

CONFINDUSTRIA UDINE

RICRESCITA!

**COME PROMUOVERE LO SVILUPPO INTERNO CAVALCANDO
LE OPPORTUNITA' DI RIPRESA INTERNAZIONALE ED
EVITANDO I FENOMENI RECESSIVI**

**COME REALIZZARE E SVILUPPARE
UN'AZIENDA DI SUCCESSO**

Andrea Cornelli

CEO Ketchum Italia – Presidente ASSOREL

Udine, 16 Ottobre 2014

Una storia antica



ASSOCHIEL

E poi...



E poi...



ASSOIREL

E poi...



It could be heavenor it could be hell.





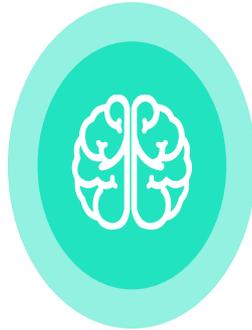
RISC



RESEARCH



INSIGHT



STRATEGY



CREATIVE

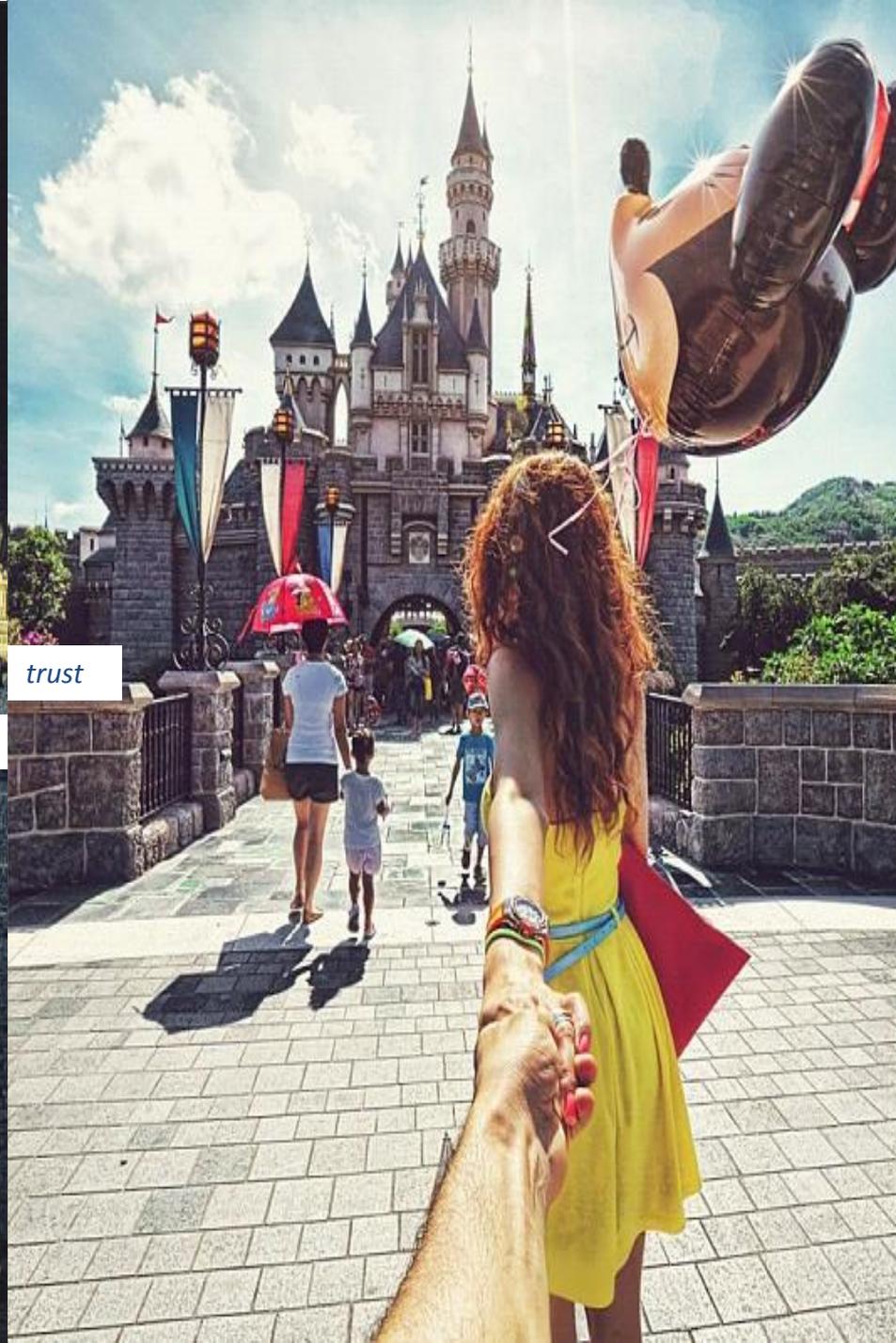
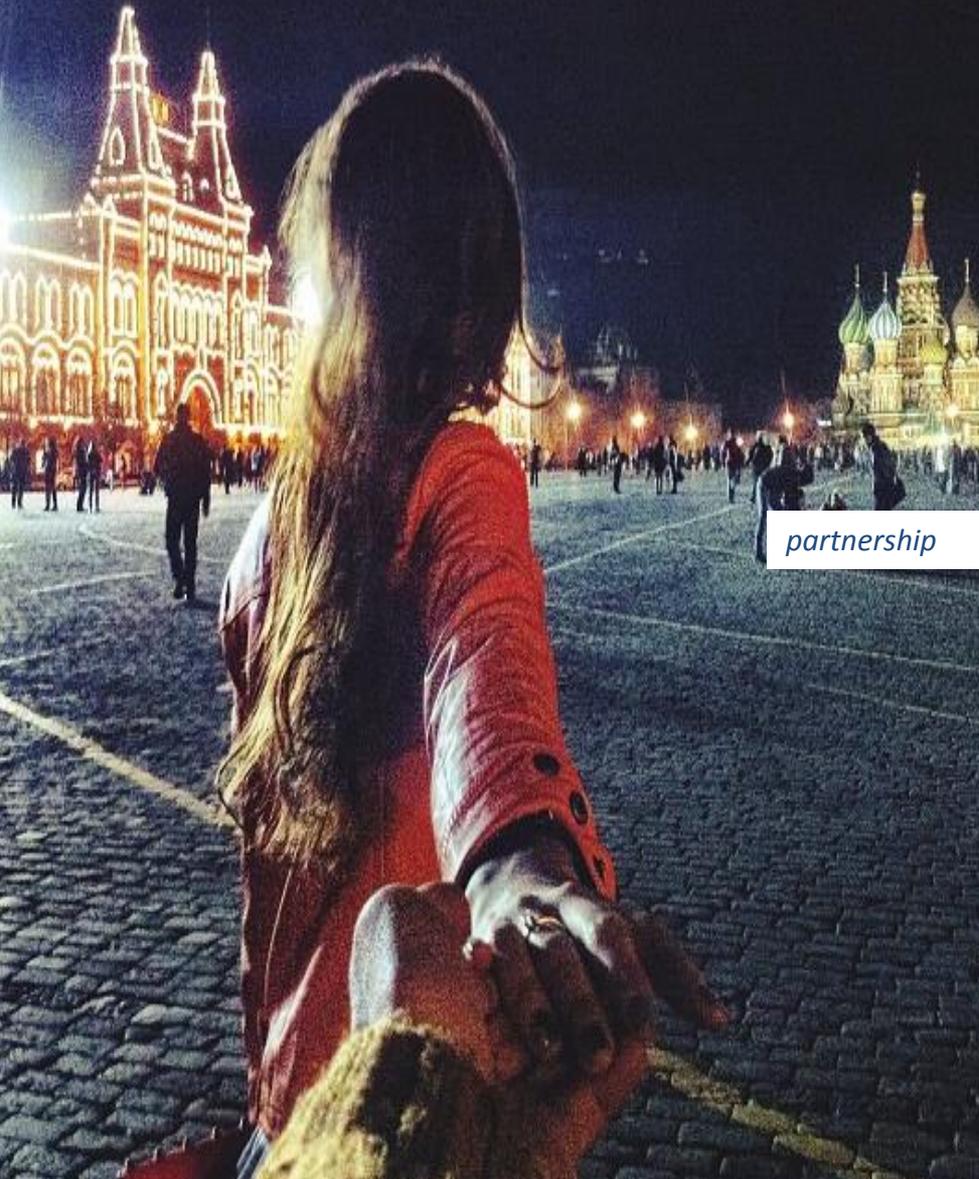


