

home means **casa** ☺☺☺.

working
through you
for you
with you

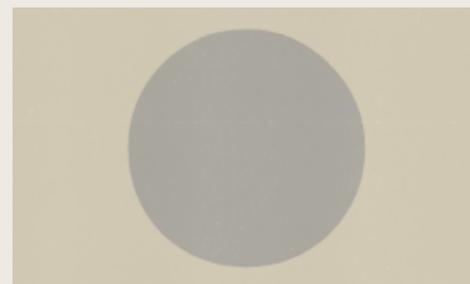
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DEFINE OUR HOME	
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- We let individuals and companies see what the present is and future could be –then we design a way to get them there. Whether that’s bringing an idea to life, growing, changing or creating something entirely new.
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It's about the feeling: Our primary purpose is to make the world **of work better for everyone, to promote what we call a home-culture** by connecting individuals with their talents, aims, and goals to transform and strengthen the work system.

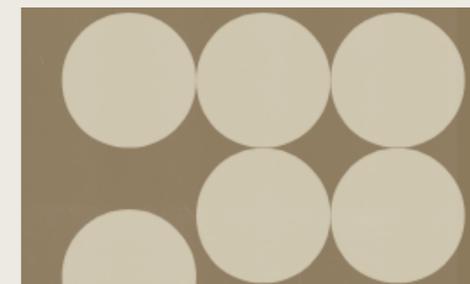
Coaching
for individuals



to move individuals from their current situation to their ideal goals through: Cognitive Behavioural – Psychodynamic – Solution focused – Person Centred Coaching –Existential Coaching.

01

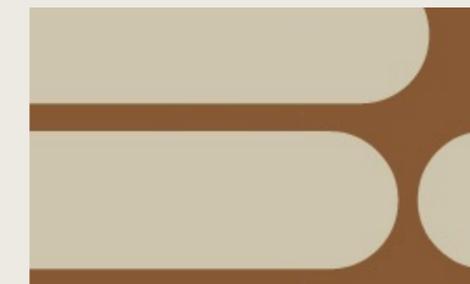
Coaching
for the youngest



a tailored program to coach young talents and professionals to discover and build their best professional path and career.

02

Business
Coaching



a customised model for start-ups and companies on strategy analysis, ideas and profit enhancement, organisation development and effective implementation of people strategies.

03

CONCEPT

Methodology

We use the latest business, psychological and commercial science through business – legal – psychological expertise. We do so by **supporting individuals** with comprehensive assessments, **coaching**, mentoring and skills development to promote deeper emotional intelligence and **people wellbeing**.

- ➔ As coaches and business experts in human development and the work-system, we know how to help individuals achieving personal and professional lasting success;
- ➔ We have a deep understanding of the complexities of human behaviour and work-life, so we build programmes that operate on multiple levels to fully support individuals;
- ➔ We know how to translate our insights into advice that are strategic and practical to help you becoming autonomous.

How we work with individuals:

We help them mobilise for change, navigate uncertainty, flex as needed, strengthen their relationships to develop creativity and emotional intelligence, so that they can achieve sustained, profitable growth.

How we work with young people:

We help them discover their hidden skills and unlock their talents, translating these into structured advices and action plans for their studies and career.

How we work with businesses:

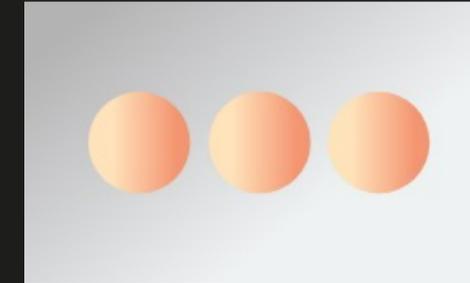
We develop a comprehensive understanding of the context. As a result, we design a unique and holistic business solution – whether focused on the bigger plan or in one aspect of the human aspect.



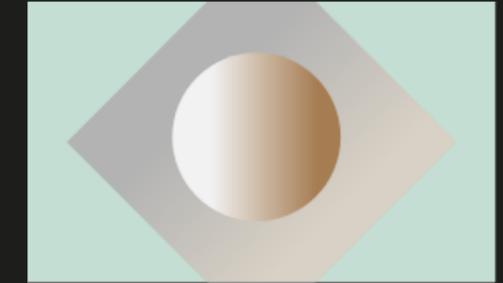
The home, apartment, etc. where you live, **especially with your family.**



A house, apartment, when it is considered as **property** that you can buy or sell.



