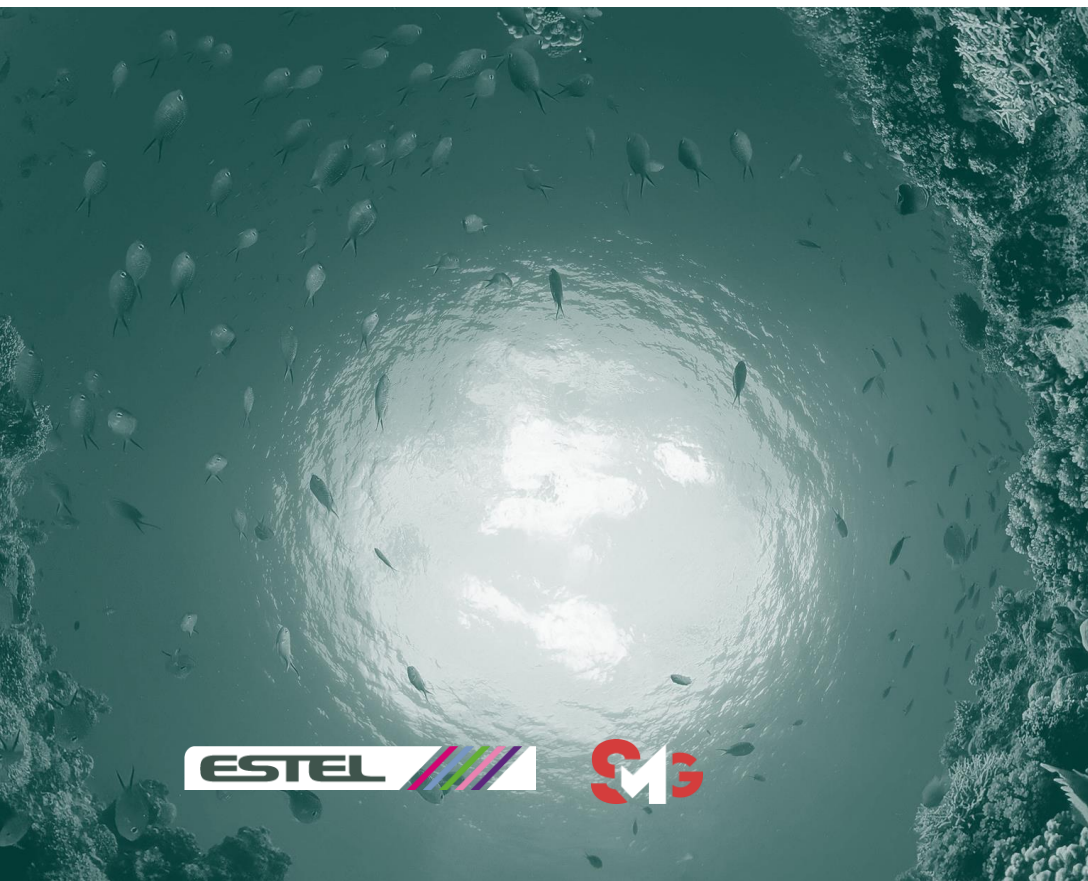




IL BELLO, IL BUONO

The holistic and sustainable approach
to corporate wellbeing

The evolution of the work environment: a new widespread ecosystem



THE PHYSICAL OFFICE



THE OFFICE VIRTUAL

(Today on various devices, forward into the Metaverse.)



THE HOUSE



THE SPACES OF THE CITY

Workplace experience design to address the new ecosystem

Addressing the «employee experience challenge» means taking a holistic approach that considers multiple aspects:



psychology and people engagement, cornerstones of corporate wellbeing



organizational processes and models, which must be in line with the workflow



the design of work spaces and the technologies used: a stimulating work environment increases not only overall productivity, but also the wellbeing of individuals who, aided by the best technologies, will experience the workplace in a new and better way

It is crucial to analyze and unite all the factors that help define people's satisfaction before deployment

About Us

ESTEL

We specialize in the production of designer home and office furniture, and have been experimenting and revolutionizing Italian design for over 80 years

Each of our projects is based on creative thinking, combined with scrupulous criteria of eco-sustainability

SKILLS MANAGEMENT GROUP

We are the designers and "storytailors" of the future of organizations and people
Our goal is to work on strategy and change, enhancing human and organizational capital, supporting companies in discovering and telling the story of their roots, and supporting them in implementing sustainable change strategies



