking. It is addressed to anyone who wants to improve their public speaking skills.



Professional writing workshop

Writing often means asking oneself meaningful questions, because writing is always a formalized act to be structured consciously in order to manage its outcomes and consequences.

Writing correct and effective emails and letters, knowing how to use social media, writing a self-presentation, improving company texts are some of the issues addressed by the 6-day-long course designed for anyone who wants to improve their use of writing as a professional tool.

"Dreams are today's answers to tomorrow's questions"

Edgar Cayce



MASTER IN COMMUNICATION AND ORGANIZATIONAL BEHAVIORS

The Master's program provides theoretical and operative tools for planning and managing organizational processes, human resources, and company development.

The Master's program uses group coaching as the main tool in order to connect personal and professional paths, and to directly implement the course contents in one's company management and work.

The Master's goal is to accompany and support professionals in a learning process producing fast, evident, and practical effects on their profession.

TEACHING AND SCIENTIFIC APPROACH

Learning from one's actions and emotions, transforming classroom experiences into workshops to learn and experiment new behaviors in order to stimulate more original and independent thoughts through the Transactional Analysis interactive methods and creativity and problem-solving enhancing paths.

The Master's program provides tools produced in the latest research in management, neuroscience, and psychology in order to enhance competences in:

- Leadership;
- Time Management;
- Conflict Management;
- Public Speaking;
- Empowerment;
- Creativity and Innovation;
- Wellbeing and organizational climate;
- Team Building.





MASTER IN TRANSACTIONAL ANALYSIS COACHING

A 2-year-long Advanced Training Course for Company Consultants

The Master's Program in Transactional Analysis Coaching is a 2-year-long advanced training course for Company Consultants. It offers theoretical and operative tools for working as a Coach in companies and organizations, both in individual and group settings.

The course is addressed to freelance professionals who want to develop effective consultancy skills for companies' development.

The course is also open to anyone who works in HR management and coordination for companies and organizations and aims at learning useful skills for developing a responsible and genuinely motivational leadership.

"There is always an inner game being played in your mind no matter what outer game you are playing."

How aware you are of this game can make the difference between success and failure"

Timothy Gallwey



RESEARCH AND THOUGHT

Our work is made possible and effective only if it can constantly feed on research and thought, beside experiences and teaching experimentation.

It is also thanks to its publications that PerFormat is today the Italian reference point for implementing the TA model in companies and organizations consultancy, drawing from the many successful experiences of numerous European and English-speaking countries.

OUR JOURNAL: PATHWAYS IN TRANSACTIONAL ANALYSIS

Pathways in Transactional Analysis is our multi-disciplinary online Journal. It publishes scientific articles on the main TA areas of application.

It disseminates studies and research in different disciplinary fields such as organizational consultancy, counseling, and psychotherapy.

