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TRAINING CATALOGUE · 2026

Tailored programmes *for teams that want to grow.*

Project management, operations, Agile, leadership, clients and co-design: starting points to build together around the team's context.

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HOW I DESIGN TRAINING

Theory, practice *and a flexible format.*

Every programme comes from a conversation about the team's needs, its context and the results it wants to achieve. The modules that follow are starting points, not pre-packaged courses: durations and contents adapt to the people taking part.

01

Theory sessions

Concepts and tools illustrated with examples from the team's context, with room for discussion and questions.

02

Practical workshops

Exercises, simulations and real cases to move from talking to doing.

03

Flexible format

On site, remote or hybrid, with schedule and depth tuned to the group.

CONTENTS

Six areas, *twenty-six modules.*

01 · Project management and delivery

1.1 Project management for creative and digital teams
1.2 From brief to delivery
1.3 Reviews, feedback and revisions
1.4 Managing pitches

02 · Operations and governance

2.1 Processes and workflows
2.2 Estimates, scope and mandate
2.3 Governance, roles and decisions
2.4 Capacity planning and resource management
2.5 Demand management and PMO

03 · Agile and methods

3.1 Agile mindset for team leaders
3.2 Agile mindset for teams

04 · People and leadership

4.1 Leadership for team leaders
4.2 Time management
4.3 Delegation and ownership
4.4 Effective meetings and facilitation

05 · Clients and communication

5.1 Managing «difficult» clients and critical situations
5.2 Account & project leadership for enterprise clients
5.3 Presentation storytelling
5.4 Data literacy and data democratization

06 · Co-design and Design Thinking

6.1 Design Thinking for project and account managers
6.2 Strategy through co-design: from personas to ideas
6.3 From brief to problem
6.4 Designing and facilitating a co-design workshop
6.5 Team building through co-design
6.6 Co-designing internal processes
6.7 From idea to experiment

01

Project management and delivery

Taking projects from brief to delivery: method, planning, reviews, pitches.

1.1	Project management for creative and digital teams
1.2	From brief to delivery
1.3	Reviews, feedback and revisions
1.4	Managing pitches

Project management for creative and digital teams

Solid project management foundations for people who work with creativity, technology and clients.

About 20 hours | On site, remote or hybrid | Adapted to your team

Goals

Develop or strengthen the skills needed to run digital and creative projects: planning, communication, risk management and scope control. No magic recipes: a method to adapt to your own context.

Who it is for

Account managers, project managers, team leaders, creative directors.

What we cover

- Project management: why, how, what
- The project life cycle and the main methodologies, and how to choose the right one
- Define, plan, organise, monitor
- Team, roles and responsibilities
- Information asymmetries and stakeholder management
- Sharpening management skills: delegating, saying no, earning authority

Format and duration

4 theory sessions of 3 hours and 1 practical 8-hour workshop designed around the team's work. Theory on site, remote or hybrid; workshop on site, groups of 3 to 5 people.

What the team keeps

A shared method and the basic tools: project plan, stakeholder map, risk log.

1.2 · PROJECT MANAGEMENT AND DELIVERY

From brief to delivery

An agency's workflow, from incoming request to delivery, with every role in the room.

About 16 hours | On site, remote or hybrid | Adapted to your team

Goals

Build a shared workflow in which everyone knows what to receive, what to hand over and when. Reduce endless revisions, avoidable emergencies and lost handoffs, while strengthening the alliance between account and creative direction.

Who it is for

Account managers, project managers, creative directors, producers, delivery teams: everyone along a project's chain.

What we cover

- Define: from brief to scope of work
- Plan: capacity and task planning, anticipating bottlenecks and risks
- Manage: effective alignment, time and priorities, revisions and feedback
- Monitor without micromanaging: results, escalation, retrospectives
- The working alliance between account and creative direction: two-voice push back
- The accountability chain: from handoffs to estimates to complete

Format and duration

2 workshop days, followed if needed by a series of in-depth sessions on meetings, accountability, delegation and team capacity.

What the team keeps

Workflow guidelines, written and agreed together: who does what, at which point, with which criteria.

Reviews, feedback and revisions

How to escape the endless-revision spiral, with the client and within the team.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Turn reviews and feedback into managed steps: prepared, with the right people, clear criteria and decisions that stick. Protect quality and margins without stiffening the client relationship.

