



ECONOMIA E TECNICA DELLA COMUNICAZIONE AZIENDALE

*Andrea Alemanno a.a.
2018/2019*

LA COMUNICAZIONE INTERNA / ORGANIZZATIVA E'
QUELLA FORMA DI COMUNICAZIONE **RIVOLTA ALLE**
RISORSE DELL'ORGANIZZAZIONE E FINALIZZATA AL
MANTENIMENTO DELLA **COERENZA** E DELL'EQUILIBRIO
CULTURALE/VALORIALE INTORNO ALL'IMPRESA,
NONCHE' ALLA **MOTIVAZIONE** DEL PERSONALE

→ **MASSIMIZZARE LE PERFORMANCES AZIENDALI**

LA COMUNICAZIONE ORGANIZZATIVA

Capitolo 6 La comunicazione organizzativa

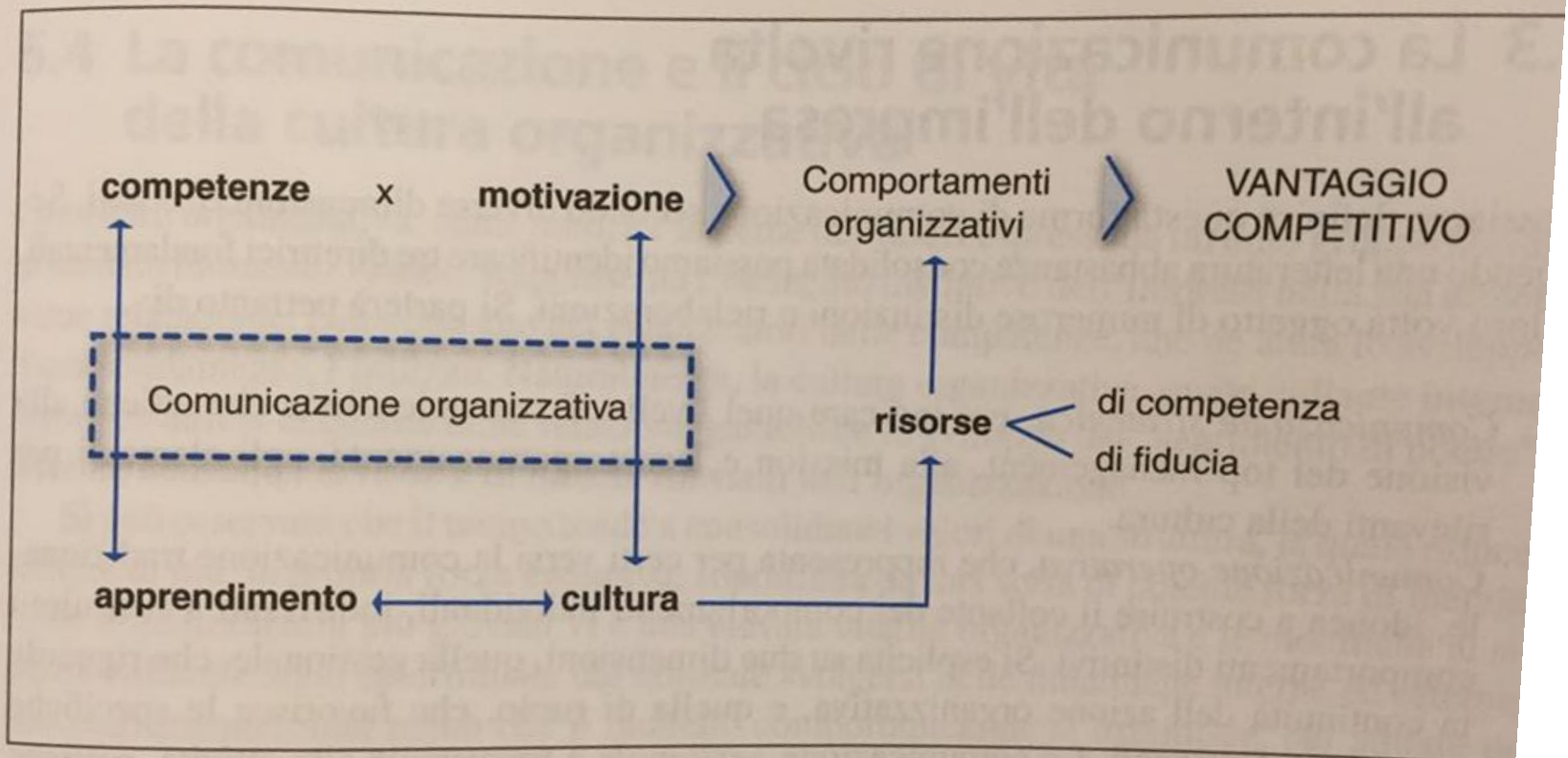


Figura 6.1 La comunicazione organizzativa nella creazione del vantaggio competitivo.

Fonte: nostra elaborazione

Gli strumenti della Comunicazione organizzativa

- Organizzazione: norme e regole
- Comunicazione gestionale
- Elementi di Corporate Identity
- Formazione interna
- Intranet

**COME E' FATTA
L'AZIENDA**

- Mail/comunicati interni
- Bacheca
- Newsletter interna / house organ
- Riunioni interne / Staff meeting
- Eventi aziendali/Convention
- Eventi di Team Building
- Eventi di sostenibilità / coinvolgimento di charity