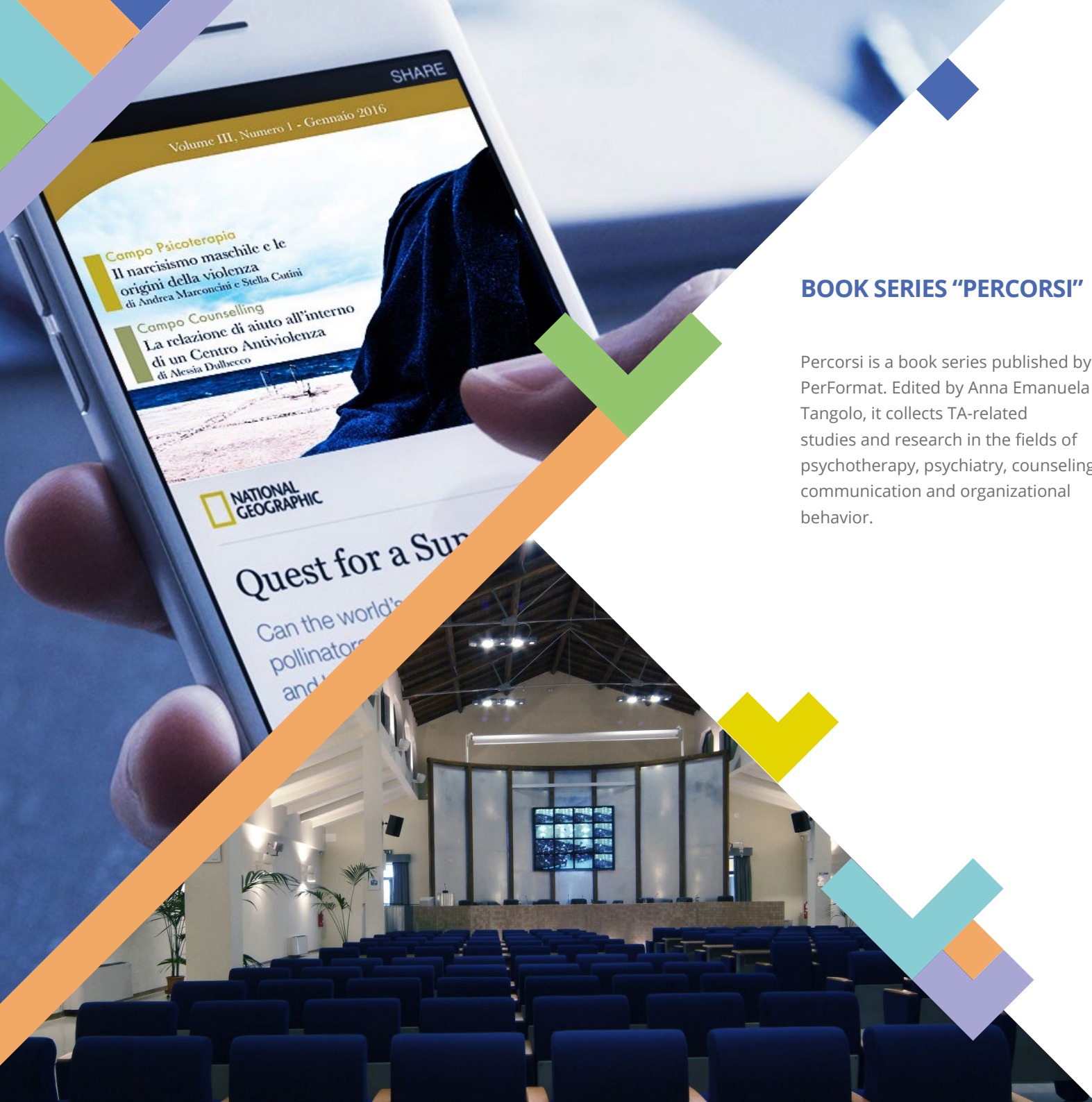
As for the organizational area, the Journal constitutes a powerful tool to learn and consolidate the best theoretical approaches related in particular to organizational change and human resource enhancing.

Pathways in Transactional Analysis is published quarterly and hosts articles in both Italian and English.

"Today is only one day in all the days that will ever be. But what will happen in all the other days that ever come can depend on what you do today"

Ernest Hemingway





BOOK SERIES “PERCORSI”

Percorsi is a book series published by PerFormat. Edited by Anna Emanuela Tangolo, it collects TA-related studies and research in the fields of psychotherapy, psychiatry, counseling, communication and organizational behavior.

MEETINGS AND CONFERENCES

We believe that knowing each other, exchanging ideas, and constantly nourishing our knowledge are the keys to personal and professional success.

This is why we devote a large part of our activities to produce events and meetings (such as the Innovation Salons hosted by many of our branches), scientific conferences, seminars, roundtables, which, over more than a decade, have hosted dozens of researchers, academic scholars, and authors who have largely contributed to the development of new ideas and practices in many different fields.



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"The future belongs to those who believe in the beauty of their dreams".

Eleanor Roosevelt

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