

# Understanding the detail. Getting the big picture.

## Regional Leadership Program

PRYSMIAN GROUP  
**ACADEMY**  
  
SOUTH AMERICA

# THE PRYSMIAN GROUP ACADEMY

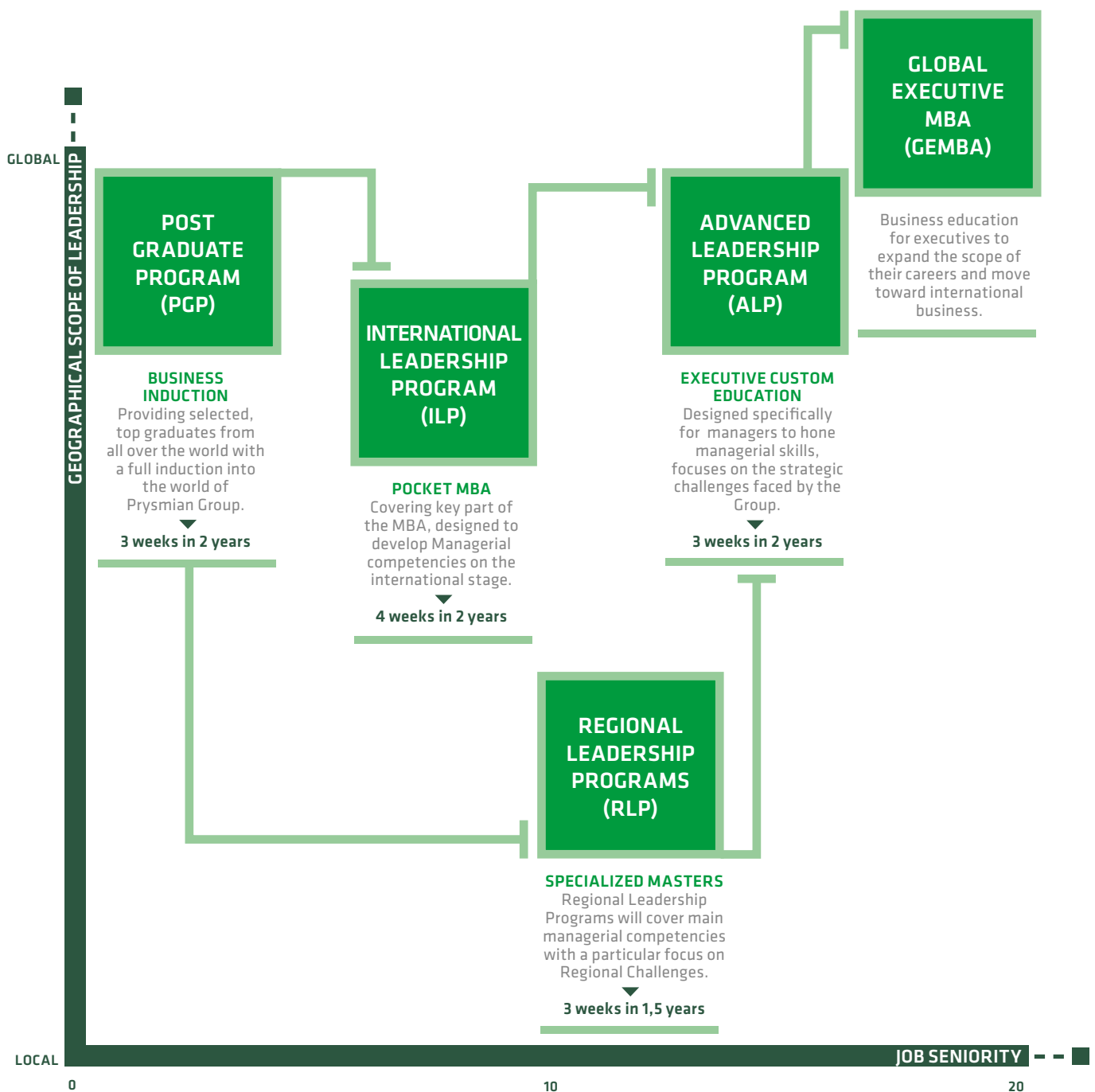
Prysmian Group Academy, the name of the Group's innovative initiative in Corporate education.

