

Le competenze e i valori nel lavoro e nella vita, le persone e i ruoli professionali, l'innovazione, i luoghi comuni sulle identità di genere e territoriali, il mito della vocazione imprenditoriale.

Il lavoro è parte integrante della vita, è lo strumento che ti consente di condurre una vita nel modo in cui scegli di condurla.

Il lavoro e la vita sono due aspetti che, per quanto possano sembrare distanti, a volte anche antitetici, in realtà sono fortemente connessi e dipendenti l'uno dall'altro.

Se pensiamo all'ambizione, alla perseveranza, alla determinazione, alla fiducia in se stessi, all'umiltà e al rispetto del prossimo, questi sono tutti valori indispensabili per la vita di un uomo. E sono necessari anche sul lavoro per crescere e ambire a ruoli importanti.

Prima dei ruoli professionali ci sono le persone. Con la loro competenza e dedizione, le persone portano valore in azienda. I collaboratori si fanno ambasciatori delle scelte e della personalità del team di appartenenza, delineando così l'immagine che l'impresa trasmette sia all'intero che all'esterno.

Un'azienda è fatta e gestita da persone. Sono le persone, le loro competenze, il loro senso di responsabilità, la loro dedizione a determinare il successo o l'insuccesso di un'azienda. Le persone sono il vero valore di un'azienda ed è per questo che vanno coltivate e valorizzate.

Il lavoro, ripetiamo, è parte integrante della vita. Sul lavoro io sono così come sono nella vita di tutti i giorni.

L'innovazione è uno stato mentale caratterizzato da una predisposizione al confronto ed al cambiamento.

È un processo continuo che non deve avere mai fine, sempre nel rispetto dell'uomo stesso.

I luoghi comuni su identità di genere e identità territoriali spesso riguardano anche le aziende.

Per certi territori le aziende di successo rischiano di essere percepite nel mondo globalizzato come un'eccezione e se dessimo ragione ai luoghi comuni, non ci sarebbe innovazione.

Il fatto che nel mondo ci siano sempre più startup di successo, rappresenta un'innovazione, il cambiamento indispensabile dopo l'era Covid.

Tutto ciò è reso possibile perché delle donne e degli uomini, credendo nelle potenzialità della new economy hanno deciso di mettersi in gioco, di sfidare e sfatare i luoghi comuni e generare innovazione di pensiero.

Fare impresa richiede tratti caratteriali specifici: sicuramente l'ambizione, la perseveranza, la disposizione al rischio ed una alta resilienza. Tutte caratteristiche che non è usuale incontrare insieme.

Affinché l'impresa abbia successo, è importante sin dall'inizio perseguire un sogno e giocare tutte le carte per realizzarlo. Servono grande determinazione, fiducia in sé e soprattutto tanta umiltà, che resta uno dei principali fattori del successo.

Essere leader, non significa dettare ordini, imporre soluzioni.

Un leader è riconosciuto come tale dalle persone con cui interagisce. E le persone non sono né etichette, né titoli né ruoli: è quindi importante coltivare il valore delle persone in azienda e nella vita, sottolineando quanto ognuno di noi abbia da dare in termini di capitale umano nel senso più concreto e profondo del termine.

Fare impresa è realizzare un progetto senza attendere che la buona sorte arrivi in dono dal destino.

Credo nella forza delle idee, credo nei progetti ben condotti, credo nelle persone che sanno dare valore reale a ciò che fanno, credo in chi si rimbecca le maniche prendendo la vita come una grande opportunità da inseguire anziché come un sacrificio da ottemperare. Credo nel potere dell'umanità.

Mettere in campo il proprio valore richiede azioni e parte dal rapporto con gli altri, dallo sforzo di restare persone anche sul lavoro e di farlo ogni giorno in tutti gli ambienti di vita.

“Il vero valore della vita sono le persone” – Non dovremmo dimenticarlo mai, neanche quando chiudiamo il file di una presentazione di una start up che ci parla di sogni realizzati.

VISION by Marco Meneguzzo Founder of MVM Consulting

Skills and values at work and in life, people and professional roles, innovation, commonplaces on gender and territorial identities, the myth of the entrepreneurial vocation.

Work is an integral part of life, it is the tool that allows you to lead a life in the way you choose to conduct it. Work and life are two aspects that, although they may seem distant, sometimes even antithetical, are in reality strongly connected and dependent on each other.

If we think of ambition, perseverance, determination, self-confidence, humility and respect for others, these are all essential values for a man's life. And they are also needed at work to grow and aspire to important roles.

Before the professional roles there are people. With their competence and dedication, people bring value to the company. Employees become ambassadors of the choices and personality of the team they belong to, thus outlining the image that the company transmits both internally and externally.

A company is made and managed by people. It is the people, their skills, their sense of responsibility, their dedication that determine the success or failure of a company. People are the true value of a company and that is why they must be cultivated and valued.

Work, we repeat, is an integral part of life. At work I am as I am in everyday life.

Innovation is a state of mind characterized by a predisposition to confrontation and change. It is a continuous process that must never end, always with respect for man himself.

The clichés on gender identity and territorial identity often also concern companies.

For some territories, successful companies risk being perceived in the globalized world as an exception and if we agree with the clichés, there would be no innovation.

The fact that there are more and more successful startups in the world represents an innovation, the indispensable change after the Covid era.

All this is made possible because women and men, believing in the potential of the new economy, have decided to get involved, to challenge and dispel commonplaces and generate innovation of thought.

To do business requires specific character traits: certainly ambition, perseverance, willingness to take risks and a high resilience. All characteristics that are not usual to meet together.

So that the company is successful, it is important from the beginning to pursue a dream and play all the cards to make it come true. It takes great determination, self-confidence and above all a lot of humility, which remains one of the main factors of success.

Being a leader does not mean dictating orders, imposing solutions. A leader is recognized as such by the people he interacts with. And people are neither labels, nor titles nor roles: it is therefore important to cultivate the value of people in the company and in life, underlining how much each of us has to give in terms of human capital in the most concrete and profound sense of the term.

Doing business is carrying out a project without waiting for good luck to come as a gift from destiny.

I believe in the power of ideas, I believe in well-conducted projects, I believe in people who know how to give real value to what they do, I believe in those who roll up their sleeves by taking life as a great opportunity to be pursued rather than as a sacrifice to be fulfilled. I believe in the power of humanity.

Putting one's own value on the field requires actions and starts from the relationship with others, from the effort to remain people even at work and to do it every day in all areas of life.

"The true value of life is people" - We should never forget this, not even when we close the file of a presentation of a start-up that talks about dreams come true.

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