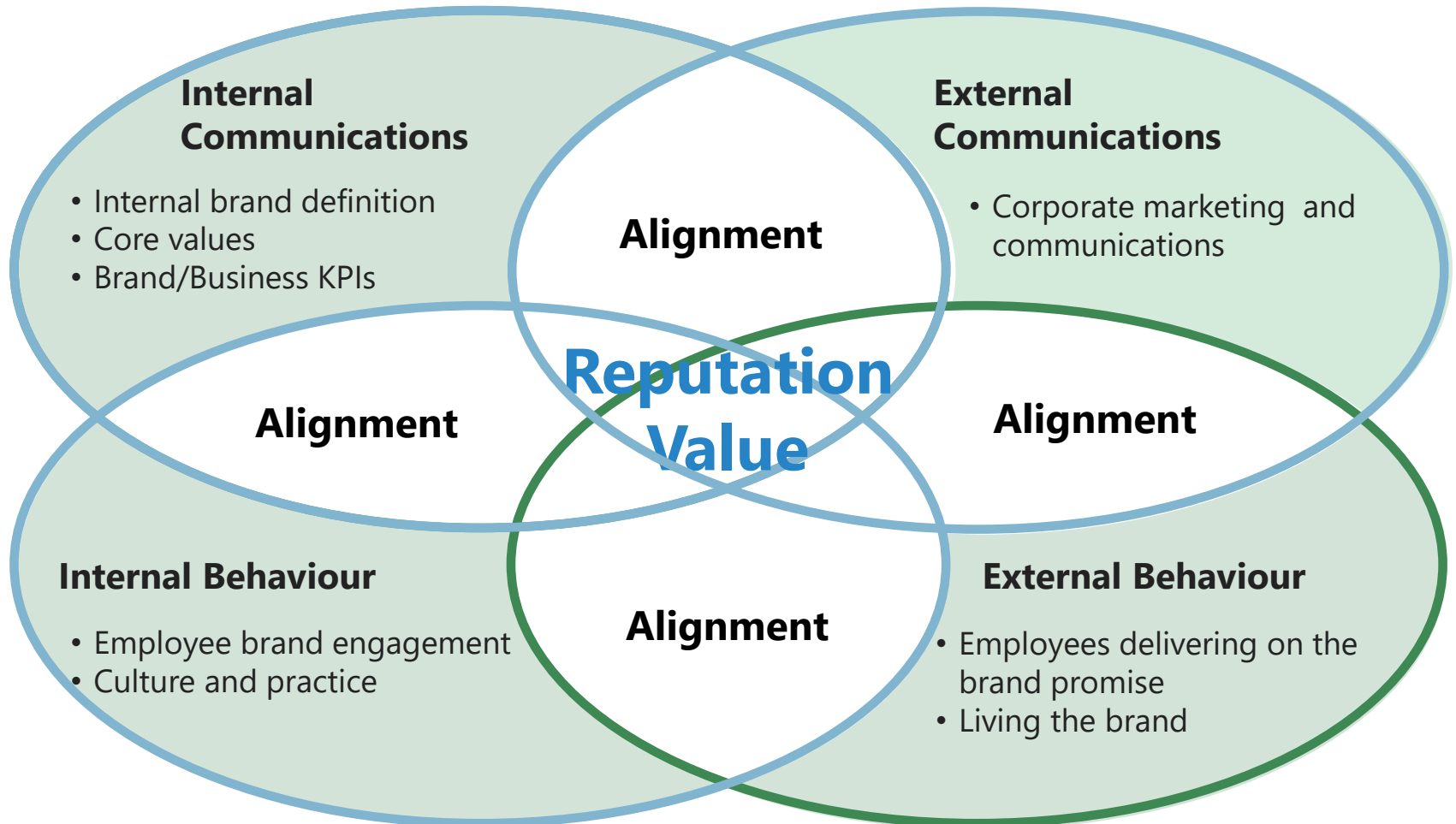
**COME LO
RACCONTA**

- ERM – Employee relation management
(indagini di clima interno)
- Appraisal
- Valutazione 360°

**STRUMENTI DI
CONFRONTO**

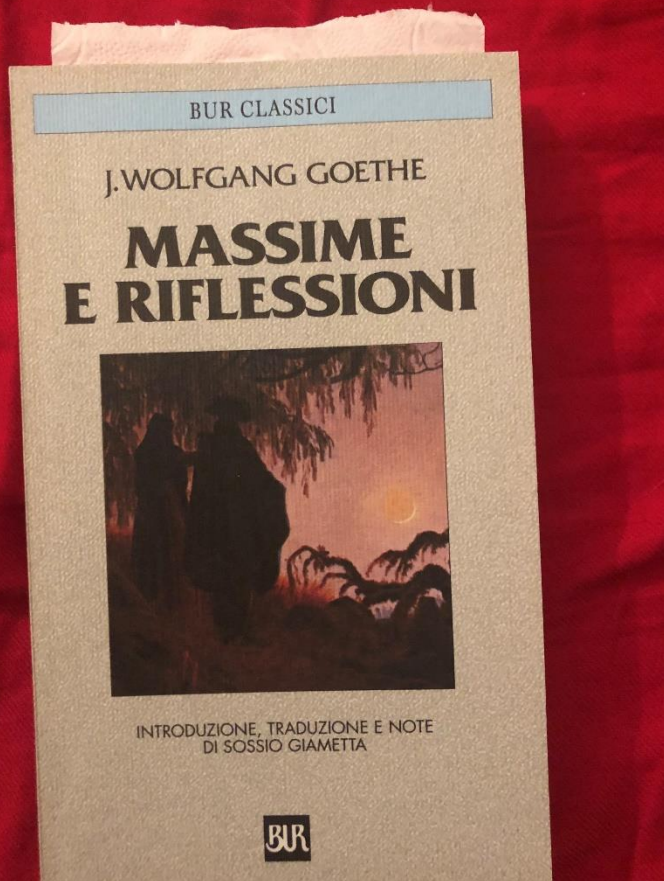
Internal/External Alignment

QUELLO CHE SI DICE ALL'INTERNO ED ALL'ESTERNO DELL'ORGANIZZAZIONE DEVE ESSERE CONSISTENTE.



CONSIDERAZIONI FINALI:

1. **Pensate** alla reputazione come un **asset prezioso**
2. **I brand sono una ricchezza** che deve essere ben gestita
3. **Ricordate** che è importante avere una **vision chiara** e consistente
*Se non potete **guidare le aspettative**, fatevi trovare pronti a rispondervi*
4. **Identificate** bene i vostri **stakeholder**, e gestiteli
5. **Non tenete separati i canali di comunicazione**
6. **Tenete consistenti le comunicazioni interne ed esterne**
7. **Date ai dipendenti la** possibilità di essere gli **ambasciatori dell'azienda**
8. **Cercate** di avere delle **valutazioni indipendenti** della vostra situazione
9. **Considerate elementi percettivi ed oggettivi** nella misurazione
10. **Siate pronti ad una crisi ... non sarete mai immuni dalle crisi altrui!**



**COMUNICARE È NATURA; ACCOGLIERE
CIÒ CHE COMUNICANO GLI ALTRI,
COS' COME È DATO, È CULTURA**

*inchioda pure... è
l'unico posto fisso
che ho trovato !!!*



DARIO
2011

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johnroe

John Roe

General Sales Manager

A professional Sales Manager with analytical, good communicator and facilitator, always trying to create a safe but ambitious environment with the focus on maximum performance. Very passionate about the drive and energy that only exist in sales, and being able to develop people and improve performance by developing skills and competences.