The Italian Smart Office

The Story of Estel



RIZZOLI
NEW YORK

ESTEL

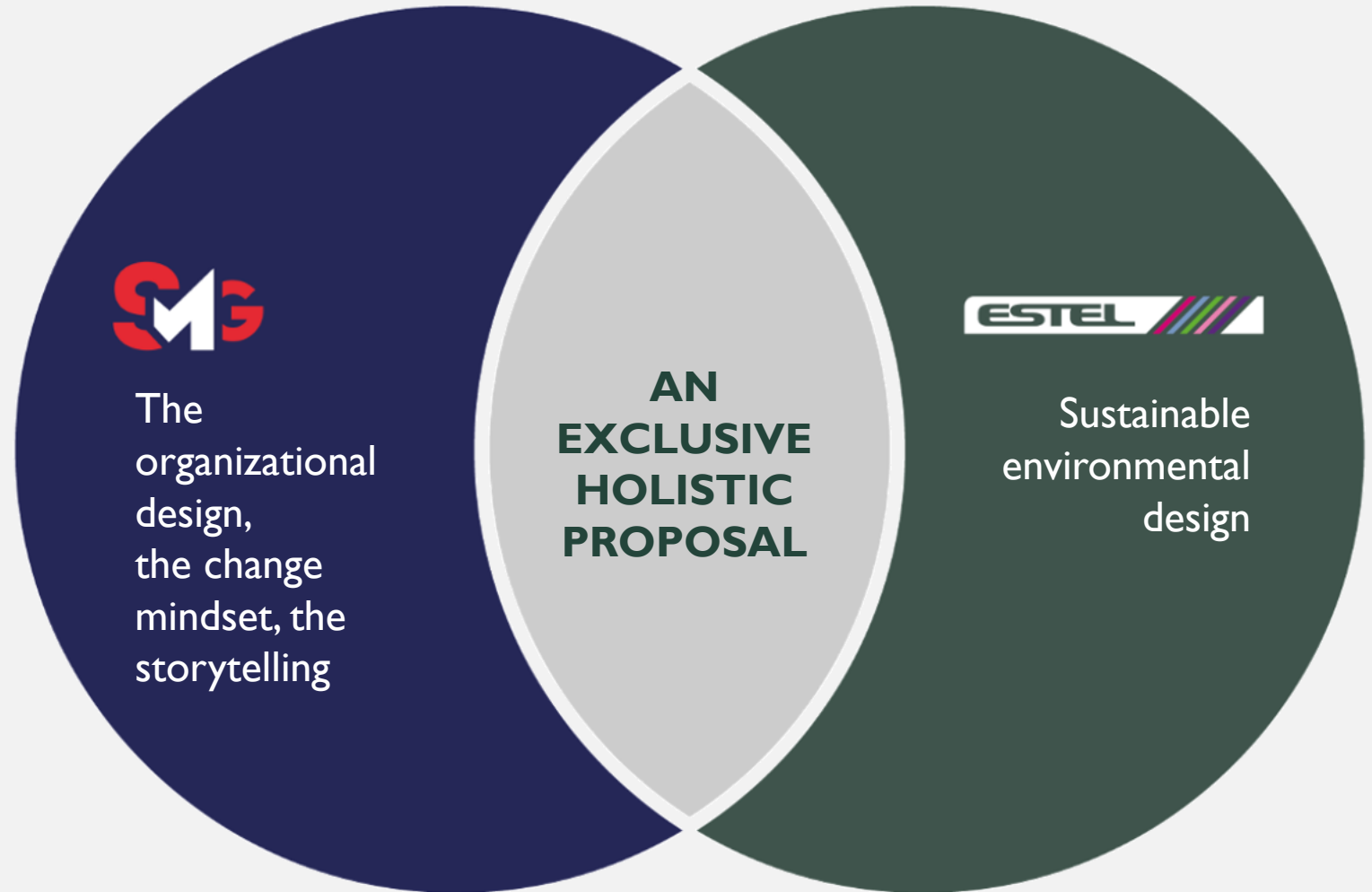


Our guiding thought

We want to express our love of innovation, where the essential purpose is to anticipate and define what will be in any field: we want to establish the paradigms that will become the standard of the future

Federico Faggin

**Value integration:
offering
organizations a
comprehensive
and innovative
service**



The distinctive aspects of our offer (The value proposition)

Our offer includes a plurality of projects that can "blend."



