

Stories to guide
the change

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INDEX

- 3 INTRODUCTION
- 5 OBJECTIVE
- 7 PRODUCT STRUCTURE



INTRODUCTION



The change

We are living a **unique moment**, characterized by unprecedented social and historical phenomena that are completely changing the approach to work and its cultural models.

A scenario has been created, in which **performance** increasingly requires to be combined with speed of response and flexibility.

Companies need to implement **new tools and new methodologies** to reach their employees and stakeholders in general.



OBJECTIVE



What is Oasis?

OASIS is a tool developed to reach people quickly and innovatively.

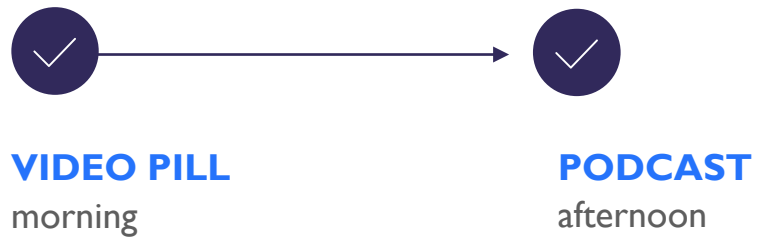
It was created with everyday life in mind, to accompany people, to support them from the consolidation of ideas to the most significant moments of **cultural change**.

Taking advantage of the power of storytelling, with the aim of **creating a new mindset**, to live one's work activity or client experience differently, OASIS includes **two scheduled appointments**, the first in the morning (video) and the second in the late afternoon (PodCast).





PRODUCT STRUCTURE



The product can be **modulated** according to the objective you wish to pursue (motivation, support, promotion of values).

It is generally proposed on a **daily basis**, but can also be developed on a **weekly basis**.

Once the objective has been defined together with the client, a series of key terms (**keywords**) are identified. The keyword will be at the centre of the video and PodCast daily or weekly.

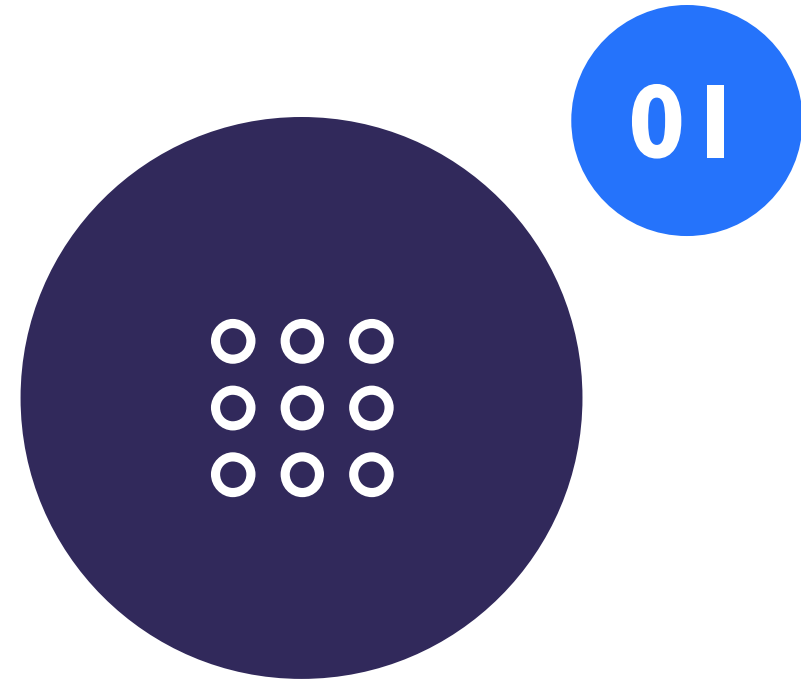


THE COMMON THREAD

In order to make the project easier to use, the words are inserted into a "**frame structure**" that encloses the chosen words with the aim of preparing the recipients for the overall view, while creating an expectation.

The easily recognisable logical structure acts as a **thread** running through the various appointments.

By way of example, the key words are proposed following the order of the alphabet, with the first word starting with A and the last one starting with Z.