Who it is for

Project managers, account managers, creative directors, creative and digital teams.

What we cover

- Internal and client reviews: goals, participants, expected outcomes
- Presenting work so as to get useful feedback
- Consolidating feedback and turning it into decisions
- Receiving negative feedback without being crushed by it
- Variations, rework and scope changes: when to say yes and how to say no
- From delivery to closure: acceptance and handover

Format and duration

1 theory-and-practice session of 4 hours, or 1 day including a simulated review and delivery.

What the team keeps

A checklist for preparing reviews and a template for consolidating feedback.

Managing pitches

A special kind of project with its own rules: more quality and consistency, fewer sleepless nights.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Improve the way the agency takes part in pitches: raise the quality, speed and consistency of the pitch, and the chances of winning.

Who it is for

Account managers, project managers, team leaders, creative directors, strategists.

What we cover

- Managing pitches versus managing projects: what changes
- Receiving and analysing the brief
- Initial planning and workflow definition
- Coordination and collaboration across departments
- Review and polishing
- Preparing and running the pitch
- The final checklist

Format and duration

1 theory-and-practice session of 4 hours, on site, remote or hybrid.

What the team keeps

A shared pitch workflow and a checklist to use for every new pitch.

02

Operations and governance

Workflows, estimates, roles, decisions and capacity: the system that keeps work moving.

2.1	Processes and workflows
2.2	Estimates, scope and mandate
2.3	Governance, roles and decisions
2.4	Capacity planning and resource management
2.5	Demand management and PMO

2.1 · OPERATIONS AND GOVERNANCE

Processes and workflows

Designing the path work takes, from incoming request to final lessons learned.

About 8 hours | On site, remote or hybrid | Adapted to your team

Goals

Design a workflow that connects request, planning, production, review, delivery and learning, with clear handoffs and a level of formality proportionate to each project's value and risk.

Who it is for

Operations managers, project managers, producers, team leaders, heads of department.

What we cover

- A project's life cycle, from intake to closure
- Key handoffs, decision points and completion criteria
- Definition of Ready and Definition of Done
- How much structure you need: proportion between rules, value and risk
- Exercise: mapping the workflow of a real project

Format and duration

1 theory session of 4 hours, or a 1-day workshop on the organisation's own workflow.

What the team keeps

The workflow map, with handoffs, responsibilities and progress criteria.

2.2 · OPERATIONS AND GOVERNANCE

Estimates, scope and mandate

Readable estimates and a clear mandate: the foundation for not arguing halfway through.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Produce estimates that make sense even with incomplete requirements, and a mandate that makes explicit what is included, what is not, on which assumptions and with which responsibilities.

Who it is for

Project managers, account managers, producers, sales leads, anyone who builds proposals and work plans.

What we cover

- From request to scope of work
- Assumptions, included activities, items to be verified, quality criteria
- Estimating with incomplete requirements, and when to update the estimate
- Timing, effort and revisions: reading them together
- The accountability chain: from handoffs to estimates to complete
- Handling scope changes

Format and duration

1 theory session of 4 hours with an exercise; optional 4-hour workshop on a live proposal.

What the team keeps

A project mandate canvas and an estimating checklist.

2.3 · OPERATIONS AND GOVERNANCE

Governance, roles and decisions

Who decides, who does, who must be consulted: rituals that produce decisions, not just meetings.

About 8 hours | On site, remote or hybrid | Adapted to your team

Goals

Define governance that helps everyday work: clear roles and responsibilities, rituals that create visibility and decisions, simple escalation rules.

Who it is for

Leadership teams, heads of function, PMOs, project managers, team leaders.

What we cover

- Roles, responsibilities and levels of autonomy
- The RACI matrix applied to activities, reviews, decisions and handoffs
- Operating rituals: alignment meetings, reviews, steering committees
- Decision log and escalation: tracking decisions and knowing when to go up a level
- Governance proportionate to risk, value and duration

Format and duration

1 theory session of 4 hours, or a 1-day workshop mapping the organisation's rituals.

What the team keeps

RACI, a calendar of rituals and a decision log template.

Capacity planning and resource management

From individual time to team capacity: planning workload before it blows up.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Introduce methods and tools to plan workloads, manage multidisciplinary resources, forecast capacity and keep peaks, surprises and budgets under control.