REDWARDS

**SINERGIE, REPUTAZIONE,
INNOVAZIONE**

Sinergie

Choose a real Strategic Partners

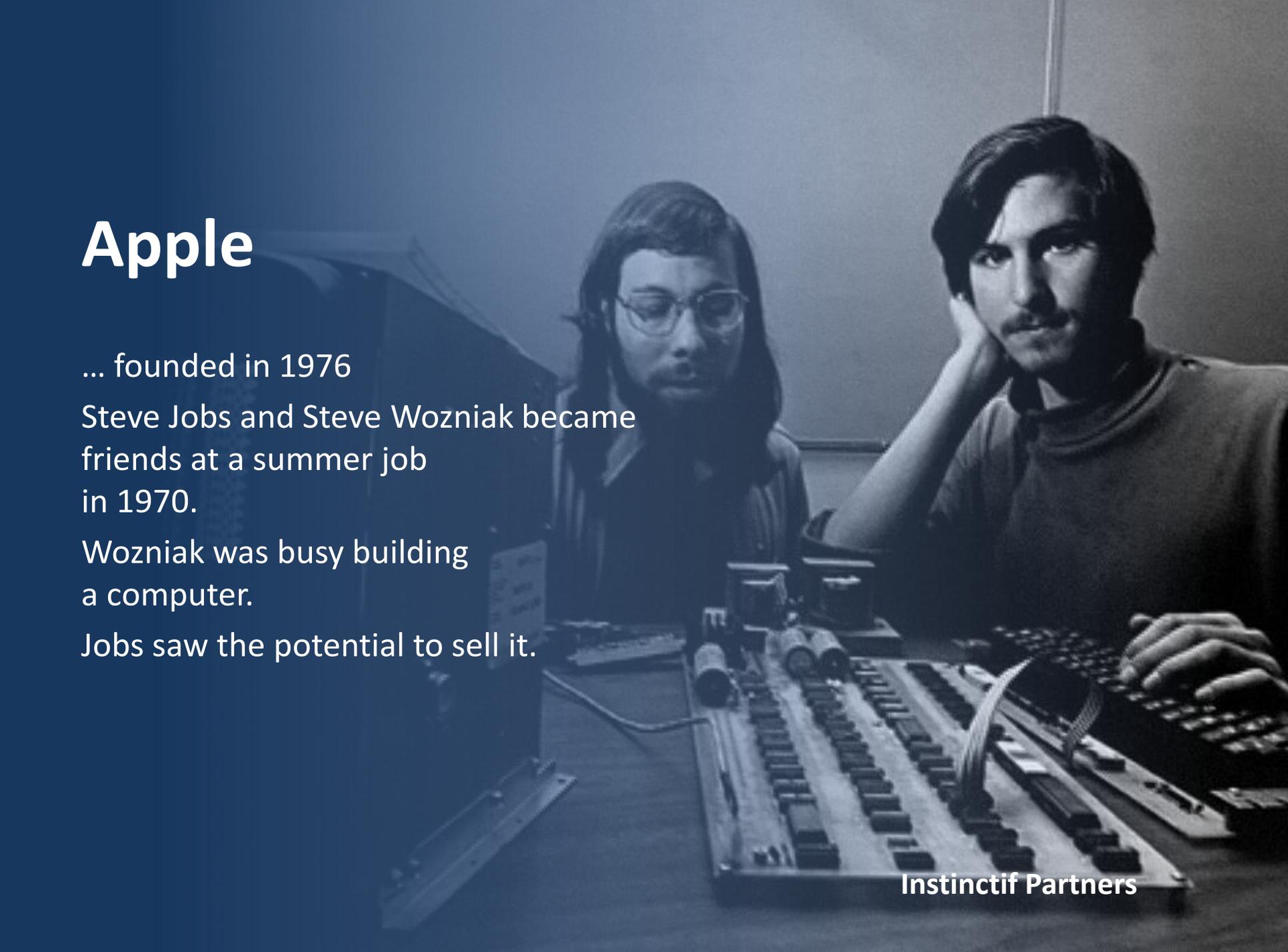


A photograph of two cyclists in British national team kit (red, white, and blue) racing on a track. The cyclist in the foreground is wearing a white helmet and glasses, and has a determined expression. The cyclist behind him is also in similar kit. The background is a blurred track.

What does a good
partnership look like?

