



# **EMERGENETICS® CERTIFICATION**

**“MEETING OF THE MINDS”**

**May 16<sup>th</sup>-18<sup>th</sup> 2018**

**INTERACT**



WHY

WHAT

HOW

# WHY



- It provides a greater understanding of self and others
- It gives you insight into the ways your partners, clients and competitors process information and react
- It matches employee strengths with company objectives for improved customer service, increased sales, more in-depth marketing and research, and more efficient processes

# WHAT

## AGENDA FOR DAY 1

### 1. PRESENTATION OF THE FACILITATOR – FERRUCCIO FIORDISPINI & OF THE EVENT

### 2. INTRODUCTION TO THE EMERGENETICS® MODEL

#### Thinking Attributes:

- ❑ Description of **Blue thinking** - **Analytical Brain** - the combination of rational thought with abstract ideas
- ❑ Description of **Green thinking** - **Structural Brain** - the combination of sequential thought with practical ideas
- ❑ Description of **Red thinking** - **Social Brain** - the combination of intuitive thought and a regard for people
- ❑ Description of **Yellow thinking** – **Conceptual Brain** - the combination of intuitive thought with abstract ideas

#### Behavioral Attributes:

- **Expressiveness** -Your level of participation with others
- **Assertiveness** - Your interest in controlling situations and results
  - **Flexibility** - Your willingness to accommodate others

### 3. APPLICATION TO WORK/LIFE ISSUES

### 4. ANALYZING PROFILES

# WHO

## **Ferruccio Fiordispini, Master Trainer Emergenetics, Country Representative-Italy**



Ferruccio has more than 25 years business experience in international management, general management, marketing and human resources development, aided by a fluency in Italian, English and German.

As Country Representative for Emergenetics International's Italian operations, he leads the strategic development and business operations in Italy. A fully certified Emergenetics associate since 2010, Ferruccio grew as an advanced associate and now is a master associate. He was a trainer and the director of the business school founded by the Scuola Superiore Sant'Anna of Pisa.

Ferruccio has a MBA from Milan Publitalia '80 Business School and graduated summa cum laude in Economics at the University of Perugia. He served as a trainer at the Academy of Guardia di Finanza and is currently an international trainer at AFS Intercultural Programs, a voluntary, non-governmental, non-profit organization that provides intercultural learning opportunities.

# WHAT

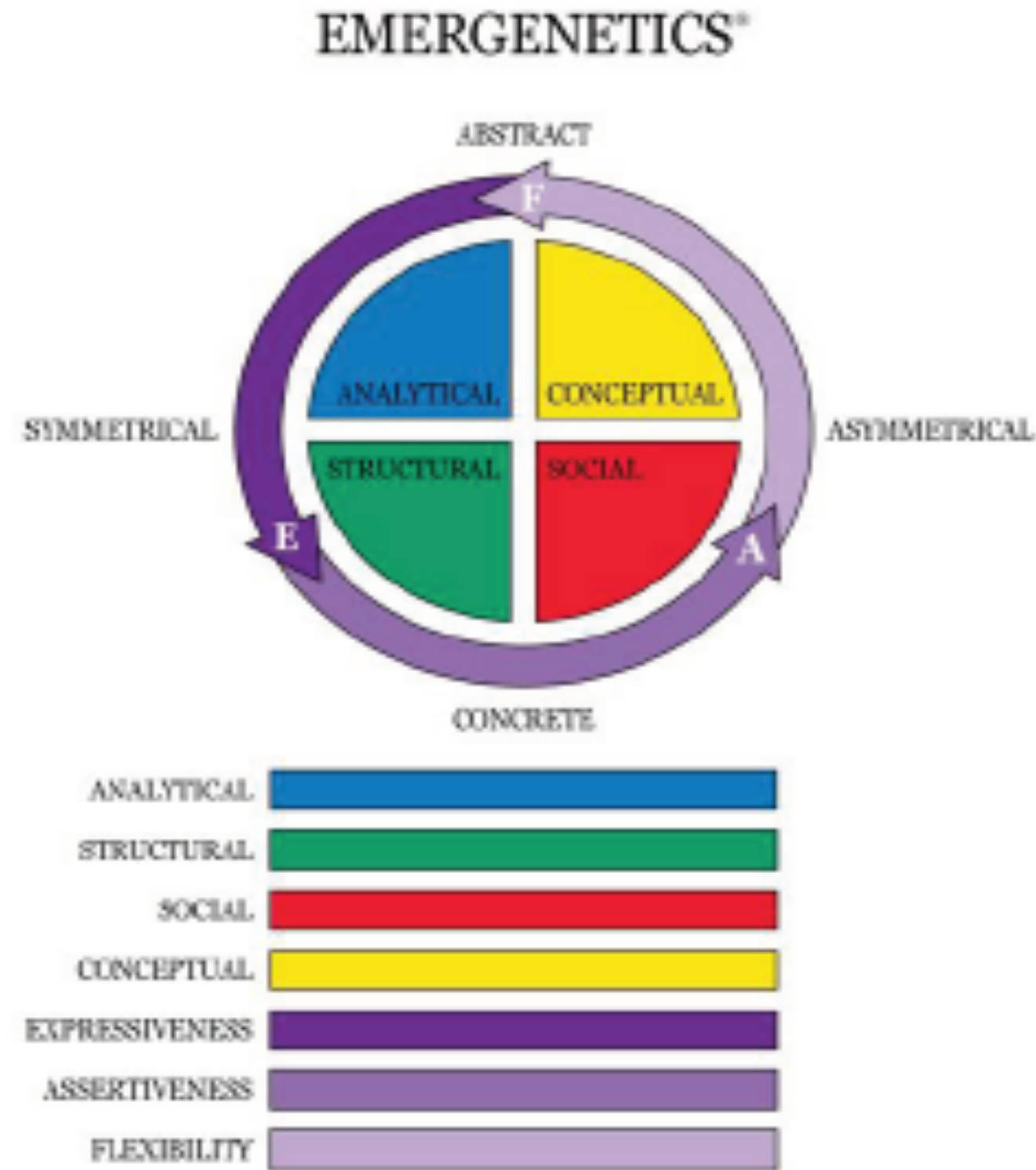
Emergenetics® measures four distinct attributes based on Nobel Prize winning research on left-brain/right-brain thinking. By rooting the thinking attributes in this context, Emergenetics® clarifies thinking on a brain-based level. Emergenetics® theory resonates with people and provides understanding. It also generates reports for teams in order to have a more complex view on compatibilities and resources at hand.