Who it is for

Account managers, project managers, team leaders, creative directors, operations.

What we cover

- Capacity and workload management basics
- Forecasting workload: methods and models
- Allocating resources in multidisciplinary teams
- Handling peaks, surprises and dependencies
- Operating indicators: load, availability, utilisation, planned versus actual effort
- The budget flow, from estimate to actuals

Format and duration

2 theory-and-practice sessions of 2 hours; optional 4-hour workshop to redesign internal workflows starting from current pain points.

What the team keeps

Ready-to-use capacity plan and resource board templates.

2.5 · OPERATIONS AND GOVERNANCE

Demand management and PMO

When requests come from every direction: clear priorities and an overview of the portfolio.

About 8 hours | On site, remote or hybrid | Adapted to your team

Goals

Build a clear path from request to delivery, with shared priority criteria and an aggregated view of initiatives, capacity and dependencies. Because when nobody decides, pressure decides.

Who it is for

PMOs, portfolio managers, leadership teams, delivery leads, transformation teams.

What we cover

- Collecting and assessing requests: what you need in order to decide
- Priority criteria and balancing initiatives
- From single project to portfolio: what changes in governance
- Capacity, dependencies and trade-offs
- Reporting that supports decisions, not just control

Format and duration

1 theory session of 4 hours, or a 1-day workshop building the first portfolio map.

What the team keeps

The request path, the priority criteria and a first portfolio map.

03

Agile and methods

Agile principles, frameworks and tools, adapted to the team's real context.

3.1 Agile mindset for team leaders

3.2 Agile mindset for teams

3.1 · AGILE AND METHODS

Agile mindset for team leaders

Strategies for leading the transformation: principles, frameworks and agile leadership.

About 16 hours | On site, remote or hybrid | Adapted to your team

Goals

Understand what the Agile mindset really is, and what it is not, and how to bring it into the organisation gradually: choosing the right tools, adapting them to the context and leading increasingly autonomous teams.

Who it is for

Team leaders, project managers, account managers, creative directors.

What we cover

- What managing a project means, and the evolution towards Agile
- The Agile Manifesto: values and principles, frameworks and mindset
- How to choose a methodology, and how to tell it isn't working
- Scrum, Kanban, Scrumban, Lean: when to use what
- Digital tools, resource management and continuous improvement
- Implementing Agile step by step: goals, pilot projects, debriefs
- Agile leadership and autonomous teams
- Sharpening management skills: delegating, knowing how to say no

Format and duration

4 theory sessions of 4 hours and an optional 4-hour practical workshop designed around the organisation's case.

What the team keeps

A gradual adoption plan and a debrief format for continuous improvement.

Agile mindset for teams

The version for people working on projects every day: agile practices, tools and culture.

About 6 hours | On site, remote or hybrid | Adapted to your team

Goals

Introduce the principles of the Agile mindset and how to apply them to work better and adapt to change, including in creative settings.

Who it is for

The whole team.

What we cover

- What the Agile mindset is, and what it is not
- The evolution towards Agile methodologies
- Agile frameworks, in brief
- Agile tools and practices: boards, work-in-progress limits, rituals
- Soft skills and agile culture
- Agile applied to creativity

Format and duration

3 theory-and-practice sessions of 2 hours, on site, remote or hybrid.

What the team keeps

A work board set up together and a few shared rules.

04

People and leadership

Leading, delegating, managing time and meetings: the skills of those who coordinate.

4.1 Leadership for team leaders

4.2 Time management

4.3 Delegation and ownership

4.4 Effective meetings and facilitation

4.1 · PEOPLE AND LEADERSHIP

Leadership for team leaders

From managing tasks to leading people: styles, motivation, feedback, ownership.

About 8 hours | On site, remote or hybrid | Adapted to your team

Goals

Build the skills of people who lead a group: recognising and adapting your own style, motivating, communicating effectively, giving feedback and growing responsibility and ownership in the team.

Who it is for

Team leaders, new managers, project managers with a team to lead.

What we cover

- Leadership and management: what sets them apart
- Leadership styles, and when to use them
- Managing and motivating the team
- Handling difficult situations
- Effective communication
- Giving feedback
- Empowerment and ownership
- The leader's daily method

Format and duration

2 theory-and-practice sessions of 4 hours, which can be combined with the Time management module.