Instinctif Partners

Apple

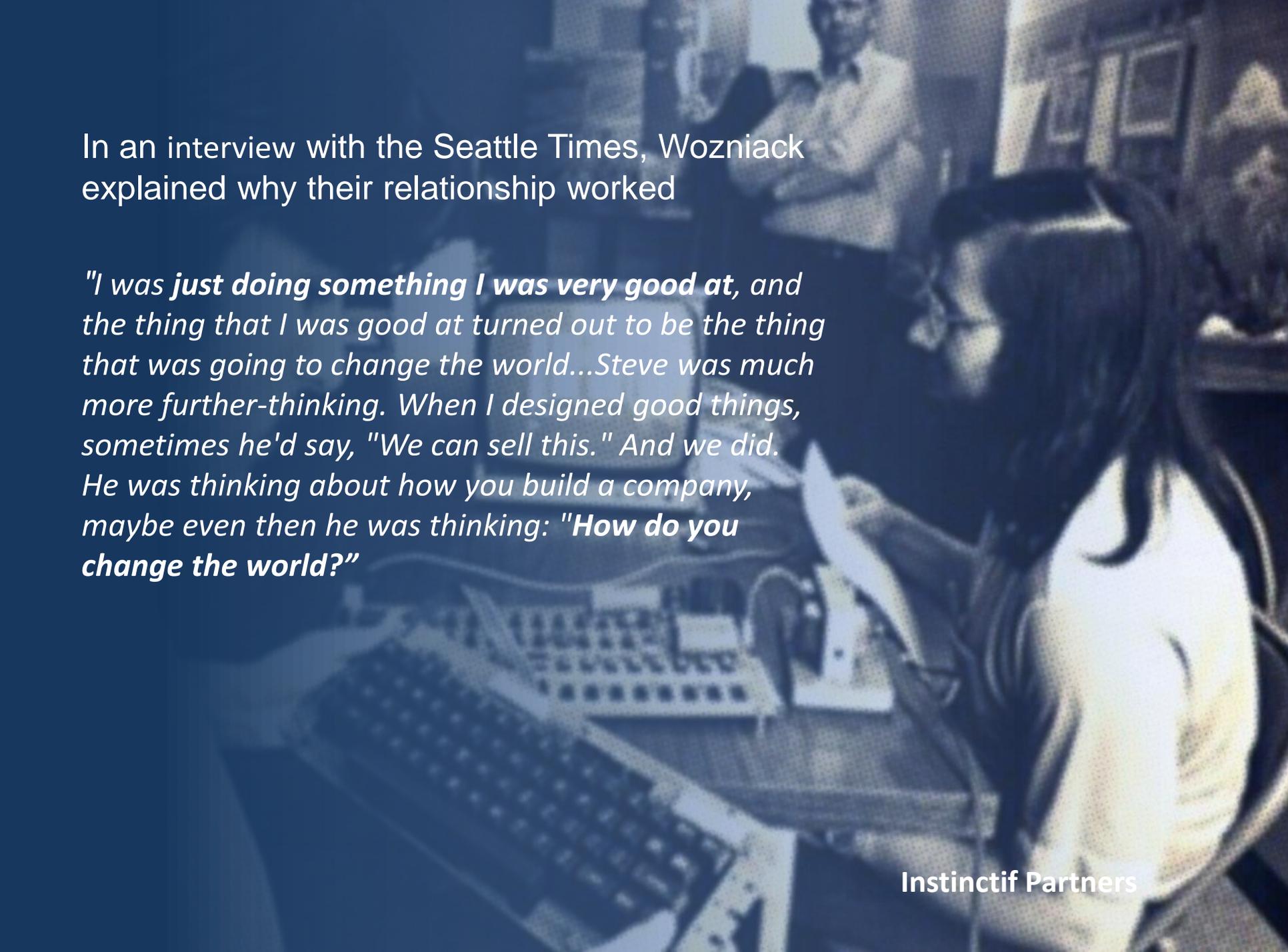


... founded in 1976

Steve Jobs and Steve Wozniak became friends at a summer job in 1970.

Wozniak was busy building a computer.

Jobs saw the potential to sell it.



In an interview with the Seattle Times, Wozniack explained why their relationship worked

*"I was just doing something I was very good at, and the thing that I was good at turned out to be the thing that was going to change the world...Steve was much more