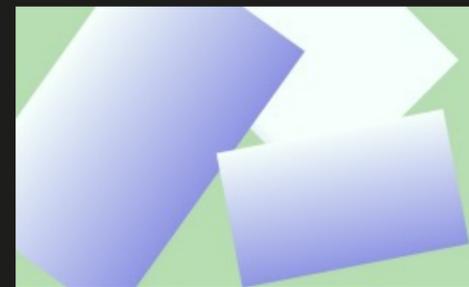
A place where people or animals **live and are cared for** by people who are not their relations or owners.



Someone's or something's place of origin, or the place where a **person feels they belong.**



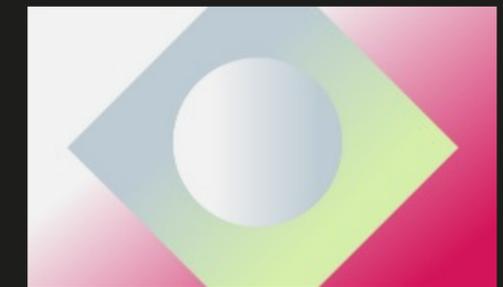
The home, apartment, etc. where you live, **especially with your co-workers.**



A house, apartment, when it is considered as **property** that you can buy or sell as investment.



A place where people **live and are cared for by colleagues/leaders/directors** who are not their relations or owners.



Someone's or something's place of origin, or the place where a **person feels they belong.**

01

02

03

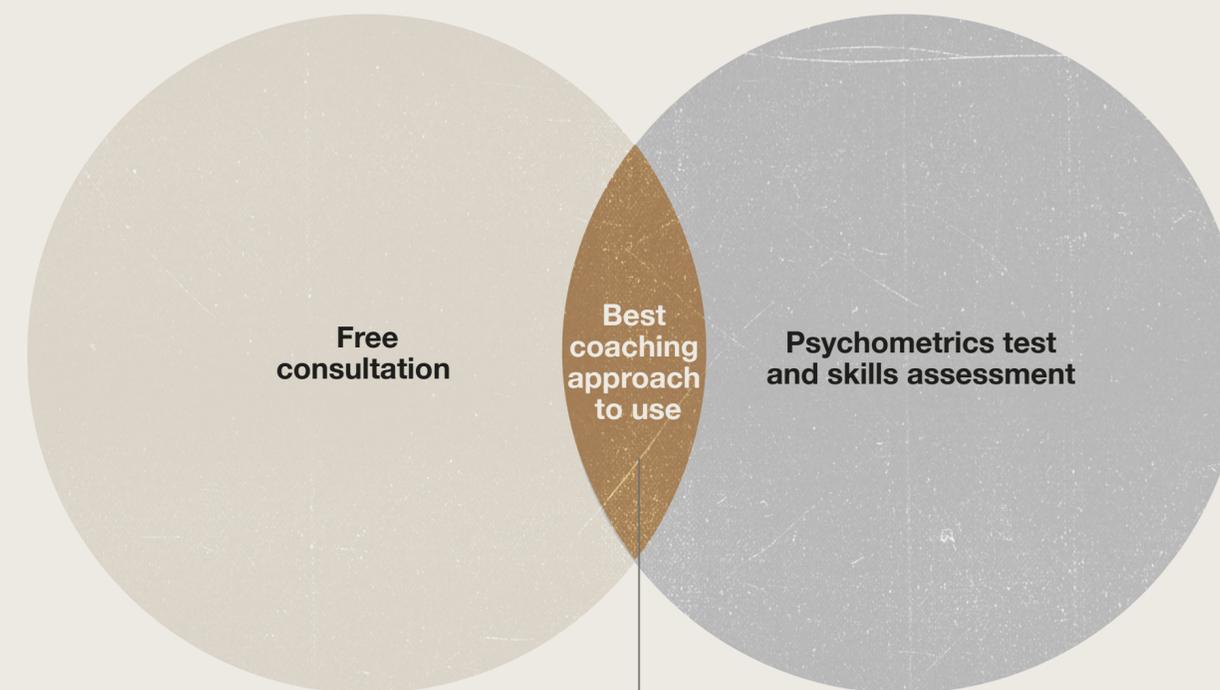
04

Coaching psychology is to work intimately and at **depth with individuals**, coaching them to enhance their autonomy, freedom and well-being, **help them** to influence their interdependent networks and to think connectively about their works and society.

