



SKILLS MANAGEMENT  
*group*



# THE SEA OF TECHNOLOGIES

## Innovation & Digital transition

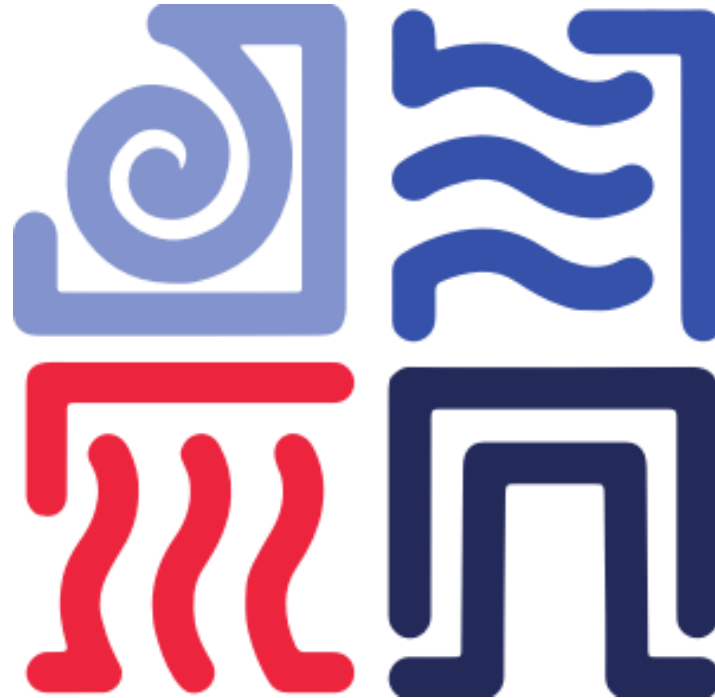
[www.skillsmanagement.it](http://www.skillsmanagement.it)



## THE 4 ELEMENTS OF CHANGE

Just as life is the result of the integration of four elements (earth, water, air, fire), change processes, to be effective, must integrate Sustainability, Technology, Narrative and People

**THE WIND OF  
SUSTAINABILITY**



**THE SEA OF  
TECHNOLOGIES**

**THE FIRE OF  
NARRATIVE**

**THE LAND OF  
PEOPLE**

We are able, through our partner Nemeaservices, to support the fundability of projects related to the four areas



# Human-centered innovations

Not only does **technology** enable cost efficiencies and increase potential revenues, but it can **improve the day-to-day work experience** of an organization's resources, **allowing them to save time and focus on more value-added activities.**