The **purpose** of the company



Attention to **people's** psychology, diversity and inclusion;



The harmonious integration of **organizational design, environmental design**, and healthy work environments to create a new workplace concept;



The creation of sustainable environments, integrated by **digital technologies** (Universal Design)



High **wellbeing** for all people



An engaging **story** consistent with the company's values



Environmental Design

A comprehensive design process aimed to improve the organizational efficiency of workplaces through a **streamline of work environments** based on the **type of activities to be carried out**.

We guide each client on a **path of change** aimed at creating flexible and dynamic workspaces that promote **safety, productivity, well-being and creativity**, without ever sacrificing the quality of materials and taste typical of **Italian design**

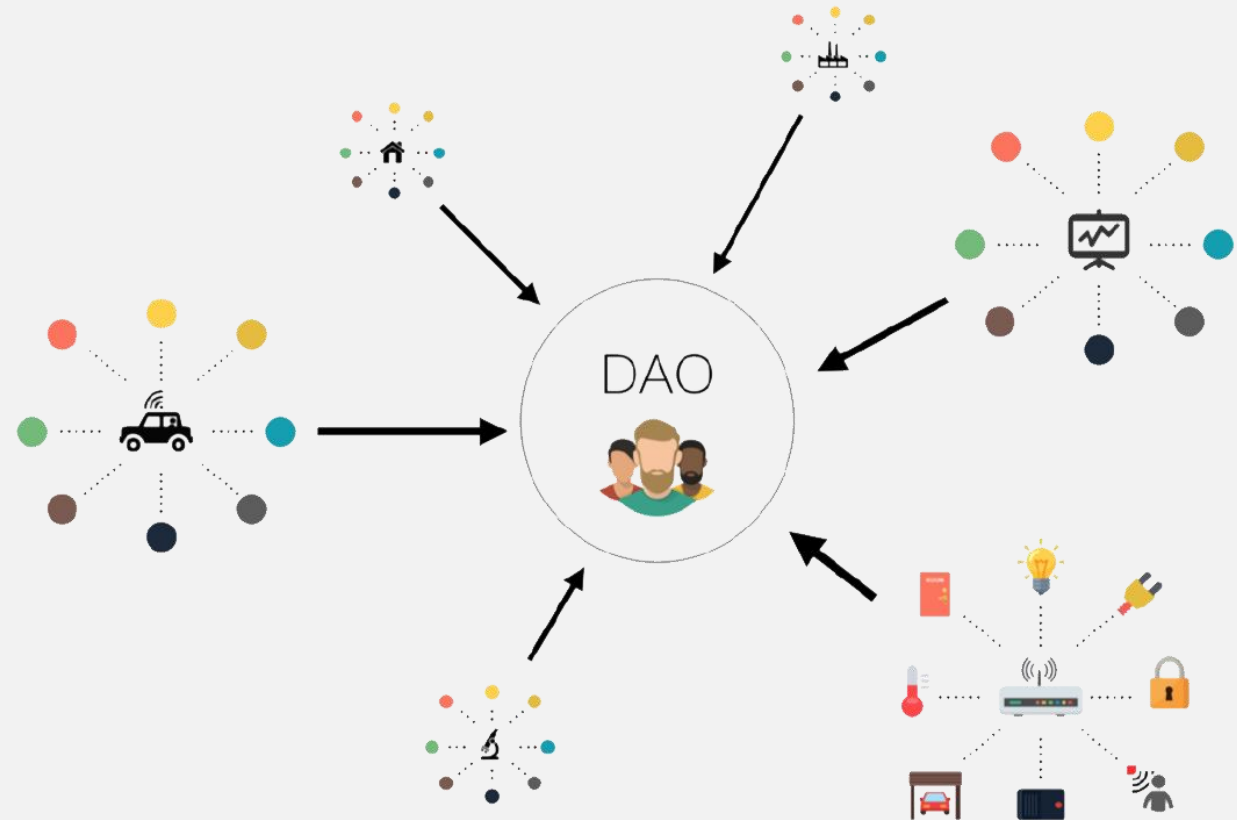


The Organizational Design

We see organizations as living systems located in an environment upon which they depend for a range of needs; they are "individuals" sometimes different from each other, placed in environments that are themselves different because of different needs

We seek the balance point between existing processes, people, and ongoing evolution (Decentralized Autonomous Organization)

An organizational structure typical of Web 3.0, which allows a horizontal approach to companies, by parceling out tasks and, likewise, allowing them to remunerate through digital objects their employees and/or business stakeholders



The Storytelling

Every company has a story. Through the tailor-made creation of a narrative path we will tell that story, while conveying your values

Through the creation of a multimedia product, distributed on the main streaming platforms, it will be possible to reach a wider audience by showing a side of the company that traditional advertising hardly highlights

A different way to share your vision

The best way for people to discover one's mission version)



The stages of our intervention



THE
DIAGNOSIS
OF THE
CLIENT'S
REALITY.