Coaching is to see things differently, by releasing creativity and innovation. It is about you as a whole person: your personal and professional life, your goals, balance, self awareness, curiosity and fulfillment.

Our connection, and the trust that goes along with it, is fundamental to succeed. That's why we work to your agenda, and at all times we pay active attention to your needs, working with you in partnership, bringing in the sessions our expertise, empathy and skills.

Most importantly of all, holding space for you to explore more deeply where you are now, where you want to be, and the meaning this brings to your professional and personal life.



1:1 session per week
minimum 3 months max 6-9 months

COACHING PSYCHOLOGY

Objectives: We determine exactly what objectives you want to achieve;

Psychometrics: You will be given a comprehensive psychometric test to see how you think, feel and act. This will determine the best coaching approach to use;

Deep Insight: We go deep and discover your unhelpful behaviours, limiting beliefs or perceived obstacles and work on them;

Action: We transform insights into actions and build a strategy to get you achieve your objectives;

Accountability: We keep you accountable between sessions ensuring that you complete growth tasks and assignments.

All programmes include:

Personalisation: a tailored programme to you and your goals – 1 hour session once a week

Transformation: provide you with the tools to understand your limiting beliefs

Action: growth actions set after sessions to help move you forward

Flexibility: sessions (F2F or online) that fit with your lifestyle and schedule

Rapid Insights: Discover weaknesses and strengths of your persona with psychometric testing

Accountability: 10-minute Phone Check-ins to keep you on track and motivated and support via email and whatsapp

Areas of expertise

Career direction – change - and planning

Unlocking Creativity

Self-esteem & confidence

Leadership development

Procrastination & perfectionism

Anxiety and stress management

Social media detoxing

Work-life balance and well-being

Relationships with yourself and others

Building personal brand and reputation

Self-entrepreneurship

WHAT'S INVOLVED IN THE SESSION

Assessment & application

Searching for evidence
Analysis of evidence
Psychometrics /skills test

FOR YOU

Development & implementation

Bespoke Sessions
Intervention & Innovation
Challenge and Support

WITH YOU

Appraising & aggregating

Evaluation of the outcome
Model growth
Keep in touch system

THROUGH YOU

OUR MODEL

COACHING PSYCHOLOGY

THERAPY

Results:

- Gain greater clarity and understanding
- Generate your own solutions to problems
- Remove obstacles to your objectives
- Transform insight into action
- Boost Emotional Intelligence

Has its basis on personal growth and development

Focuses on unlocking potential, positive action, achieving work objectives, improving life satisfaction

Focuses more on the present, future and objectives

Provides deep insight, accountability, motivation, action plans, new ideas and moral support

Changes beliefs for the purpose of achieving goals, improving general well-being, performance, productivity and confidence

Tends to have longer sessions and can include contact between sessions. It usually last for a maximum of 8 months

Results can be both internal and external (addresses both mind and external world)

Has lots of therapeutic potential, can achieve results quickly, though may be unsuitable for highly dysfunctional clients

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Results:

- Awareness development
- Performance enhancement
- Goals achievement
- Solution focused development
- Building confidence
- Working with emotionally
- Increase communication

**COACHING PSYCHOLOGY
≠ THERAPY**

We use a transformational coaching approach to manage professional and personal issues that are affecting people's life. We help individuals mobilise for **change, navigate uncertainty, develop creativity and emotional intelligence**, so that they can achieve sustained, profitable growth.

COACHING PSYCHOLOGY FOR INDIVIDUALS

DEFINE YOUR HOME

Programmes:

Three months coaching programme inclusive of assessment + 360° degree feedback focused on maximum 2 areas.

Six months coaching programme inclusive of skills + leadership assessment, focused on multiple areas, based on behavioural change and solution-based models.