A key part of our success lies with our people, which is why it's so important for us to help them reach their potential. Our heritage is built on the spirit of continuous learning. By offering training and the ability to grow and take on new experiences every day, we're linking the future for our people as well as our business. So to strengthen the leadership skills and technical capabilities of the business – areas that have the biggest impact on our potential – we're working from within.

We've developed specialized programs, tools and initiatives that work together to create exciting opportunities for our people to expand their knowledge and grow with us. They refer to the **School of Management**, whose objective is to scout, develop and assess talented employees to build the management pipeline, and the **Professional School**, that aims at transferring, developing and consolidating know-how and technical skills.

## THE REGIONAL LEADERSHIP PROGRAMS

The School of Management is becoming local. **Regional Leadership Programs** have been launched and they have the goal to reinforce and improve the Group's market position in Regions, foster local leadership competencies, fitting local business and market peculiarity, and establish a strong regional network of managers that are aligned and able to support and deploy Prysmian Group's strategy.





# THE SOUTH AMERICA LEADERSHIP PROGRAM

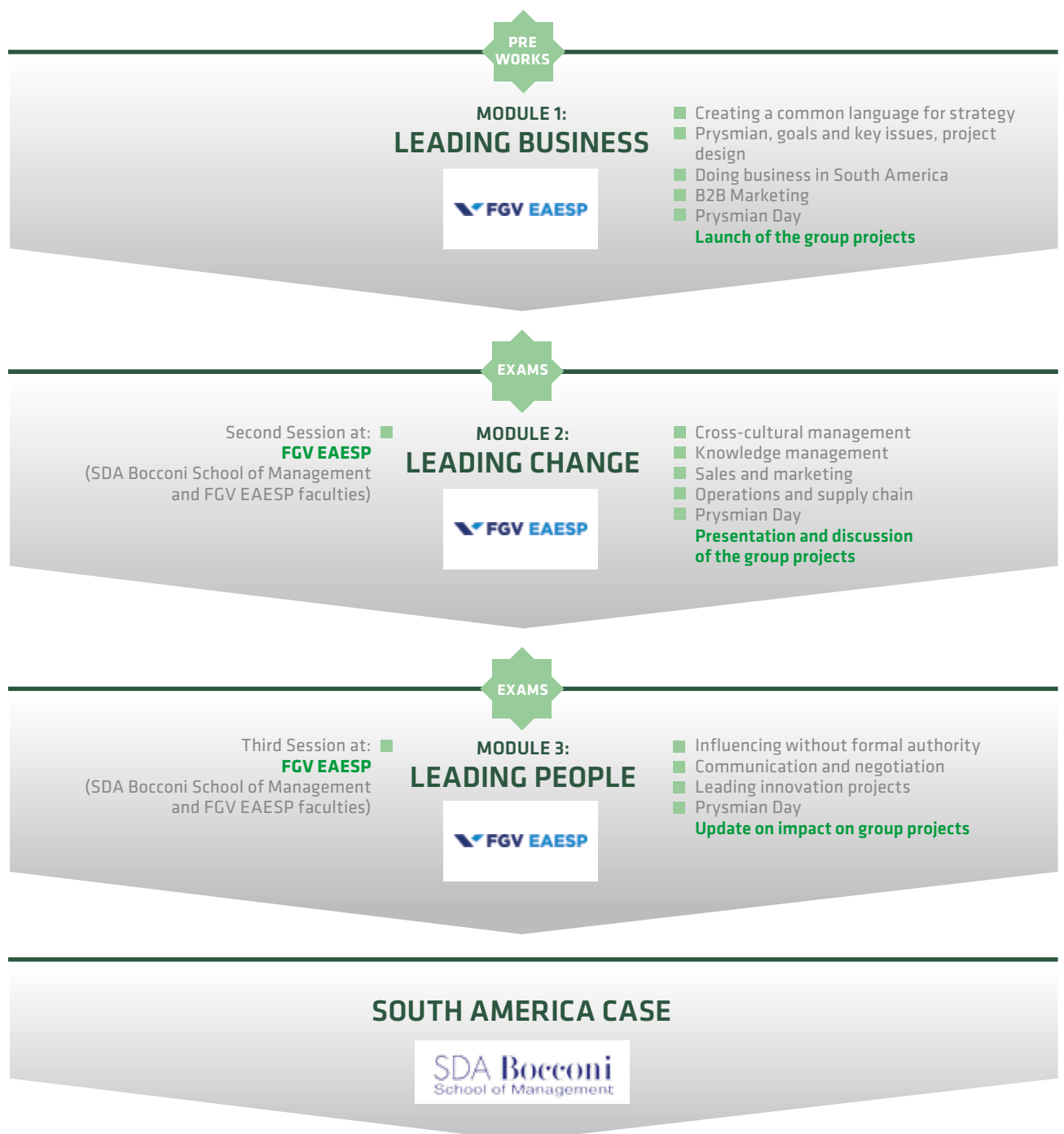
The South America Regional Leadership Program is coordinated by **South America Academy together with Prysmian Group Academy** in partnership with SDA Bocconi School of Management and FGV EAESP - Escola de Administração de Empresas de São Paulo. The key characteristics of this Program are the South America Prysmian Case, the contents that are discussed with participants and the Faculty that is involved.

