

# START FROM YOU

A COACHING & COUNSELING PROJECT  
THROUGHOUT THE SECOND WAVE OF THE  
COVID-19 PANDEMIC

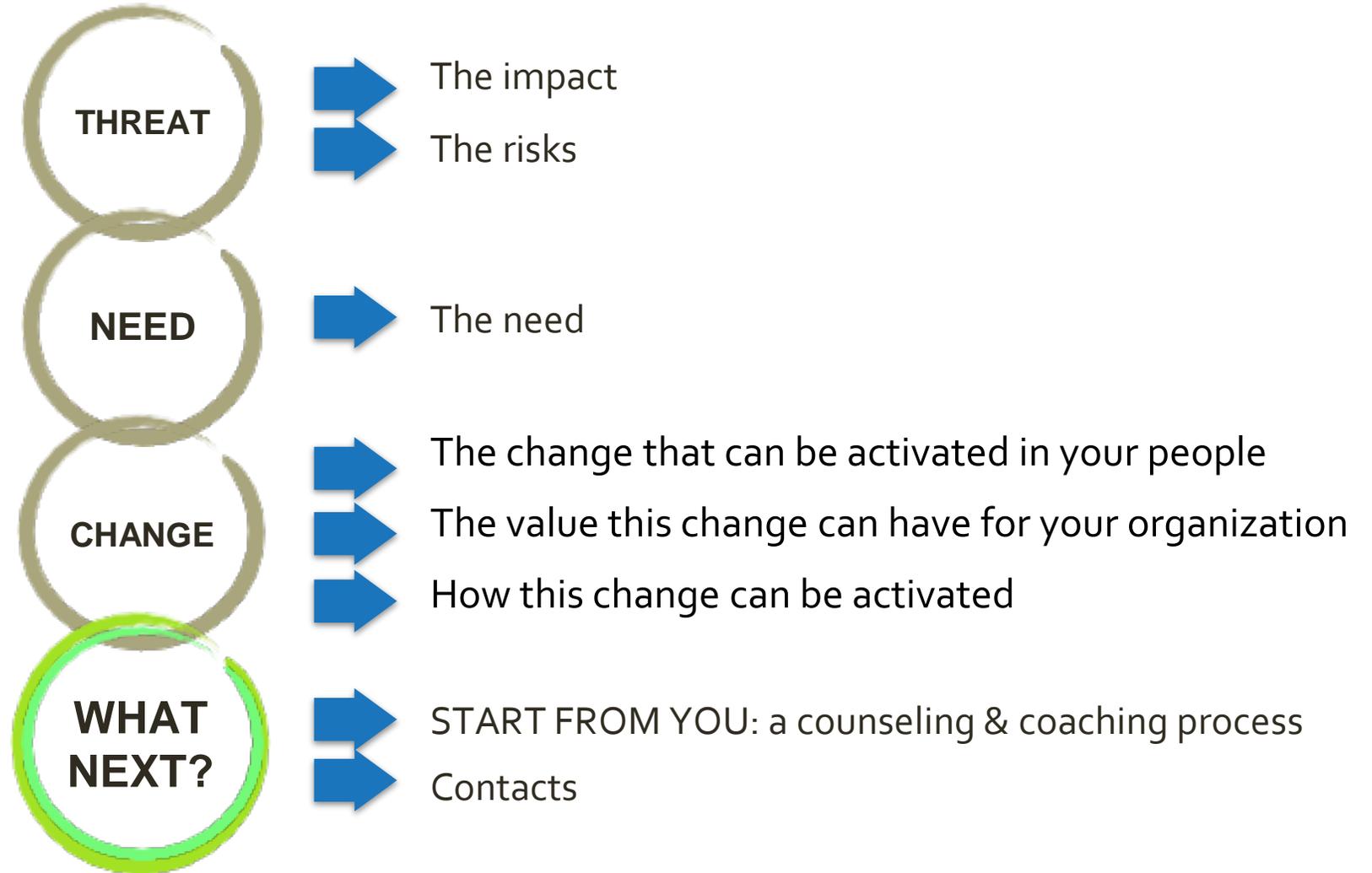
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ACTIVATING CHANGE IN THE PERSON TO IMPROVE  
THE WELL-BEING OF THE COMPANY