What the team keeps

A personal development plan and a weekly team-management routine.

Time management

The real problem isn't time, it's how you manage it: priorities, deadlines, interruptions.

About 10 hours | On site, remote or hybrid | Adapted to your team

Goals

Provide tools and techniques to manage time better, recognise priorities, cut waste and raise personal and team productivity.

Who it is for

Everyone.

What we cover

- Where do I lose the most time today?
- Setting and managing priorities
- Meeting deadlines and planning activities
- Handling interruptions and distractions
- Time under pressure, and time on the move
- Delegating to free up time
- Working better together: from individual time to team time

Format and duration

2 theory sessions of 3 hours and 1 practical 4-hour workshop. Workshop on site, groups of 3 to 5 people.

What the team keeps

Tools you can use straight away: priority matrix, weekly planning, rules for interruptions.

Delegation and ownership

Delegating without losing control, and growing ownership in the people who take it on.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Learn to delegate in the right way and at the right time, avoiding the most common missteps, and build a sense of ownership in the team that holds even when the manager is not around.

Who it is for

Team leaders, project managers, account managers, anyone who coordinates other people's work.

What we cover

- Why delegating is so hard
- The most common missteps: too little, too early, to the wrong person, without communicating
- Define, communicate, check: how to delegate effectively
- Delegation and ownership in the workflow
- The hidden cost of «I'll handle it»

Format and duration

1 theory-and-practice session of 4 hours, on site or remote.

What the team keeps

A three-step delegation guide and a map of the team's responsibilities.

Effective meetings and facilitation

Fewer, better meetings: prepared, well run and closed with clear decisions.

About 8 hours | On site, remote or hybrid | Adapted to your team

Goals

Make meetings more useful: drop the pointless ones, prepare the others well, guide conversations and decisions, and turn outcomes into actions that actually happen.

Who it is for

Everyone.

What we cover

- Types of meeting, and when to avoid them
- Agenda, preparation and roles
- The most common meeting dynamics
- Techniques for staying focused and on time
- Facilitation: guiding conversations and decisions
- Effective summaries and follow-ups
- Beyond meetings: operational onboarding of people and projects

Format and duration

2 theory-and-practice sessions of 4 hours, on site, remote or hybrid. People who took the project management module can skip the first.

What the team keeps

An agenda format, a facilitation guide and a minutes template with decisions and actions.

05

Clients and communication

Difficult relationships, enterprise clients, presentations and data that speak.

5.1 Managing «difficult» clients and critical situations

5.2 Account & project leadership for enterprise clients

5.3 Presentation storytelling

5.4 Data literacy and data democratization

Managing «difficult» clients and critical situations

Out-of-scope requests, escalations, endless revisions: staying effective without breaking the relationship.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Learn techniques to handle complex clients, out-of-scope requests, escalations, conflicts, negotiations and critical communications, while keeping both effectiveness and the relationship.

Who it is for

Team leaders, creative directors, account managers, project managers.

What we cover

- Types of clients and typical critical points
- Assertive communication and managing expectations
- Preventing out-of-scope requests and escalations
- A framework for complex requests and critical conversations
- Conflicts, delays, endless revisions, constant changes
- Role-play on delicate situations

Format and duration

2 theory-and-practice sessions of 2 hours, on site, with guided role-play.

What the team keeps

A framework for difficult conversations and ready-made phrases for saying no without closing doors.

Account & project leadership for enterprise clients

Leading the relationship with large, structured clients: many stakeholders, slow decisions, high expectations.

About 6 hours | On site, remote or hybrid | Adapted to your team

Goals

Develop consultative leadership: reading the client's organisation, managing a relationship with many stakeholders, communicating strategically with decision-makers and taking ownership of results, with account and project manager working in tandem.

Who it is for

Account managers, project managers, team leaders, strategists, creative directors working with enterprise clients.

What we cover

- How an enterprise client works: decision levels, processes, timing
- Mapping stakeholders and building alliances
- Communicating with decision-makers: summaries, options, recommendations
- The account and project manager pair: roles, two-voice push back, good cop and bad cop
- Governing the relationship: progress updates, reports, committees
- Proactivity and ownership: adding value beyond the request

Format and duration

3 theory-and-practice sessions of 2 hours, on site.