The common thread



THE TARGET

OASIS is designed as a flexible tool, which is why it can be used both to develop content for **internal and external communication**.

Due to its characteristics it is functional to the integration of business communication.





THE VIDEO

It is conducted by a **psychologist**.

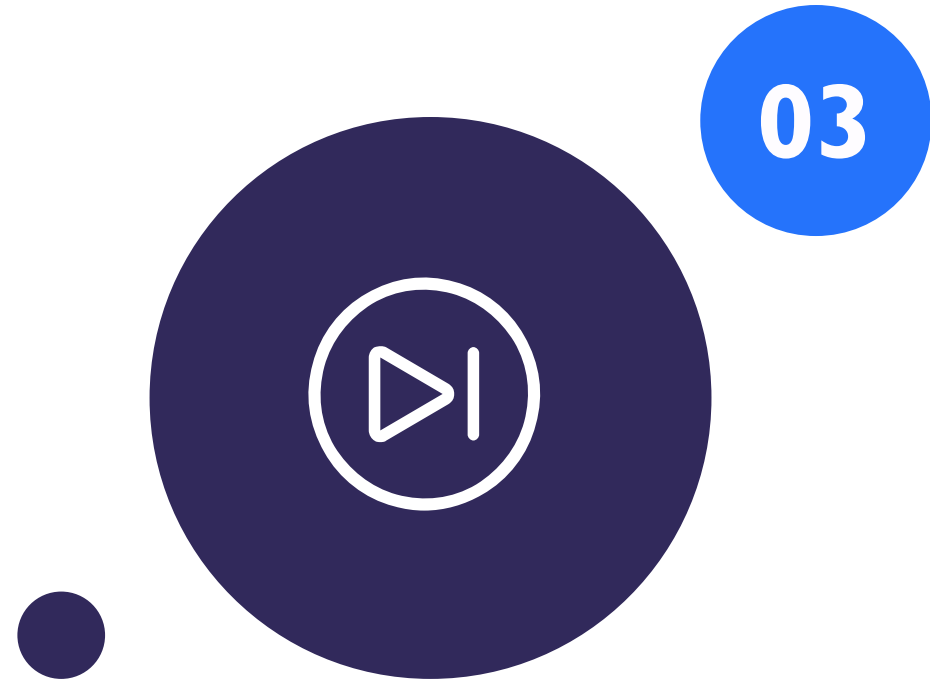
It is sent to recipients generally in the morning.

It consists of a daily pill **lasting about 3 minutes** in the course of which, starting from an episode (personal, news, ...), a keyword develops.

The term is analysed from an etymological point of view and then its importance from a psychological point of view is discussed.

On the basis of this, and in line with the objectives established with the client, a targeted psycho-physiological exercise is proposed.

The video pill ends with the launch of the afternoon PodCast. Depending on the objectives, **direct contact with the psychologist** (via email or mobile phone) may also be proposed.





THE PODCAST

It is conducted by a **psychologist** and a **new media specialist**.

The PodCast is generally published in the afternoon. It **lasts about 30 minutes** and takes the word treated in the morning in the video.

The PodCast is designed to allow people to deepen their understanding of the topics covered in the video and is developed in the form of a **debate** during which a book, a film and a song related to the keyword are proposed and discussed.

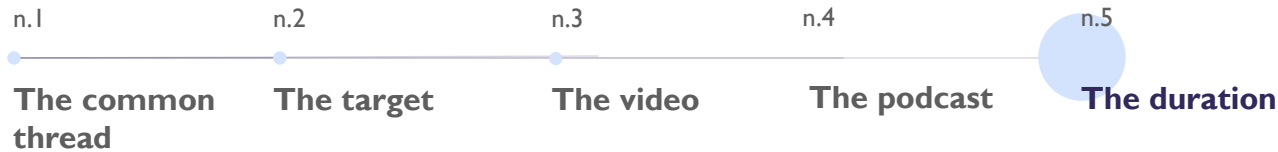
Also in this case a **direct contact with the psychologist** can be proposed (via email or mobile phone).



THE DURATION

The duration of the programme depends on the editorial plan agreed with the client.

Normally OASIS is programmed for an average duration of about **20 episodes distributed over 1/6 months.**





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