AREAS OF EXPERTISE

Data Analysis | E-commerce | Leadership | Negotiation & Persuasion | Planning | Coaching and Mentoring
Business Development | Account Management | Salesforce.com | Competitive Analysis | Saas | Solution Selling

PROFESSIONAL EXPERIENCE

General Sales Manager

Paragon Solutions

03/2014 – Present

Milano, Italy

Achievements

- Developed a project driven organization which implemented multiple different systems like Xactly (compensation plans), Zuora (ERP), LinkedIn Sales Navigator and NewVoiceMedia (phone system).
- Built a successful and scalable global Commercial Operation organization across multiple offices in Western Europe, US and Japan.
- Saved up to €2 million annually by reducing the fixed spending with 17% and variable overhead spending with 21% through a variety of cost-improvement initiatives and a better utilization of resources.
- Created a database of over 8000 prospective customers following extensive and rigorous leads generating activities and successfully trained 25 Account Managers in 2015/2016.
- Part of the initial team who raised €56M in venture capital.

Contact: Michelle Harper – michelle@paragon.com

Sales Manager

Ruth & Abigail GmbH.

07/2010 – 02/2014

Berlin, Germany

Achievements

- Cut product replacement cost by 35% and increased on-time delivery from 74% to 93% using Kaizen approach to quality issues rooted in manufacturing.
- Closed the largest B2B sale ever for the company, scored a competitive win-back from a major competitor, which resulted in a 4% increase in the company stocks value.
- Led the corporate team in driving cost-reduction initiatives that resulted in €800.000 saved over three years through capital infusion and process automation.
- Developed and implemented an indirect lending program together with the customers, which was identified by listening closely to the customer feedback.
- Increased sales of the secondary product line from year 2012 to year 2013 with a 24% margin.

Contact: Veronika Lotte – veronika@ruthandabigail.de

Regional Sales Manager

Brook Corporation GmbH.

05/2007 – 06/2010

Berlin, Germany

Achievements

- Supervised direct and indirect sales in the Central Europe and increased international revenues from 20% to 30% in the first two years.
- Reached all the objectives demanded by the Management Team 1 month faster than competitor which resulted in a 100% customer satisfaction rate.
- Grew customer base by 25% by implementing a new sales funnel and simplified the processes between the Marketing and Sales team in order to increase efficiency.
- Developed top sales representatives within the mid-market segment which have seen a consistent 80% participation rate and promotion to our Enterprise segment.

Contact: Else Alfreda – else.alfreda@brookco.de



ASHLEY BRIETTO

CONTACT

123.456.7890
MyEmail@gmail.com
1234 Broadway St
New York, NY 12345

EDUCATION

MIAMI UNIVERSITY, 2012 – 2014
M.A. Design
YALE UNIVERSITY, 2008 – 2012
B.A. Journalism

SKILLS

Photoshop
Illustrator
InDesign
French
Teamwork
Photography
Web Design
Print Design
Color Theory
Time Management
Customer Service

ABOUT ME

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EXPERIENCE

DROGA5, 2014 – PRES.

Creative Director

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MANNING & SONS DESIGN, 2012 – 2014

Copy Designer

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ADVERTISING CLUB, 2009 – 2011

Vice President

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STARBUCKS, 2008 – 2009

Server

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DUE PAROLE SU.... TROVARE LAVORO

1. CURRICULUM

2. ANNUNCI

3. CANDIDATURA PER UN LAVORO

4. COLLOQUIO DI LAVORO

5. LINKEDIN

COME AVVIENE LA SELEZIONE

SOCIETA' DI SELEZIONE

Screening
Segnalazione

COLLOQUIO



SHORT LIST

NEGOZIAZIONE

PROVA



COLLOQUIO

AZIENDA

- HR
- FUNZIONE

DUE PAROLE SU....

