



Companies and Managers together for growth



4.Manager

## About us

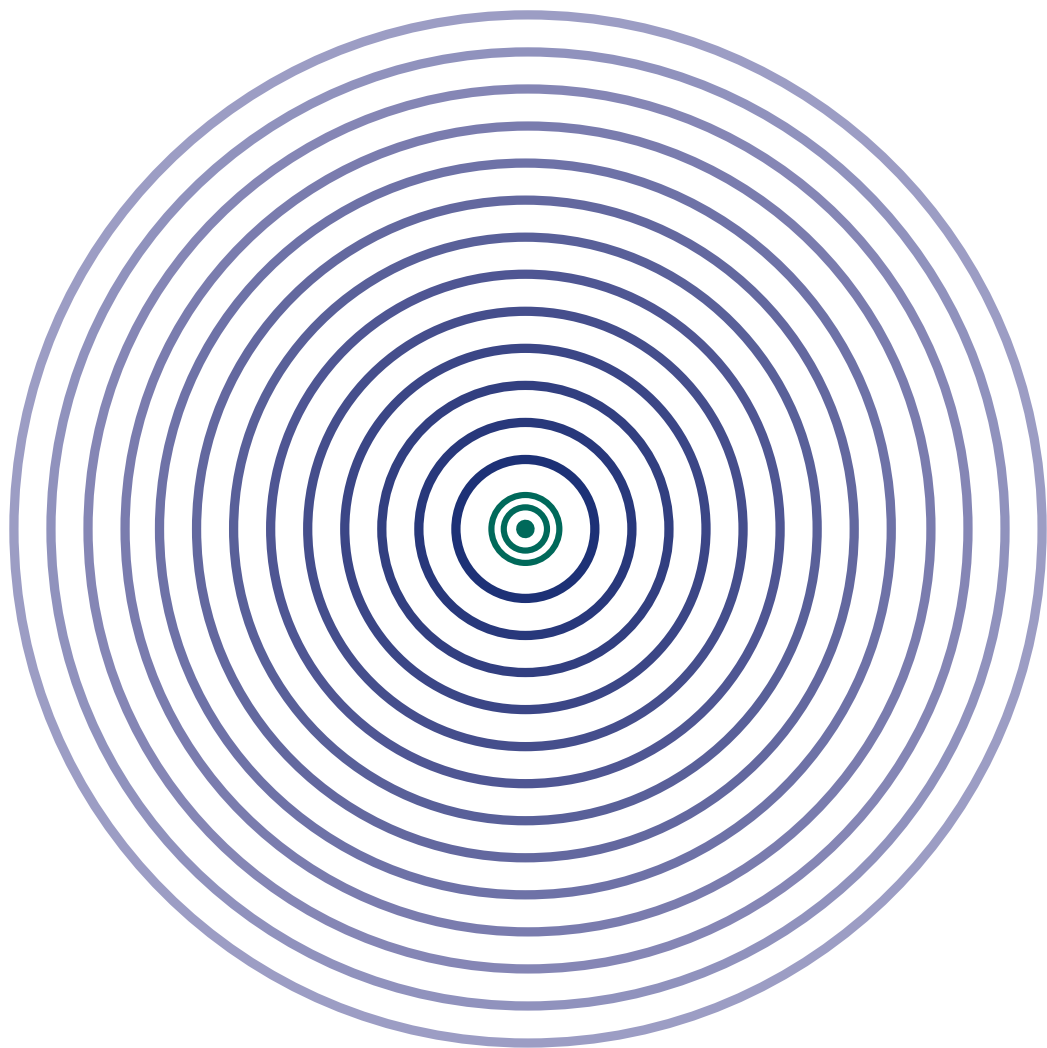
4.Manager was established by Confindustria and Federmanager in 2017 to support the growth of managers and companies, with the aim of helping to generate sustainable and lasting development.



CONFINDUSTRIA



FEDERMANAGER



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# What we do

1.

Via our **Labour Market and Managerial Skills Observatory**, we develop **studies and research** to identify **active labour market policy** strategies and actions.

2.

We implement **local and national projects** to develop a new **corporate and managerial culture**.

3.

We collaborate with **European, National and Regional Institutions** to promote managerial skills in companies.