further-thinking. When I designed good things, sometimes he'd say, "We can sell this." And we did. He was thinking about how you build a company, maybe even then he was thinking: "**How do you change the world?**"*

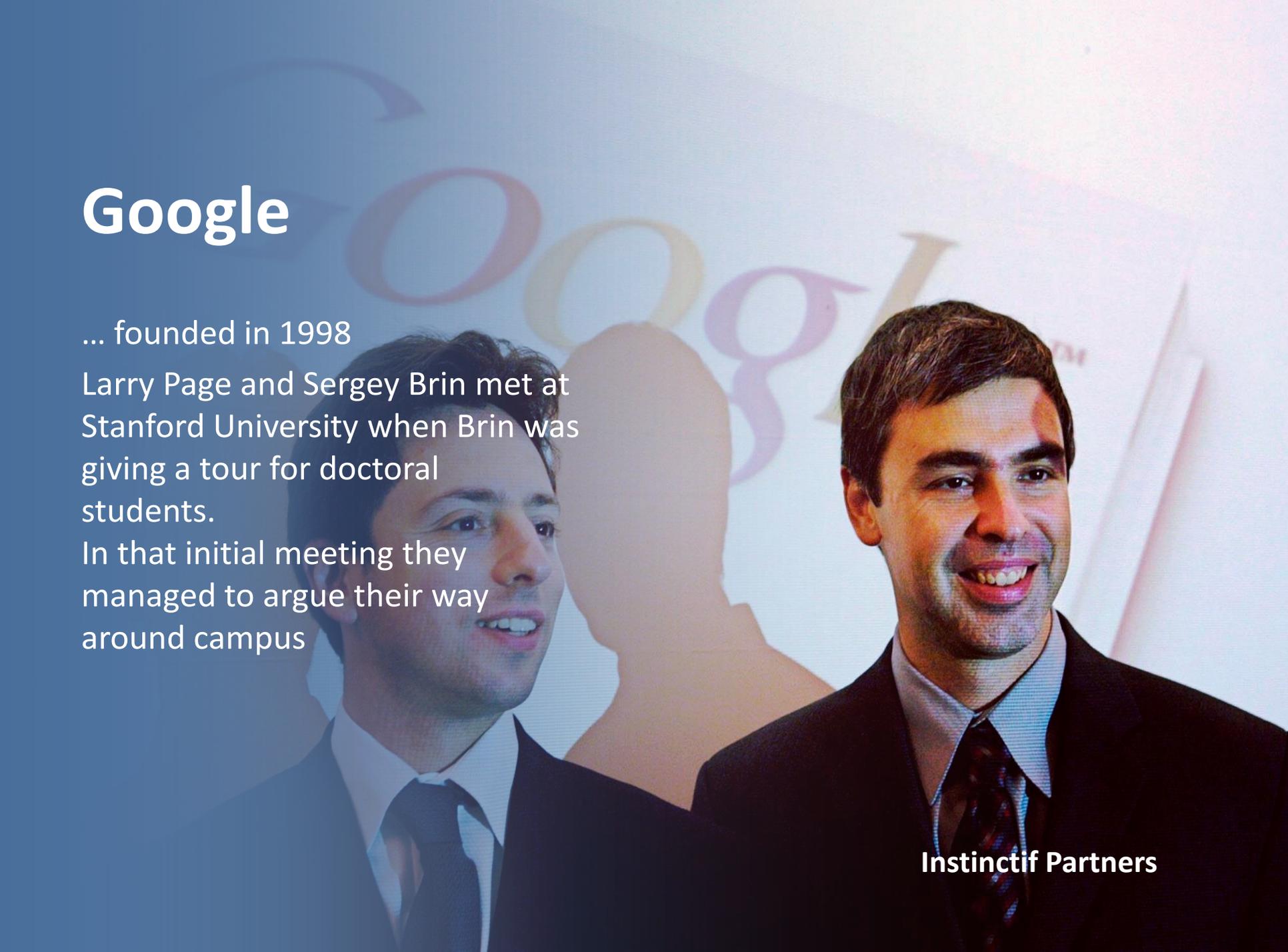
A woman with long dark hair and glasses is sitting at a desk, looking at a computer monitor. She is wearing a light-colored top. In the background, another person is standing with their arms crossed. The scene is dimly lit, suggesting an office environment.