CURRICULUM

Una pagina essenziale con ben evidenziati

1. i **punti di forza**
2. ...e **distintivi**

Gli **elenconi** sono inutili →

...TRANNE LE PUBBLICAZIONI

...e non siete tutti tennisti

Indicate i successi e i lavori svolti

IN UN DOCUMENTO ORDINATO E FACILE DA LEGGERE

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DUE PAROLE SU....

ANNUNCI

Le aziende cercano personale... quando NON arrivano con i propri contatti.

QUINDI BISOGNA ESSERE SEMPRE ATTIVI

- **SEGNALAZIONI SPONTANEE**
- **CAREER DAY**
- **ANTENNE ALZATE**
- **ANNUNCI**
 - *Gli annunci sono il mondo dei sogni*
 - *Bisogna avere almeno 1 caratteristica forte*
 - *Non aspettare mai l'annuncio ideale*

DUE PAROLE SU....

CANDIDATURA PER UN LAVORO

Una lettera chiara,
che indichi il 'perché voi volete lavorare lì
in quel ruolo, ma soprattutto
in quella azienda

non è la ripetizione del CV

**MINIMO 3 MASSIMO 5 RIGHE
BEN SCRITTE E SENZA ERRORI**

DUE PAROLE SU....

COLLOQUIO DI LAVORO

- Cercate informazioni su azienda e selezionatore
- Educati, aperti ma non sbragati: non fate i fenomeni, ma le persone serie
- Eleganti, ma non è un matrimonio (a meno che non sia in consulenza...)
- I PRIMI 60" SONO I PIU' IMPORTANTI
- Franchi nel rispondere alle domande, franchi nel farle, ma con educazione
- Chiedete sempre cosa ci si attende da voi, e quali saranno i benefici

PS MAI RINUNCIARE AD UN COLLOQUIO;

- è sempre un'opportunità preziosa

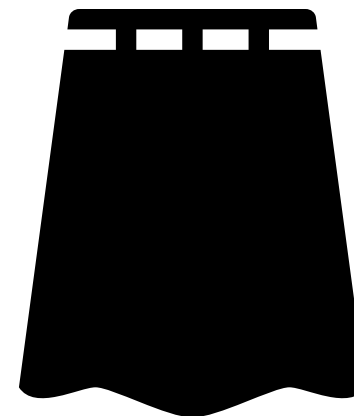
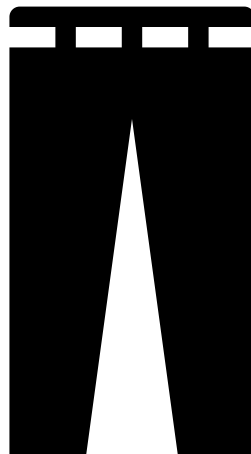
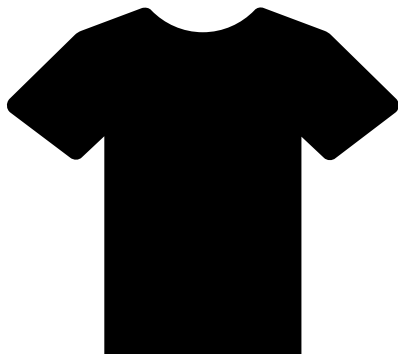
DUE PAROLE SU....

LINKEDIN

- E' una grande vetrina: curatelo e mantenetelo
- E' il social più importante... ma non trascurate l'immagine che veicolate.
- Abbiate una linea, non è FB: si deve comprendere di cosa vi interessate
- Sviluppate la rete di contatti
- Siate attivi

https://www.linkedin.com/posts/gioia-novena-67535b90_profiloperfetto-ugcPost-6620951969106284544-mXgy/

ORA TOCCA A VOI!!!



Thank You!

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“ **IT TAKES 20 YEARS TO BUILD A REPUTATION AND FIVE MINUTES TO RUIN IT. IF YOU THINK ABOUT THAT, YOU'LL DO THINGS DIFFERENTLY.**

Warren Buffet

”