“It is a single stone that holds up the vault; the one wedged between the two inclined sides, uniting them. How can the effect of such a tiny final addition be so magnificent? Because that addition completes, rather than enlarges.”

(Seneca)
una Corporate University è un organismo educativo, una struttura strategica per il governo dell'azienda con un obiettivo utile e preciso: affermare, custodire e trasmettere i valori, la conoscenza e la professionalità che hanno reso grande Banca Mediolanum.

Mediolanum Corporate University è stata creata da Banca Mediolanum per formare professionisti d'Eccellenza nella Relazione con il Cliente, nella consulenza finanziaria e nella gestione del risparmio delle famiglie. Un connubio di saperi e tecnologia a sostegno dello sviluppo professionale e personale del Family Banker®.
"I wanted a legendary training centre. We have created our own “university”. I want it to become the greatest institution dedicated to negotiation and sales. I am not exaggerating: a third-millennium Corporate University, a place where we can train our people for Excellence, creating unrivalled professionals in Customer Relationship Management; a place also devoted to the financial and entrepreneurial culture. Because to close a sale you need a heart more than anything else.”

(Ennio Doris - President, Banca Mediolanum)
The Corporate University is an educational organization strategic to the management of the company, with a clear and useful goal: stating, preserving and conveying the values, the knowledge and the professional expertise that have made Banca Mediolanum great. Mediolanum Corporate University was established by Banca Mediolanum to create professionals who excel in Customer Relationship, financial advising, and the management of household assets. A combination of knowledge and technology, supporting the development - both professional and personal - of the Family Banker®.
Conveying the values of the company built around you: Banca Mediolanum.
We have just one **mission:**
to promote Excellence.

“If you treat an individual as he is, he will stay as he is; but if you treat him as if he were what he ought to be and could be, he will certainly become what he ought to be and could be.”

*(Johann Wolfgang von Goethe)*
Mediolanum Corporate University has the ambition to become the main reference point for the acquisition of expertise and skills in Customer Relationship Management:

- a place to acquire and share knowledge;
- a place that offers the possibility for continuous improvement;
- a place to learn and develop the fine art of interpersonal Relationships.

Inspiration for the design of the training and learning courses was drawn from the greatest international corporations. These companies consider training as part of a broader project: the strategic investment in knowledge.

In order to achieve Excellence, we firmly believe that professional growth should develop in harmony with personal growth. Training in technical, economic and financial matters is complemented by classes in the company’s corporate culture as well as interpersonal Relationships along with great passion, strong motivation, and a solid team spirit.

Because striving for Excellence is a continuous challenge at Mediolanum Corporate University.
A company within the company, designed, wanted and made possible by those who have dedicated their lives to Banca Mediolanum.

ENNIO DORIS
President, Banca Mediolanum S.p.A.
Chief Executive Officer, Mediolanum S.p.A.

MASSIMO DORIS
Chief Executive Officer & Managing Director, Banca Mediolanum S.p.A.
Chief Operating Officer, Mediolanum S.p.A.

EDOARDO LOMBARDI
Vice President, Banca Mediolanum S.p.A.
President, Mediolanum Corporate University S.p.A.

OSCAR DI MONTIGNY
Head of Network Development, Banca Mediolanum S.p.A.
Chief Executive Officer, Mediolanum Corporate University S.p.A.
Banca Mediolanum’s leaders at the helm of Mediolanum Corporate University.

“Caught in the whirlwind of life daily commitments, everyone uses up his life, always anxious about what is going to happen and bored by what he has. He who, on the other hand, dedicates each moment of his time to his growth, and deals with each day as if it were his whole life, does not wait for tomorrow, nor is afraid of it.”

(Seneca)
“Evolution is based on implicit and explicit transfer of values and knowledge.”

(Sri Darwan Paresh)
The faculty has been given the task to create the conditions for the fulfilment of each Family Banker’s entrepreneurial dream. They come from the sales network and are dedicated to the sales network. They are the custodians of the corporate DNA and thus the only ones who can adequately and effectively disseminate its values.

These managers have lived the history of Banca Mediolanum and have all made personal contributions to it, while at the same time achieving important results in terms of their profession and career. They were chosen through a rigorous selection process followed by a course targeted training and coaching.