**Analytical** - The combination of rational thought with abstract ideas

**Structural** - The combination of sequential thought with practical ideas

**Social** - The combination of intuitive thought and a regard for people

**Conceptual** - The combination of intuitive thought with abstract ideas



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# WHAT

## *How is it different from other profiling tools?*

- ❑ It is *based on a scientific*, both medical and psychological model
- ❑ It enables teams to look at themselves as an entity very quickly
- ❑ Emergenetics is *spectrum based* and understands that people can, and will, flex to either side of the spectrum depending on the situation, etc. Also, spectrum based talks about where someone is most comfortable, however it doesn't "box" people into a certain category
- ❑ *Power of WE and eLearning*— Emergenetics has follow-up workshops that deal with common business competencies through Emergenetics lenses (on topics such as trust, innovation, team norms, problem solving, etc.)
- ❑ *Emergenetics+ mobile app*. We are currently the only company in our industry with a dynamic mobile app that allows you to compare individual profiles, create teams and save reports, etc.

# HOW



- Personal Profile
  - Group work
- Individual reflection
  - Pair work
  - Presenting



# HOW

***Emergenetics is not just a profile, it's an ecosystem that provides several things:***

❑ A community of experts

❑ Website

❑ Mobile app

❑ Guides & other written materials



# HOW

## *What do we use it for?*

- ❑ Building High-Performing Teams
  - ❑ Self-awareness
  - ❑ Coaching
  - ❑ Sales
  - ❑ Innovation
- ❑ Change Management
- ❑ Conflict Management
- ❑ Communication
- ❑ Managing Virtual Teams



**HOW**

## *Who is it for?*

- ❑ Organizations
- ❑ Professionals within organizations
  - ❑ Independent professionals

# WHO HAS DONE IT ALREADY?



**Deloitte.**



# WHAT OTHER CERTIFIED ASSOCIATES SAY ABOUT IT?

*"While discovering Emergenetics I realised how powerful it is as an instrument. It can be a real competitive advantage for those managers who put it into practice because it values team diversity. Be it strategical decisions on building high-performing teams or management training, teambuildings or communication, Emergenetics can really make a difference. "*

**Mihai Zant, Consultant**

## WHAT OTHER CERTIFIED ASSOCIATES SAY ABOUT IT?

*"The Emergenetics Certification was a great opportunity to get to know this behavioral analysis tool and to understand it deeply because during those 3 intense days I found out how it can be applied. For the organization that I am part of, analysing and discussing the profiles will be very important: to know yourself and how your brain works is as important as knowing how others' brains work (family, colleagues, managers) and that is really helpful in daily interactions and building concordant teams. The Certification helped me not only to gain insight into my relationships with others and understand how I can adjust them, but also to see how it can be efficiently used in coaching. It was an amazing experience, i can't wait to put into practice everything i've learned."*

**Alexandra Sucioaia, HR Development Responsible,  
Carrefour Romania**

# Thank you!

Please contact us:  
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