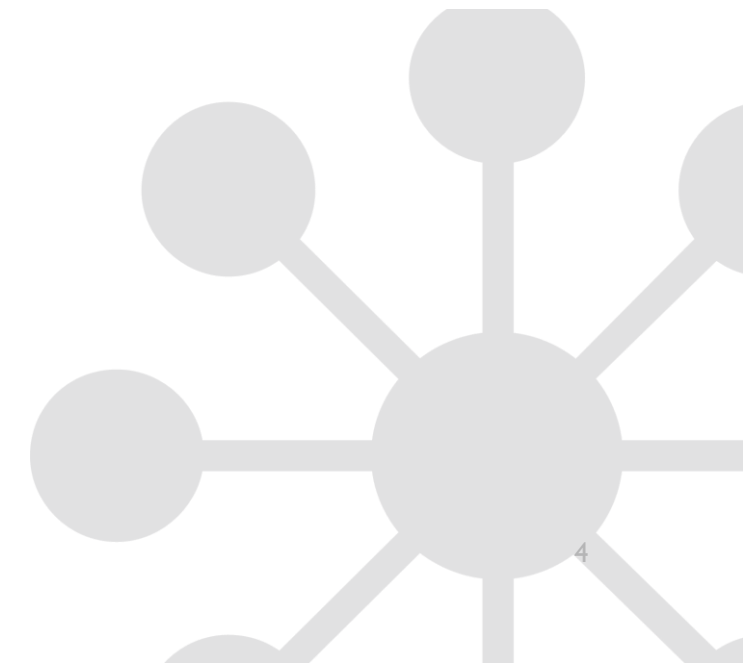
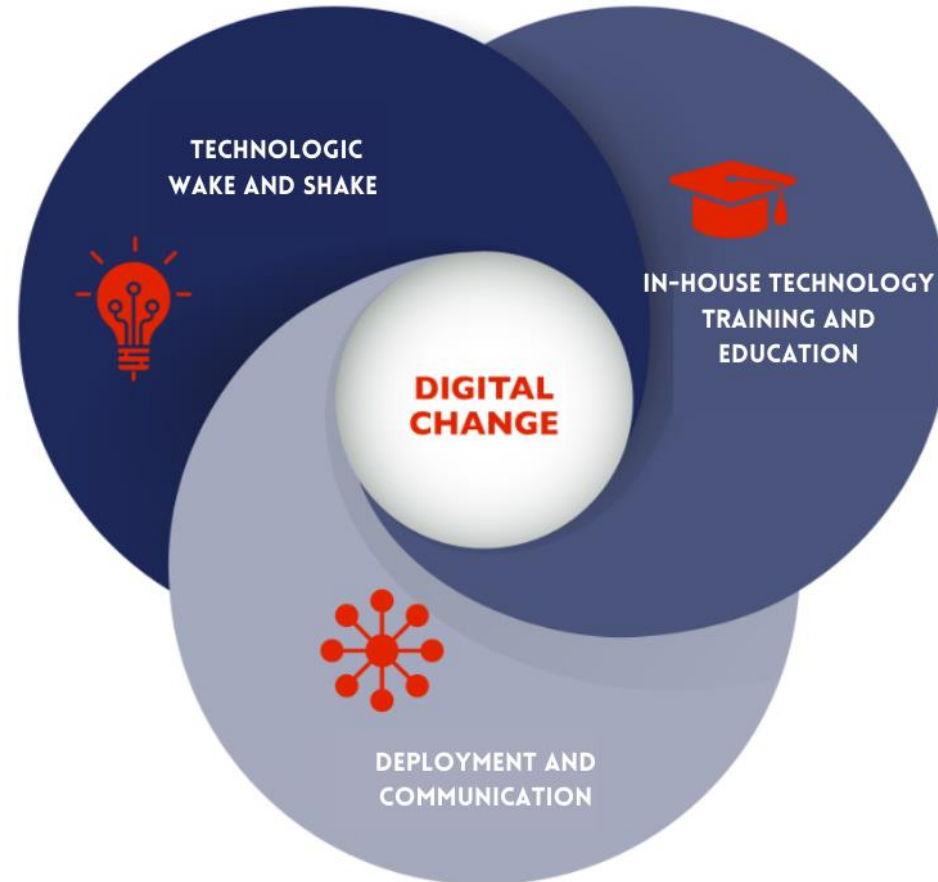
In the narrative we're used to in the generalist press, new software solutions, often defined under the broad umbrella of artificial intelligence, are seen as a potential threat to humans, and 'real' workers.

But **digital tools aren't necessarily at odds with a company's employees, quite the contrary.** If designed well, and holistically, **digital innovations can be a big support for the humans who use them.**





# An integrated approach





# Towards Web 3.0

Web 3.0, the third incarnation of the Web, leveraging blockchain, promises to decentralize the online world and create a new economic ecosystem and organization for businesses: Decentralized Autonomous Organization

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The DAO is an organizational structure typical of Web 3.0, which allows a horizontal approach to companies, dividing tasks and allowing, also, to pay through digital objects their employees and/or company stakeholders.

This system can also be used as a complement to, and not necessarily in opposition to, a traditional organization.



## How we do it

We anticipate global technology trends and translate them into useful and sensible strategies for companies that want to always take advantage of first movers.

01

**We guide and facilitate** your digital transition.

02

**We define** the framework for your industry, identify best practices and opportunities, whether low-hanging fruits or medium-to-long term visions, and help you improve your processes.

03

**We secure** your digital business assets.

04

We apply **Growth Hacking** techniques.

