



Eccellenza distintiva e competitiva (Italian Edition)

Franco Fantuzzi

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Per tutti i giovani manager, i quadri e chiunque abbia un ruolo di responsabilità all'interno di un'organizzazione, Eccellenza competitiva e distintiva rappresenta la guida ideale per posizionare il proprio brand individuale all'interno delle organizzazioni, facilitare le proprie eccellenze comunicazionali finalizzate all'ottenimento di ciò che si vuole: come Persona, come Team e come Organizzazione. Un percorso attraverso il riconoscimento degli aspetti cognitivi delle relazioni, che permette di «volare alti» superando abilmente preconcetti e pre-giudizi, focalizzando i messaggi relazionali con un controllo continuo dei feedback verbali e non verbali e, le energie proprie e dei collaboratori sulle priorità delle attività professionali e personali. Apre gli occhi sulle trappole e sugli inganni che il manager affronta nella sua vita quotidiana permettendogli di sviluppare le capacità di separare fatti, opinioni e sentimenti, ottenendo nuove e solide relazioni umane basate sull'etica della fiducia.

Una lettura concreta, che apre la mente a nuovi paradigmi, scopre le trappole del realismo ingenuo, della “non comunicazione” del senso del “dovere senza il senso del volere” e svela gli inganni del tempo che non esiste, dell'identità delle cose oggettive e delle identità relazionali, identificando una oggettiva differenza tra l'essere concorrenziali o l'essere competitivi, per raccogliere nel tempo tutti i frutti del Life Time Value dei propri Clienti Ideali.

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