# The second wave of the Covid-19 pandemic:

Content



## THREAT

The second wave of the Covid-19 pandemic:  
the 3 contexts it is impacting on

PERSONAL  
CONTEXT



PROFESSIONAL  
CONTEXT



GLOBAL  
CONTEXT

### PERSONAL CONTEXT

- Basic needs are threatened
- Daily habits are disrupted
- Family dynamics are challenged
- Social connections are hijacked

### PROFESSIONAL CONTEXT

- Job security is challenged
- Working routines are disrupted
- Working relationships become only operational
- Motivation, purpose and engagement are challenged

### GLOBAL CONTEXT

- Social unrest is increasing
- Political uncertainty is becoming more acute
- A long lasting financial recession is looming

THREAT

The second wave of the  
Covid-19 pandemic:  
the risks

The risks on  
your people

- Stress
- Higher risks of burnout
- Reduced attention spans
- Not thought-out decisions
- Contagious sense of victimhood

The risks for  
your organization

- Absenteeism
- Low performance
- Further loss of turnover
- Low engagement
- Viral sense of victimhood

## NEED

The second wave of the  
Covid-19 pandemic:  
  
the need

In the light of this context and of the risks involved, there is the need to:

- see the difficulty of the moment as an opportunity for individual growth which, in turn, can lead to the well-being of the organization
- support motivation and productivity
- foster emotional balance in a phase of continuous change
- strengthen relations and sense of belonging despite the isolation imposed by the situation

CHANGE

The second wave of the  
Covid-19 pandemic:  
the change

The change that can be  
activated in your people

- Enhanced motivation and resilience
- Improved relations and implementation of strategic actions
- Better management of emotions
- Renewed sense of purpose and access to new choices
- Greater autonomy

If needed: professional help being  
asked for

The value this change can  
bring to your organization

- Taking care of your employees
- Strengthening the sense of belonging to your organization
- Stimulating performance through increased motivation
- Lower costs linked to reduced absenteeism
- Investing in a project that strengthens collective purpose, compassion and inclusive leadership

CHANGE

The second wave of the  
Covid-19 pandemic:

how this change can be  
activated

## Counseling

### Primary goals:

- Increase self-awareness
- Manage emotions
- Foster greater autonomy

## Coaching

### Primary goals:

- Bottomline the challenge
- Implement strategic decisions
- Increase accountability

Conscious, sustainable and  
long lasting change

CHANGE

## What is counseling and what is coaching

### COUNSELING IS ...

- a belief about life: **I am OK, you are OK**
- about active, **non-judgmental** and empathic listening
- developing **awareness** of one's own limits and resources
- focused on recovering person's **autonomy** as a basis for decision making
- a supportive **relationship** based on trust and mutual involvement
- about enhancing the **emotional sphere**
- based on an **equal relationship**
- **confidential**

### COACHING IS ...

- about partnering with clients in a thought-provoking and **creative process**
- inspiring the coachee to maximize their personal and professional **potential**
- helping to create clarity and improve a person's **performance** and **well-being**
- based on conversations guided by a coach **BUT prioritized** by the coachee
- supportive of the coachee by deepening the thinking and forwarding the **action**
- about curiosity, deep listening and **intuition**
- focused on the whole person to evoke conscious, sustainable and **actionable change**
- **confidential**

WHAT  
NEXT?

# START FROM YOU

## ORGANIZATION

Bite-size learning webinars on labelling and managing emotions, the impact of change, resilience and motivation

### TEAM

Dedicated counselling and coaching sessions  
(objectives, frequency and length to be defined)

### INDIVIDUAL

3 individual counselling sessions  
followed by  
3 individual coaching sessions

What next?

*Suggested next steps*

Estimated duration of the project: 3 months

## CONTACT

# Marianna Amy Crestani

I am TCO International's Head of Coaching Practice leading a team of over 40 executive coaches spread all over the world.