Development  
**Active Labour Market Policies**



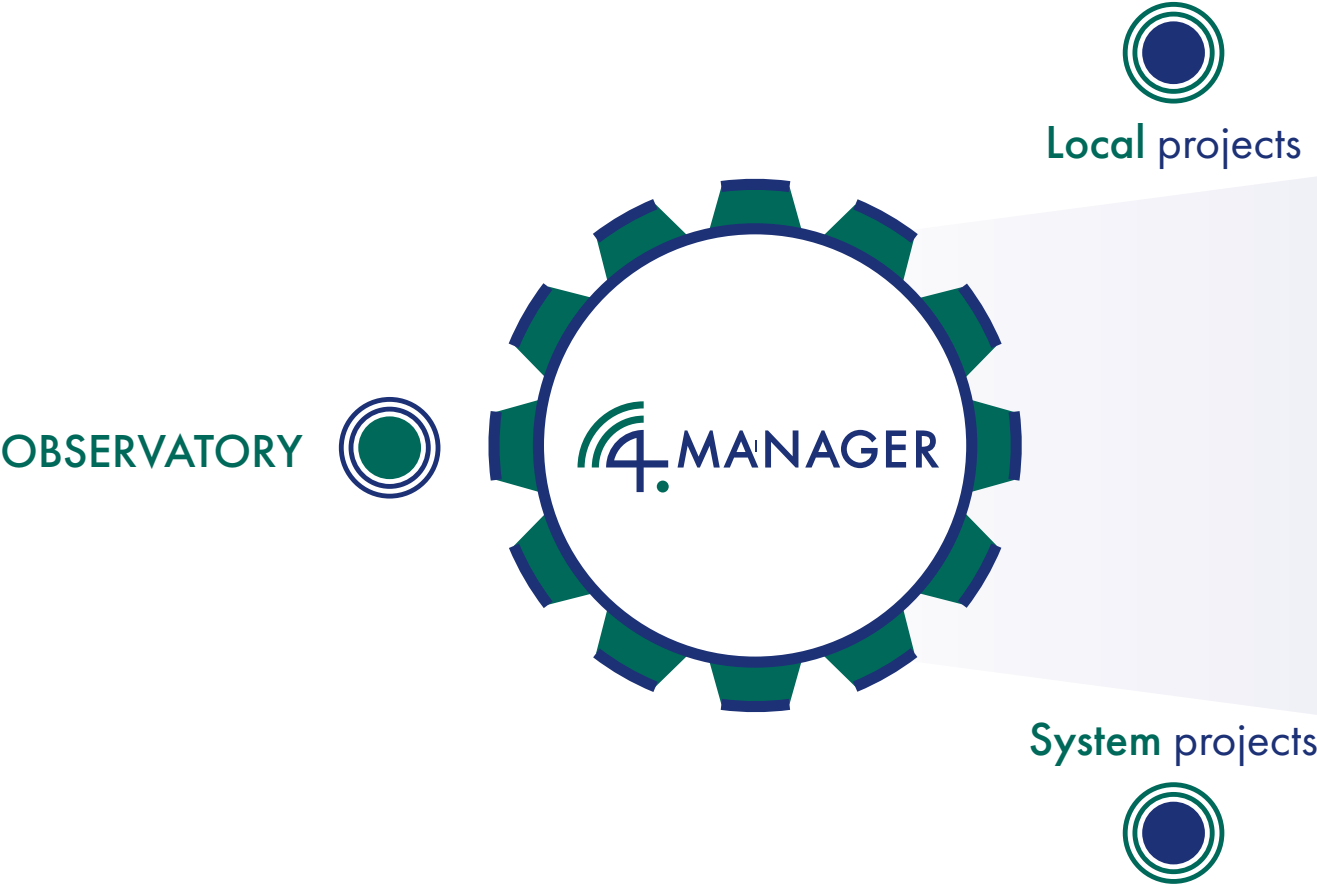
Development  
**Corporate Culture**



Development  
**Managerial Skills**



# 4.Manager transition engine...



# ...towards model 4.0

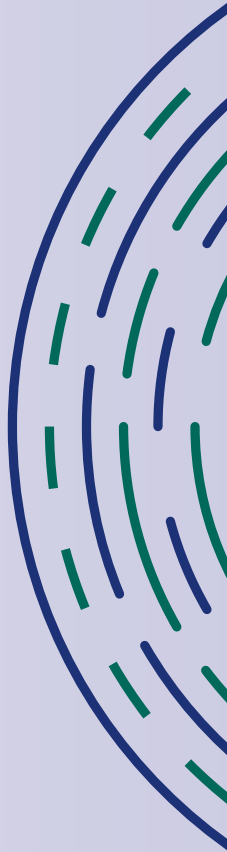
To innovate the business model

## from model 3.0

Product based  
Control is power  
Mass production  
Proactivity  
Customer satisfaction  
Division of labour  
Bureaucracy  
Risk weighting  
**Hard skills**  
Market oriented  
Tangible assets  
Product and/or process innovation

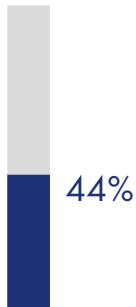
## to model 4.0

Service based  
Knowledge is power  
Mass customization  
Predictability  
Customer experience  
Intermingling roles  
Agility  
Reaction speed  
**Soft skills**  
End-customer focused  
Intangible assets  
Business Model Innovation

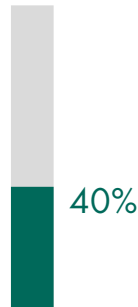


# Skills mix needed to encourage Business Model Innovation processes

Soft skills



Hard and Soft skills



Hard skills



## Soft skills in Business Model Innovation processes





# The keywords of companies and managers



# The Reports

Please visit the website [www.4manager.org/osservatorio/](http://www.4manager.org/osservatorio/) or scan the QR code to download the publications of our Observatory.

MANAGEMENT  
E INNOVAZIONE  
DEI MODELLI  
DI BUSINESS



CAPITALE  
MANAGERIALE  
E STRUMENTI  
PER LO SVILUPPO





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