Rapid impact coaching focused on becoming fully effective in the minimum period of time.

Bespoke coaching which targets specific needs such as:
- Working with entrepreneurial potential
- Unlocking creativity – Dealing with career direction - Dealing with procrastination – Detoxing from unhealthy habits – Enhancing performance.

Sessions on:

- ➔ Change & stress management;
- ➔ Improve – change – reinforce relationships
- ➔ Understanding self and others;
- ➔ Confidence and Resilience;
- ➔ Coaching to build Emotional Intelligence;
- ➔ Enhancing creativity;
- ➔ Enhancing performance;
- ➔ Building personal brand and reputation;
- ➔ Leadership development

Models:

- ➔ Coaching with 360° feedback
- ➔ Coaching for Emotional intelligence
- ➔ Solution-based
- ➔ Behavioural Change

We help individuals discover their hidden skills and unlock their talents by increasing confidence and self **well-being**. Then, we translate this in strategic action plans built on **future studies / career / aspirations**.

COACHING PSYCHOLOGY FOR THE YOUNGEST

DEFINE YOUR HOME

Programmes:

Three months coaching programme inclusive of skill assessment and 360° degree feedback.

Six months coaching programme inclusive of skill assessment – interviews preparation – scouting for the right job – placement;

Rapid impact coaching focused on becoming fully effective in the minimum period of time.

Bespoke coaching targets specific needs such as: - Working with entrepreneurial potential – Understanding a new role - Unlocking creativity –Preparing for interviews - Starting a career overseas - – Building healthy relationships and habits – Managing a new job and personal life – Understanding career desires – Enhancing skills and performance.

Sessions on:

- Understanding your skills and talents;
- Creating your personal brand;
- Interview preparation;
- Confidence and Resilience;
- Change and support to start a career overseas;
- Building EI;
- Enhancing creativity;
- Enhancing performance;
- Building your freelance career

Models:

- Coaching for discovering your career
- Coaching with 360° feedback
- Coaching for your first job
- Coaching for Emotional intelligence
- Solution-based
- Behavioural Change

We work with leaders and teams in times of creation, development, change, using our experience and insights to help them build healthy and resilient organisations.

Whether you are a leader seeking advice to build your workforce or developing your people, or a start-up needing help in planning growth, thinking about new markets, products or services or the need to address an underperforming division or function.

We offer receptive and experienced support plus practical solutions on recruitment & selection – brand awareness – people development – HR strategy implementation – structure design – strategy - culture and vision.

Training Workshops – 1:1 Coaching – Mentoring - Consultancy

BUSINESS COACHING

DEFINE YOUR HOME

Organisation Design

By starting with what your organisation does and what makes it successful and unique, we can help you identify the capabilities you need and organise sensibly around these core skills so that individuals and teams can truly perform.

Change Readiness

We'll help you to understand the scale of the task and also explore your readiness for change - how to engage key influencers and how you are going to build momentum and commitment. A short change readiness assessment will greatly increase your chances of success.

Managing Change

Whether your change requires the recruitment of new skills, major structural change, new technology, a shift in culture and ways of work or all of the above, we will bring experience and tools to the task and provide everything from advice and guidance to active programme leadership.

homemeans**casa** arises from the social urgency to spread and create a home-culture in the work-based context.

- **HOME CULTURE** means to free individuals in order to feel comfortable and confident in connecting their aims and objectives to their talents and aspirations, to help companies in keeping their promises and following their purposes, to support young professionals to perform their future.