## PRYSMIAN SOUTH AMERICA CASE

SDA Bocconi is the Author of the Prysmian South America Business Case. Top Managers and Managers from South America were interviewed and they gave their perspective about the key managerial issues for our people in the Region. The Prysmian South America Case is widely discussed in Class and it supports the development of contents.

## THE CONTENTS

The South America Regional Leadership Program consists in **3 weeks training spread over 1 year and 6 months** and it involves top Professors and Prysmian Managers.



## OUR PARTNERS

### SDA Bocconi School of Management

**SDA Bocconi – the School of Management of Università Bocconi** has been creating and sharing knowledge since 1971. Over the years, the School's commitment to research and education has enabled it to contribute significantly to the development of many industries, both in Italy and abroad.

SDA Bocconi has risen, in the Financial Times Ranking of Custom Programs, to 7<sup>th</sup> place in Europe and 11<sup>th</sup> worldwide. SDA Bocconi is one of only 55 business schools globally to hold the "triple crown" accreditation, awarded by three of the world's most prestigious school accreditation associations: AACSB, EQUIS and AMBA.

Only 5% of business schools worldwide have earned AACSB accreditation, testimony to the outstanding quality of SDA Bocconi's academic offering.

### CEB WHAT THE BEST COMPANIES DO

**CEB**, the leading member-based advisory company, gives senior leaders and their teams insight into how successful organisations operate, equipping them with actionable solutions that can transform operations. CEB Integrated Talent Management Services address an increasing concern among leaders about how to manage and leverage talent to achieve business goals. Their insights and offerings consider the entire employee life cycle, helping executives improve business performance by realising the value and potential of their people. CEB's other offerings include Learning & Development and Workforce Surveys & Analytics. After working with CEB, their clients often report better employee performance, increased sales and improved staff retention.

### FGV EAESP

Since 1954, **FGV-EAESP** has prepared the most qualified professionals for key decision-making in organizations. It is a South American pioneer in setting up Business and Public Administration programs, and is a leading think-tank in Latin America and the Caribbean. Its mission is to generate and disseminate knowledge that enhances the management of public and private organizations and contributes to national development, as well as to excel in teaching and research, in order to be a school that is recognized worldwide for its excellence. Almost 4.300 students are enrolled, the Alumni are more than 140.000 and it can offer 12 research centers.

For more info visit our dedicated Academy intranet or contact us at [academy@prysmiangroup.com](mailto:academy@prysmiangroup.com)



*Front cover picture:*

*Arena Corinthians, São Paulo*

*Prysmian Group's Afumex Green Cables have been installed at Arena Corinthians before the 2014 World Cup.*