CO-DESIGN
WITH THE
LEADERSHIP
TEAM AND
PEOPLE



ORGANIZATIONAL
AND
ENVIRONMENTAL
DESIGN



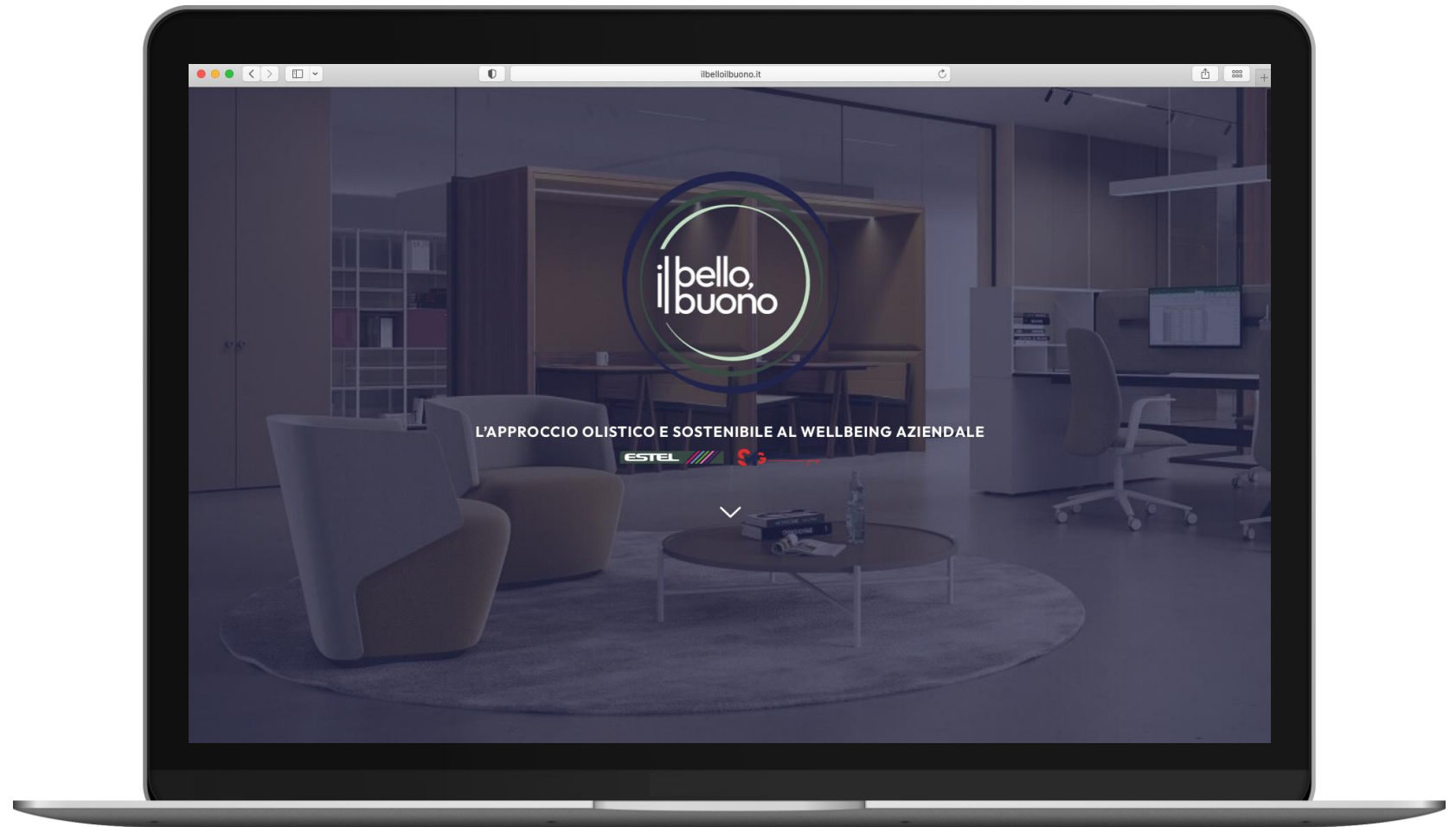
THE
IMPLEMENTATION
OF THE PROJECT



THE
NARRATIVE
OF THE
PROJECT

To learn more you
can visit the site
dedicated to the
Project:

www.ilbelloilbuono.it





A PROJECT OF