Rounding out the faculty at the Mediolanum Corporate University are important leaders and advising professionals from outside the Mediolanum world – qualified and well-known professionals who were carefully selected from among the best in the national and international training arena.
The Scientific Committee has the purpose of stimulating creative ideas to achieve the company mission, of advising the Mediolanum Community about new perspectives and guidelines, and of orienting, implementing and innovating projects and processes relating to financial education, professional and behavioural training. Their core activity is to create and develop contacts, studies and relationships with universities and research centres with the aim of producing, managing and conveying knowledge.

The Scientific Committee bases its activity on the education sciences, and on the values of interpersonal relationships and change for the achievement of Excellence, which is considered to be the fruit of a continuous, daily commitment.

Besides Mediolanum’s own, the Scientific Committee, includes personalities from the world of academics, communication, sports, business, education and training.
The Scientific Committee, a window on the world.
Interpersonal relationship, interactions, growth. For values, and for people.

“One should guard against preaching to young people success in the customary form as the main aim in life. The most important motive for work in school and in life is pleasure in work, pleasure in its result, and the knowledge of the value of the result to the community. The concern for man and his destiny must always be the chief interest of all technical effort. Never forget it among your diagrams and equations. Make everything as simple as possible, but not simpler. Strive not to be a success, but rather to be of value.”

(Albert Einstein - during a university lecture)
Mediolanum Corporate University is for all those who are attracted to the world of Mediolanum - out of interest, profession, ambition, spiritual or cultural affinity - or who are already a part of this world: people who want to expand their general and specific knowledge in issues regarding the financial world.

The Family Banker® to achieve career fulfilment through continuous professional and personal growth.

The Customers of Banca Mediolanum, or simply savers and investors at large, to increase their knowledge and understanding of finance and economics.

The academic world, to utilize Mediolanum Corporate University as the ideal reference point for the topics of negotiation, sales, and Customer Relationship Management.

The Partners of Mediolanum Corporate University and all those who are akin to Banca Mediolanum.
The Learning Organization shifts knowledge from the individual level to the collective and organisational level, so that the company can develop, enrich and organise knowledge while improving its processes. This view of learning promotes and encourages communication among colleagues, the exchange of opinions, the sharing of results, and social interaction - and learning from others and from daily experience as well.

Lifelong Learning is a training approach that follows each Family Banker® throughout their entire professional career: an ongoing training and learning model featuring courses, seminars, internships, self-training sessions, and in-field coaching.

These are the guiding principles that inspired the development of training and coaching programs at Mediolanum Corporate University. The ample and personalised curriculum that is based on an analysis of career objectives is designed to foster the business and personal growth of the Family Banker®.
Training and coaching but also dialogue and sharing.

“An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

(Jack Welch)
We have great plans for you.

“Also in terms of training you have to be a self-sufficient entrepreneur, plan your study, and always keep yourself up-to-date from a technical and cultural point of view, with discipline and a strong will to succeed.”

(Ennio Doris - President, Banca Mediolanum)
Banca Mediolanum continually asks itself about how it can leverage and demonstrate the uniqueness of its knowledge, its actions, and its being.

The Family Banker® profession requires skills in so many different fields that continuous effort and updates are required. To satisfy every training need, Mediolanum Corporate University has identified three major areas of study.

**I AM**

Behavioural area: how to be.

Looking at the behavioural component to improve both as an individual and as a professional. From communication techniques to personal and managerial development and also to leadership and talent development courses. How to be and how to relate to life and people. To continuously grow and improve.

**I WORK**

Technical-commercial area: what to do, what to offer.

It takes an excellent knowledge of products, services, and IT supports to work as a Family Banker®.

What are the best products to offer under specific market conditions? What are the product’s characteristics and advantages for the Customer? What software and support tools are available to help Family Bankers® in their business? Knowledge is the key to guide and assist customers in their choices in order to respond to their current and future needs in terms of savings and protection.

**I KNOW**

Technical-regulatory area: what to know.

A clear understanding of your business from a legal point of view is essential to providing Customers with the solutions that best fit their needs and profiles with maximum transparency and professionalism.

Being familiar with technical and regulatory aspects is crucial: to be up-to-date when a new law is passed or simply to ensure compliance with current regulations.
The Mediolanum Corporate University campus is part of “Milano Tre”, Basiglio, Milan, where the headquarters of Banca Mediolanum is also located.

With more than 4,000 square meters (43,000 sq. ft) entirely dedicated to students, Mediolanum Corporate University is a place for studies and social activities built with harmony in mind in terms of choice of modern materials, technologically advanced infrastructure, relaxing and energising spaces.