Why it worked -

They both were **passionate** about computers and **innovation** and recognised their individual contribution to the partnership

Instinctif Partners

Google



... founded in 1998

Larry Page and Sergey Brin met at Stanford University when Brin was giving a tour for doctoral students.

In that initial meeting they managed to argue their way around campus

Instinctif Partners

Why it worked -

They both had a **passion** for technology and that initial meeting resulted in them **collaborating** on a research project together “The Anatomy of a Large-Scale Hypertextual Web Search Engine,” which became the basis for Google. Their **interest** in data mining enabled them to develop a **similar vision** for their company.



Instinctif Partners



Six key aspects of success

Interest and passion

Recognition and respect

Trust and equality

Instinctif Partners

Shared interest and passion

A large, dense crowd of people at a concert or festival. Many people have their hands raised in the air, some holding up smartphones to take photos or videos. The scene is illuminated with warm, golden light, and the background is slightly blurred, emphasizing the collective energy of the crowd.

- the basis for collaboration and innovation

Recognition and respect

- the basis for successful collaboration & delivery

Instinctif Partners



Trust and Equality



- shared trust earned through equal knowledge levels, experience, or friendships over time

Instinctif Partners

Reputazione

Market Expectation



“People are now more aware of the origin of a product and the ethics used behind producing that product. Consumers expect goods to be made properly and issues such as where a product is made and whether or not it is fair trade are now more important than ever.”

Imogen Fowler, Hogan Lovells

**FutureBrand, Made In ..*

Weber Shandwick

Market Societies



“Over the past three decades we have drifted from having a market economy to becoming market societies.”

Michael Sandel, Political Philosopher

Weber Shandwick

A woman with long brown hair, wearing a black blazer over a white t-shirt with the Coca-Cola logo and the name 'Wendy' on it, is speaking on a stage. She is holding a small black device in her right hand and gesturing with her left hand. The background features large, stylized red and white Coca-Cola logos. The lighting is dramatic, with blue and red tones.

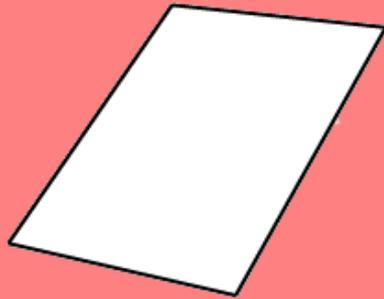
*“We have to do more work
that matters. It’s not just
more, it’s more good.”*