05

**Let's have your digital peacock spread its feathers,** showcasing the goodness of your innovations.

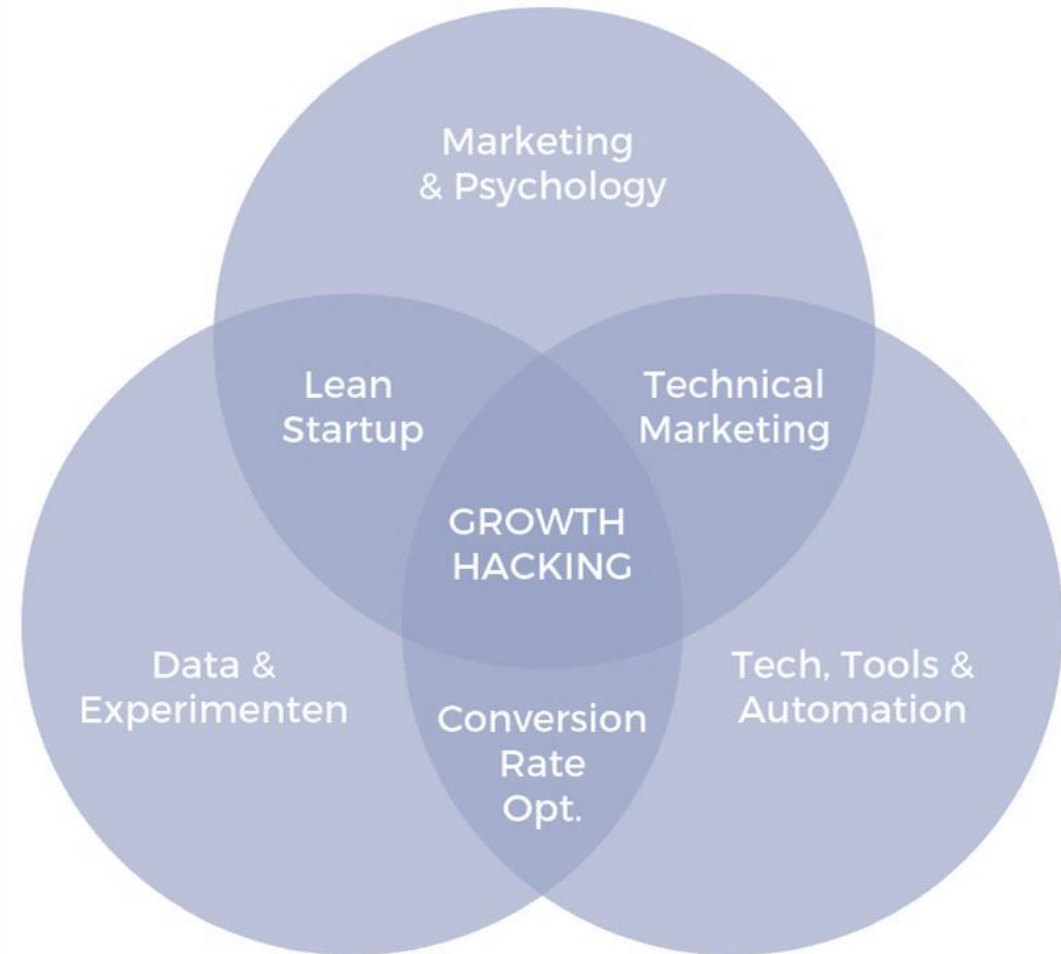


# Growth Hacking

Growth Hacking is a mindset, an approach.

Some would even venture to call it a philosophy.

Growth Hacking is a process of rapid experimentation on product and marketing channels to find the most efficient way to grow a business.





## How we do it



**We inform** the company of the latest technology trends, and co-design a strategic plan for technology vigilance and innovation preservation, with a leader approach



**We spread** the culture of technological innovation in a cross-company manner, with a popular *evangelizing* approach



**We carry out assessment** of the corporate cyber risk, and define the countermeasures to apply



**We study** possible shortcuts and quick wins for the company



**We support** the creation of internal and external communications, expanding the company's engagement and reach





## Our business areas



Training and implementation of cybersecurity and digital risk prevention strategies



Adoption of new technologies for cost reduction



Web 3  
*(Design and creation of NFT, Tokenization, Design and creation of DAO - Decentralized Autonomous Organizations, Accompaniment in the Metaverse)*



Adoption of new technologies to strengthen and expand sales channels



Growth Hacking



Artificial Intelligence



## Our People



**Mary Carrer**  
*Account*



**Federico Castelletti Cazzato**  
*Associate Partner*



**Filippo Farina**  
*Videomaker*



**Nicola Longo**  
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