- **HOME AS A FEELING.**

- **WHAT DOES
HOME MEAN FOR US**

Being
at home
by being
wherever
you are

We want to make this feeling
the constant feeling

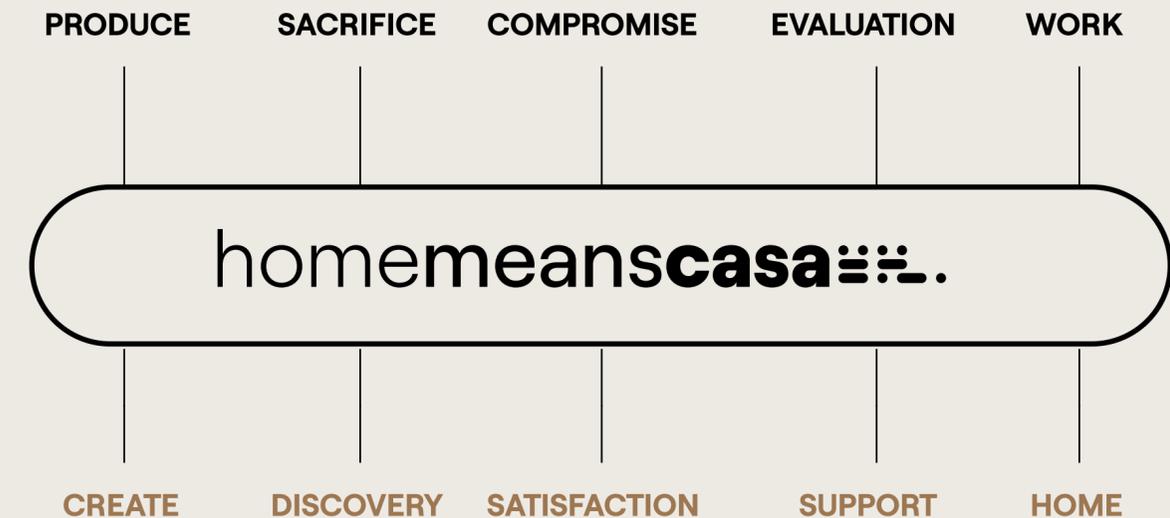
- WHAT IS THE IMPACT
OF WORKING IN THIS
ENVIRONMENT?

An innovative, lasting, **relationship with yourself.**

An innovative, lasting, **relationship with others.**

- ➔ **Business environments** demand individuals to perform their job, be engaged, sacrifice personal life over professional, reach success at any cost.
- ➔ **Business owners** demand employees to simultaneously be ambassadors of their ideas, to blindly believe their stories, be the voice without speaking theirs too loud.
- ➔ **Freelancers** are afraid of starting their own careers, facing financial risk by themselves, not being able to deal with the uncertainty of the working life.
- ➔ **Younger professionals** are afraid of making wrong choices, to be unseen for their true talents and aspirations, to sacrifice themselves for a purpose they do not even know.

WHY?



That's why our business is built to block this vicious circle and impact individuals at all stages of their working-life; younger professionals, seniors, business owners, start-ups.

Individuals: We don't just work with you as a mind; we are equally interested in supporting the total wellbeing of your personal and professional life. This means as professionals we have something to say about how to navigate the complexities of the often-thorny issue of achieving work-life meaning and balance.

Younger professionals: We are here to support and guide young individuals to let them discover how to translate their skills and aspirations into careers, to support and customise future jobs based on their personality and attitudes to create a powerful working society.

Start-ups: We work to discover, build, develop an inner culture that truly reflects the experience you are promising to your employees and to your customers, to leave behind and ahead something meaningful to individuals, people, society.

We are Irene Forti, Louise Norwood and Rocco Marziali, friends and business partners. Since we met in London, we work as a team, challenging each other, motivating ourselves and realising projects together to strengthen the work-system worldwide.

We are one of the leading Accredited Coaching Psychology Studio operating in the UK and Italy.

WHO

Our different backgrounds enable us to bring a wide professional experience and ensure an all-around and strategic service to our clients:

Irene Forti -

We are a coaching psychologist and economist specialised in business management, HR and individual and organisational development.

Louise Norwood -

An occupational psychologist specialised in learning & development and psychodynamic and behavioural coaching.

Rocco Marziali -

A lawyer specialised in business strategy and Human Resources with great experience in the educational sector.

We have worked in, led and consulted organisations across a broad range of different sectors.

Everything we do is geared towards developing systems that support people to thrive. We use a human, down-to-earth approach that tap into what really means to be human; using psychodynamic tools and working with meaning and emotions around the personal and professional system.

○ Marketing and Creative

○ Hospitality, Travel and Leisure

○ Public, Social and Education

○ IT and Technology

○ Legal

○ Banking & Finance

○ Multi-sector

○ Entertainment

We try to always let you feel at home.

homemeans**casa** ☰☱☲.

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