Wendy Clark
Coca-Cola Global Marketing Chief

Weber Shandwick

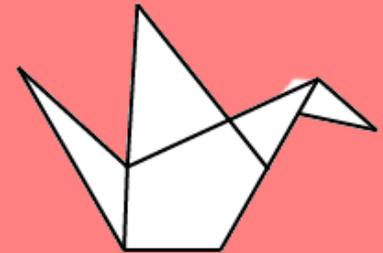
Innovazione

take something
ORDINARY

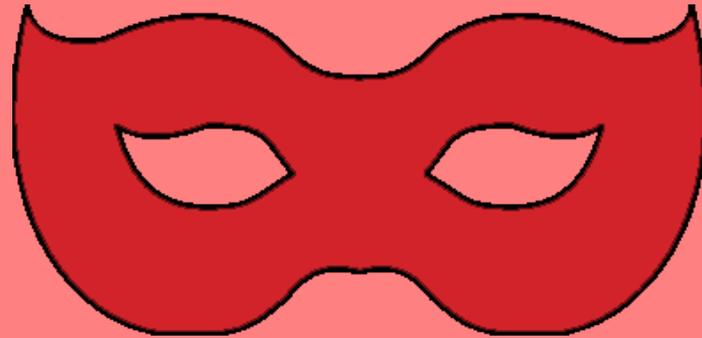


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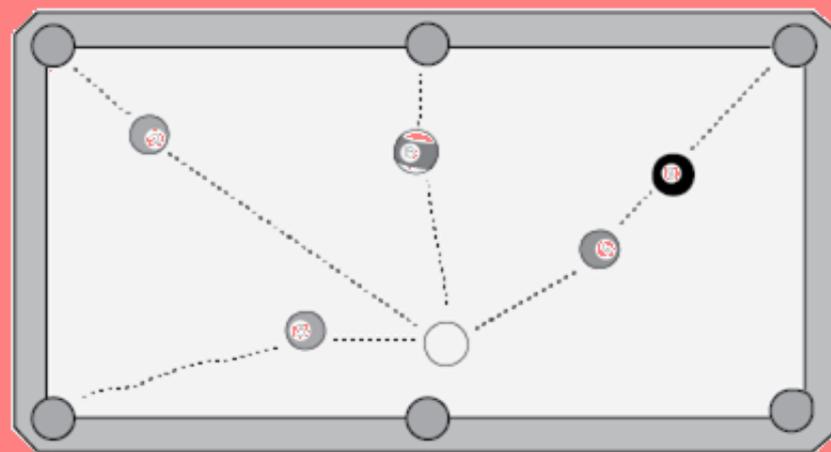
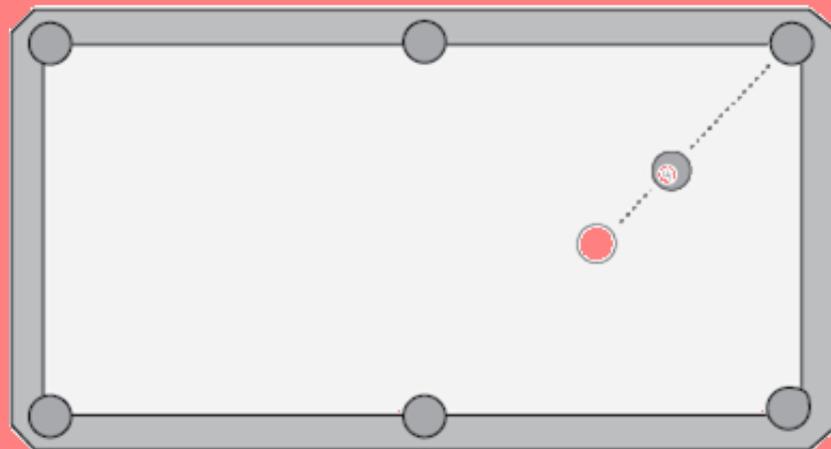
make it
SPECIAL