What the team keeps

A map of the client's stakeholders and a relationship governance plan.

Presentation storytelling

Having the right idea is essential, but knowing how to tell it is what makes the difference.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Improve the ability to communicate ideas and projects with storytelling techniques, increasing the impact of presentations.

Who it is for

Account managers, project managers, team leaders, creative directors, strategists.

What we cover

- Storytelling fundamentals
- The narrative structure of a presentation
- Opening, climax, key message
- From idea to story: building the storyline
- Narrative techniques and public speaking

Format and duration

1 theory-and-practice session of 4 hours; optional 4-hour workshop to try the techniques on a simulated case. Preferably on site.

What the team keeps

A storyline template to reuse in every presentation.

Data literacy and data democratization

From number to insight: reading data and making it speak, for technical and non-technical people alike.

About 6 hours | On site, remote or hybrid | Adapted to your team

Goals

Develop the ability to read, interpret and use data in strategic and operational processes, improving decisions, insights and client reporting.

Who it is for

Account managers, project managers, digital analysts, strategists, team leaders.

What we cover

- Types of data in an agency, from strategy to delivery to management control
- Essential metrics and operating KPIs
- Reading and interpreting data: from number to insight
- Dashboards, data structures and data democratization principles
- Data storytelling for presentations and reports

Format and duration

3 theory-and-practice sessions of 2 hours, on site, remote or hybrid. Suitable for both technical and non-technical teams.

What the team keeps

A shared set of KPIs and a template for presenting data to clients.

06

Co-design and Design Thinking

Different people around the same table, on the same problem: to decide and innovate together.

6.1	Design Thinking for project and account managers
6.2	Strategy through co-design: from personas to ideas
6.3	From brief to problem
6.4	Designing and facilitating a co-design workshop
6.5	Team building through co-design
6.6	Co-designing internal processes
6.7	From idea to experiment

Design Thinking for project and account managers

The creative method applied to management.

About 7 hours | On site, remote or hybrid | Adapted to your team

Goals

Use Design Thinking tools not only to generate ideas but to manage projects and relationships better: aligning team and client on a shared vision, defusing conflicts by moving attention from people to the problem, reducing information gaps between agency and client, starting on the right foot with a new client.

Who it is for

Project managers, account managers, team leaders, producers.

What we cover

- The stages of Design Thinking, seen through a manager's eyes
- Empathy and active listening in project relationships
- The client inside the process: feedback, priorities, shared ownership
- Tools for aligning, deciding and resolving differences
- Design Thinking when onboarding a new client or project

Format and duration

1 theory session of 3 hours and 1 practical 4-hour workshop on a real team case.

What the team keeps

A toolkit of activities ready to use in kick-off, alignment and review meetings.

Strategy through co-design: from personas to ideas

Building the strategy with the people who will carry it forward.

About 9 hours | On site, remote or hybrid | Adapted to your team

Goals

Define a marketing, digital or content strategy starting from the people you speak to, not from the channels. Learn the method by applying it to a real case, from understanding the audience to the ideas to develop.

Who it is for

Marketing, digital and content teams; strategists, account managers, creative directors; companies that want to build strategy together with their agency.

What we cover

- Insights and personas: who the people we speak to really are
- Journey mapping: moments and touchpoints, online and offline
- Pains and gains along the way: where things jam, where you can surprise
- Idea generation and criteria for choosing
- From ideas to strategy: priorities, KPIs, next steps

Format and duration

1 theory session of 3 hours, 1 on-site 4-hour workshop on a real case, 1 follow-up of 2 hours. Working groups of 3 to 5 people.

What the team keeps

Personas, a journey map with pains and gains, a shortlist of priority ideas with next steps.

From brief to problem

Before looking for the solution, make sure you have the right problem.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Turn a partial brief into a shared understanding of the problem. Tell the request apart from the need, constraints from wishes, and define from the start how success will be recognised.

Who it is for

Account managers, strategists, project managers, marketing managers, anyone who receives requests and briefs.

What we cover

- The minimum information to gather before starting
- The questions that separate request, need, constraints and success criteria
- Reframing the problem: from «what they're asking for» to «how might we...»
- Handling missing information without blocking the work

Format and duration

Practical 4-hour workshop on real briefs brought by participants.

What the team keeps

A brief analysis checklist and a template for reframing the problem with the client.

