

PROJECTS | SYSTEMIC ORGANIZATIONAL COACHING FOR CHANGE

Organizational change is driven by two dimensions: by business and by people. The first (objective) is linked to the task. While that linked to people concerns the subjective aspects. It is usually the subjective aspects that hinder the evolution of objective processes. They must therefore be addressed first, with particular attention to the resistances that oppose the changes, slow them down, or even make them fail.

Our approach to Organizational Coaching is based on the **EMIL-Aldehyde MBS® Model**, exclusively owned by CINNAM. The Systemic Model EMIL (Energy-Model-Individual-Learning) has its foundations in positive and cognitive-behavioral psychology, organizational and business change, systems theory, and consolidated motivational and relational development protocols.

Its main benefits are the enrichment of system-value generation drivers, enhancement of subjective motivation and energy for change, ex-ante resistance management, collaborative innovation & co-generation of solutions, strengthening of relational and communication skills, learning effectiveness, and others.

All Company Areas and/or specific Projects (e.g., Change Management, Brand Engagement, Product/Process/Organizational Innovation, Business Development; Well-being Management) which require a systemic approach to change and significant involvement of people.

