

CASE STUDY

Described for the project: "The Hexagonal Leader"

Name of the organization

BUONAPPETITO

Website of the organization

Under construction

Logotype of the organization



Type of organization

- Business organization
- Public administration
- NGO's
- Others (what kind?) INNOVATIVE START UP

Size of the organization

- Small
- Medium
- Large

Economic sector

Marketplace on food and beverage

Brief description of the organization

BUONAPPETITO, an innovative start-up, is a marketplace dedicated to Italian quality Agrifood SMEs who want to access the digital commerce market by taking advantage of a platform that offers a web marketing, e-commerce and turnkey logistics service, a high navigation quality and high user traffic. The marketplace will have a different UX for the end user than classic e-commerce as it will take advantage of the possibilities that digitalization has to manage a shopping experience that is different from the simple logic on the shelf (typical of competitors).

Case study description (situation / the problem they are facing) [max 2000 characters]

The start-up was born from the idea of a manager who, following a changed situation (interruption of his position as General Manager in a large family company) decides to identify new opportunities to place himself in the job market in other forms than those already tested first in multinational companies and then in SMEs in managerial roles.

The case, therefore, starts from the manager's experience to highlight a path that led to the launch of the innovative start-up.

How to redefine new opportunities to stay in the job market?

Starting again from one's skills and experiences through a path of rediscovery that has seen coaching as an accompaniment methodology towards the identification of a possible and concrete solution consistent with one's personal desires and values.

The transition from a managerial role to the start of an entrepreneurial activity with the desire to personally manage processes, organizational structure and people combined with the determination to systematize skills and experience gained over the years.

The analysis of the potential and a targeted path to start an entrepreneurial activity allowed him to focus and achieve what he really wanted.

This is a case in which the transition was successful thanks to the use of all available personal and contextual resources.

Suggested solutions (added pros and cons)

- Start a strategic consultancy business for SMEs - Marketing and commercial to study the Food SME market due to the opportunity to create a start-up that would involve this type of companies that need to change perspectives and skills and managerial stimuli
- Start a start-up
- Intercept new opportunities for manager directors in multinationals or SMEs (with more and more time remaining)

Chosen solution

Found an Innovative Marketplace on food and beverage based on Italian SME

Rationale of the decision taken

The reasons that led to the identification of the indicated solution, an innovative food and beverage start-up, lie in the possibility of having been able to take advantage of a structured path that allowed the manager to acquire greater awareness of their potential, focusing on the assessment of feasibility of the business idea, combined with the identification of financing opportunities. If at first the solution of integration into other companies with managerial roles was one of the possible ways over time, it was found to be one of the less important options in terms of priority. At the same time, the other intercepted solution, i.e. starting a strategic consultancy activity for SMEs in the marketing and commercial area, at first proved to be useful and aligned with the interests and experiences of the manager who, having gained many years of experience in this area, served to ferry and intercept new business opportunities. The reason that led the manager to develop the innovative start-up lies in the possibility of having intercepted various opportunities offered by the associative context functional to the reintegration of managers into the labor market.

The manager followed a coaching path and benefited from specialist advice for starting a business, strengthening skills and awareness of new opportunities that are more in line with his development goals.

Solution implemented in practice

Launch of an innovative start-up together with the process to arrive at its constitution after the verification of the idea and transformation of the same into a concrete feasibility project that sees in BUONAPPETITO a reference point in which the market place tends to become a point of meeting between demand and offer of products of excellence typically distinctive and representative of quality products of food and beverage made in Italy.

Lesson learned

In terms of lessons learned, the following is highlighted:

- Possibility and awareness of capitalizing on skills and experiences as resources to start a business
- Greater enhancement of personal potential and resources
- Ability to question oneself for a greater goal even starting and having to manage a failure (learning from mistakes to develop greater planning)
- Focus better on your strengths and weaknesses
- Ability to identify solutions and make decisions consistent with one's values
- Awareness of the choices and achievable objectives
- Training and accompaniment essential to clarify and define conscious choices

Connection to the six skills depicted in the project

- Coaching
- Emotional intelligence
- Decision Making

In this case, the connection with the skills identified in the project mainly refers to the areas indicated above, allowing the manager to face new professional challenges which, through a review of knowledge, skills and experience, have led him to a new insertion into the labor market through the launch of an innovative start-up.

The challenges related to the change of role were supported by a coaching path and specialist consultancy for business start-up, which allowed the manager to acquire greater awareness of the viable options and at the same time provided opportunities for decision making. consistent with their ambitions.

In this case, reference is also made to emotional intelligence as a skills connected to the Hexagonal Project as instruments for detecting emotional intelligence were used to support the coaching path. These tools represented a starting frame for identifying strengths and areas for improvement and defining action plans aimed at improving performance in different contexts and training the ability to recognize and consciously manage one's own emotional states which sometimes, in some contexts have been hindering to activate behaviors consistent with the role and the achievement of effective performance.

With regard to this, it is highlighted that emotional intelligence training can be a valid support for making effective and lasting decisions over time.