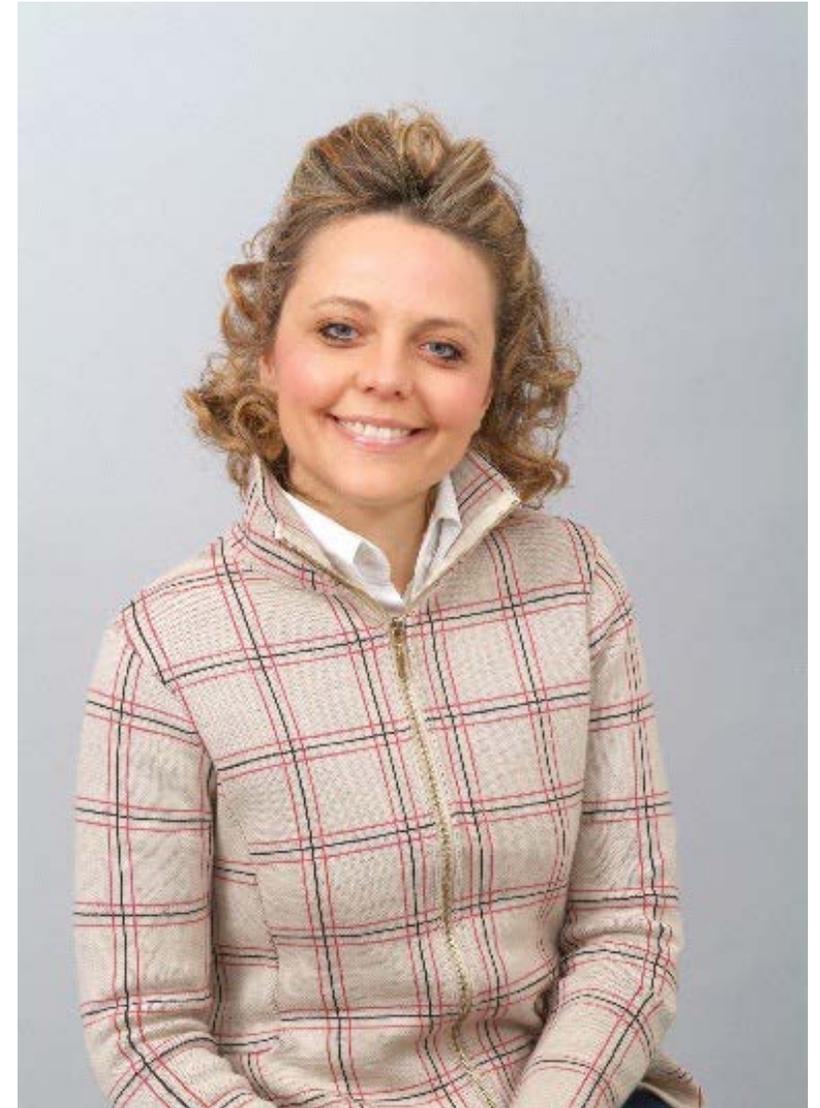
I have been supporting the development of global agility skills for the past 10 years. With a background in systemic coaching, I am an ACC coach by The International Coaching Federation. I completed my coach-training in the UK with CO-ACTIVE becoming a CO-ACTIVE coach in 2017.

I am also head of TCO's Coaching Academy. In 2019 I worked alongside one of the 10 members of a highly selected group of ICF-nominated Assessors of Coaches to design a 7-month internal professionalization path for coaches, called The Mentoring Camp. This train-the-coach path is recognized by the ICF.

I deliver an average of 300 coaching hours a year and is completing her PCC accreditation in Autumn 2020. I have coached both High Potentials and Senior Executives from organisations like FCA BANK, Comau, CNHI, Snam, Luxottica, Chiesi, Campari, PWC, Vailant, Rockwool, Delonghi, Coesia, Cosulich Group, Rockwool. I have supported a number of professionals moving to Italy, US, China, Japan, Germany, UK, etc.

My coachees describe me as having a genuine interest in them which is expressed by asking thoughtful and powerful questions, truly tailored to their personal development'.

M.CRESTANI@TCO-INTERNATIONAL.COM  
WWW.TCO-INTERNATIONAL.COM  
+39 3473263928



## CONTACT

# Laura Della Monica

After 10 years in multinational fashion companies as a business analyst and in finance roles, I decided to change completely direction and follow my passion for counseling.

My business background helps me to understand people in the workplace more deeply and to foster their well-being as a counselor.

I have supported employees of different hierarchical levels in multinational and Italian organizations.

Building a strong relationship, with myself and others, is my key to achieve goals especially in dynamic and uncertain context and situations.

Being an active, competent and open listener is the pillar of my being a counselor in my daily job.

LAURA.DELLAMONICA@EMAIL.IT  
+39 333 200 68 13