A new way to learn, going through an exciting training experience together. On campus, the Museum and the “Medioteca” (Mediolanum audio-visual library) represent the “roots” that nourish Mediolanum Corporate University: places where you can take in the knowledge and values of Banca Mediolanum.

The classrooms are spacious, designed to reflect the origins and history of Banca Mediolanum and encourage the building of each student’s personal and professional future. The common areas and the break rooms are as important as those devoted to study: all of them have been designed to encourage learning and socialising.

The Mediolanum Corporate University campus includes a structure featuring 75 rooms, all of them with minibar, television, wireless internet connection, in-room safe, 24/7 front desk service, a breakfast room and a bar in the lobby.
The Campus: to feel good inside and out.
The **Museum.**
A story of passion and commitment.
Mediolanum Corporate University’s “roots” are alive in the Museum - a world full of stories to be preserved and remembered and to draw inspiration from in order to learn and grow.

It is an exhibition filled with magic, where the most beautiful and significant moments in the history of Banca Mediolanum from the early years to the recent past can be viewed and listened to. The Museum holds memories, keepsakes, souvenirs of past sales conventions, along with some of the most precious documents telling the story of Banca Mediolanum and of those people who turned its legend into reality.

A part of our history to be discovered and studied at any time.
The “Medioteca” is the place dedicated to knowledge *par excellence*. A book and audio-visual library created by the goal to become the largest collection of multi-media documents on the topic of sales and negotiation.
A technologically advanced place that is both “physical” and “virtual”, and is open to students, teachers and visitors, who can access a wide selection of books and videos from all over the world.
This intellectual refuge is equipped with multi-media workstations.
The “Medioteca”. A large collection on negotiation.
We make room for knowledge.
Mediolanum Corporate University communicates through the symbolism in its spaces. The emotional message conveyed by each of the rooms is strong and suggestive, starting in the reception area. The spacious and bright classrooms are dedicated to outstanding moments in the history of Banca Mediolanum.

All materials and furniture have been chosen carefully to allow for participant study, interaction, and teamwork. Each classroom is equipped with state-of-the-art technology to facilitate learning and support teaching activities. A comfortable and spacious conference hall is designed to host special events.
Breaks are important since they give the chance to share the learning experience at Mediolanum Corporate University. Each floor has a break room, offering a pleasant and relaxing place to chat and exchange views, have a coffee and unwind between lessons. To let the new information acquired during the day sink in and get ready for the upcoming tasks, the "Mens Sana" (Healthy Mind) room was created: the place that encourages a look into the secrets of the mind and body, and also helps to find their balance. Soft colours, aromas, background music - because physical and mental well-being are inextricably entwined.
From studying to relaxing, to recharge your batteries.
“They say, ‘means are after all means’. I would say, ‘means are after all everything’. As the means so the end. There is no wall of separation between the means and the end. Indeed, the Creator has given us control (and that, too, very limited) over means, none over the end. Realization of the goal is in exact proportion to that of the means. ‘This is a proposition that admits of no exception.”

(Mohandas Karamchand Gandhi)
“For all of us, Mediolanum Corporate University was a wish, a dream, an idea, a desire we didn’t have the courage to express for a long time. Now, strength, time and creativity have finally caught up to us. We allowed inspiration to flow through our minds, and our hearts got excited at the prospect of such an ambitious undertaking. We have put our entire selves behind the dream and Mediolanum Corporate University is finally born in all its greatness. For us, Mediolanum Corporate University is a new way of expressing the genius and uniqueness in Banca Mediolanum. A place meant to spark the changes necessary to always be ahead of the times, in all members of its Community. A place ‘par ‘Excellence’ in our world, the Mediolanum world.”

(Oscar Di Montigny - Chief Executive Officer, Mediolanum Corporate University)
The Corporate University è un organismo educativo, una struttura strategica per il governo dell’azienda con un obiettivo utile e preciso: affermare, custodire e trasmettere i valori, la conoscenza e la professionalità che hanno reso grande Banca Mediolanum.

Mediolanum Corporate University è stata creata da Banca Mediolanum per formare professionisti d'Eccellenza nella Relazione con il Cliente, nella consulenza finanziaria e nella gestione del risparmio delle famiglie.

Un connubio di saperi e tecnologia a sostegno dello sviluppo professionale e personale del Family Banker®.

Take a virtual tour of the university built around you.
Trasmettiamo i Valori di un'azienda costruita intorno a te: Banca Mediolanum.

www.mediolanumcorporateuniversity.it