Expose Yourself

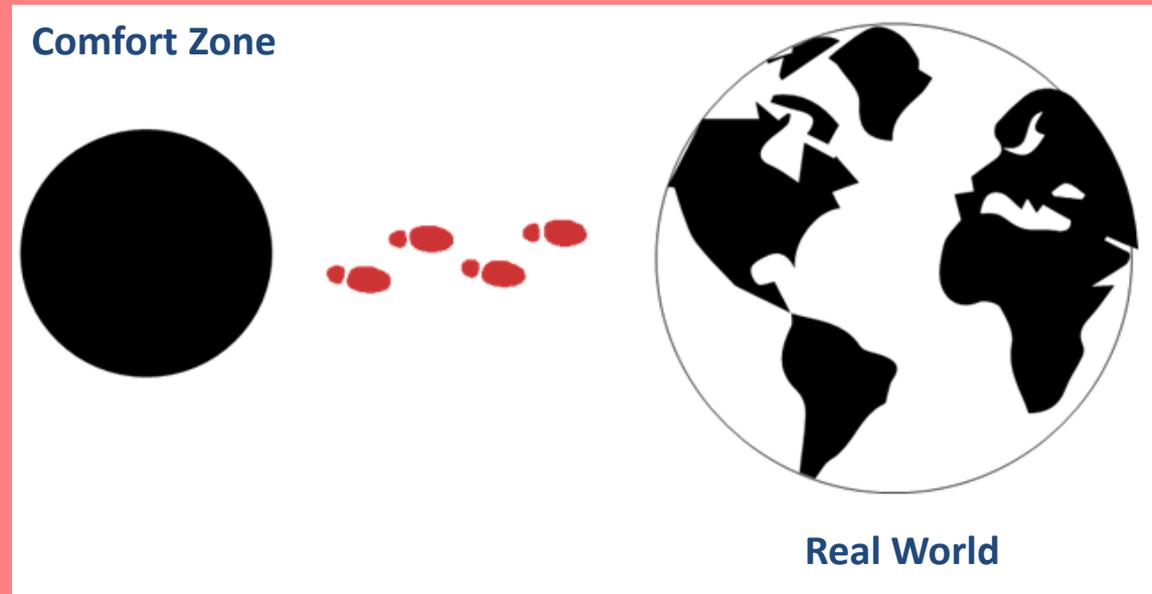


The more experiences, the more interesting the options

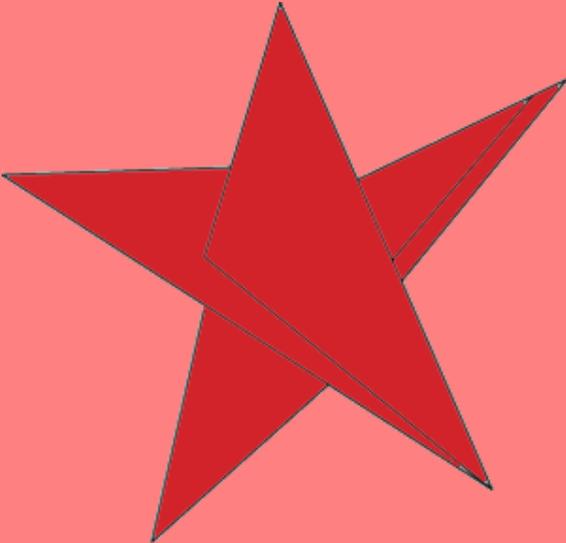


GolinHarris

Stepping outside your comfort zone keeps you in touch with the real world



Make the Rules

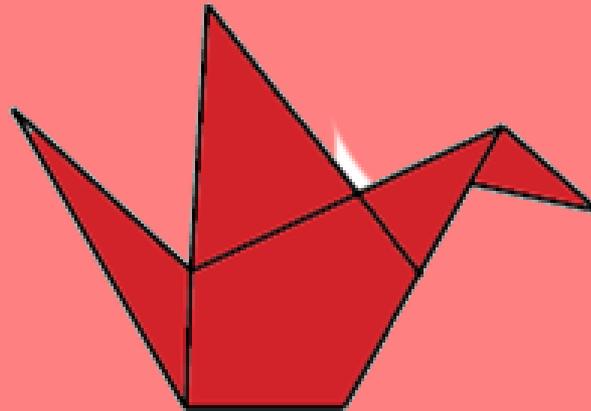


«Courage is built by experience»

■ = experience

COURAGE

Make It Special



Thank you.