Designing and facilitating a co-design workshop

From the meeting where one person talks to the table where everyone works.

About 8 hours | On site, remote or hybrid | Adapted to your team

Goals

Learn to design, run and report back on a co-design session: clear goals, the right participants, suitable activities, decisions that last beyond the workshop.

Who it is for

Project managers, account managers, strategists, team leaders, anyone who runs sessions with the team or the client.

What we cover

- When you need a workshop, and when a meeting is enough
- Designing the session: goals, participants, agenda, activities, materials
- The facilitator's role: timing, energy, dynamics, participation
- Handling dominant voices and drawing out quiet ones
- From session to decisions: summary, report-back, follow-up

Format and duration

1 four-hour session and 1 four-hour lab in which participants design and run a short session.

What the team keeps

A workshop design template and a repertoire of activities for each stage.

Team building through co-design

Building the team and growing by working together on an idea, not just a game.

About 4 hours | On site, remote or hybrid | Adapted to your team

Goals

Spark collective creativity and collaboration between people who usually work in different departments, through a co-design challenge built around the organisation's context. A team moment that is also a moment of growth.

Who it is for

Companies and agencies that want a team-building moment that also leaves ideas and ways of working behind: internal events, kick-offs, conventions.

What we cover

- A tailor-made creative challenge: a provocative scenario to start from
- Mixed groups, roles and rules of the game
- Guided ideation, from provocation to proposals
- Final report-back and reading what emerged, including about how people work together

Format and duration

From half a day, on site, as a stand-alone event or as part of a convention.

What the team keeps

The ideas generated by the groups and a few new rules on how to work together.

Co-designing internal processes

Redesigning the way of working with the people who live it every day.

About 6 hours | On site, remote or hybrid | Adapted to your team

Goals

Start from real problems (lost handoffs, endless revisions, unclear responsibilities) and redesign workflows, roles and handoffs together, reaching solutions the team feels it owns.

Who it is for

Leadership, operations, team leaders and teams who feel that «something in the flow isn't working».

What we cover

- Mapping the current workflow, with its critical points
- Internal pains and gains: where time, quality and energy are lost
- Generating and selecting solutions
- From the new workflow to shared rules: roles, handoffs, rituals

Format and duration

4-hour workshop and a 2-hour report-back session.

What the team keeps

The redesigned workflow map and an adoption plan with the first actions.

From idea to experiment

Test small before investing big.

About 8 hours | On site, remote or hybrid | Adapted to your team

Goals

Turn an idea into a managed experiment: explicit hypotheses, a prototype or MVP, metrics, timing and a clear criterion for deciding whether to continue.

Who it is for

Innovation managers, product teams, marketing, services, business development.

What we cover

- From problem to hypotheses to test
- Prototypes and MVPs: the minimum needed to learn
- Designing the experiment: metrics, timing, responsibilities
- Reading results and deciding: continue, change, stop

Format and duration

1-day workshop, or 3 sessions to accompany a real experiment.

What the team keeps

An experiment canvas and the criteria for go / no-go decisions.

RECOMMENDED PATHS

Modules that work *better together.*

New team leaders

For people moving from doing to getting things done: leading, delegating, managing their own time and meeting time.

- 4.1 Leadership for team leaders
- 4.3 Delegation and ownership
- 4.2 Time management
- 4.4 Effective meetings and facilitation

The growing agency

When what worked with a few people stops being enough: workflow, capacity, roles and decisions.

- 1.2 From brief to delivery
- 2.4 Capacity planning and resource management
- 2.3 Governance, roles and decisions

Setting up a PMO

Shared priorities, proportionate governance and readable estimates: the foundations of a useful PMO.

- 2.5 Demand management and PMO
- 2.3 Governance, roles and decisions
- 2.2 Estimates, scope and mandate

Moving to Agile

Leaders and teams together, with a one-month follow-up to fine-tune.

- 3.1 Agile mindset for team leaders
- 3.2 Agile mindset for teams

Strategy and innovation through co-design

From the right problem to ideas, all the way to the first experiment: with team and client around the same table.

- 6.3 From brief to problem
- 6.2 Strategy through co-design: from personas to ideas
- 6.7 From idea to experiment

Shall we build *the next programme together?*

Tell me about the team, the context and the results you want: we start from there to define modules, schedule and format.

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