



Talks

LET'S TALK WITH...

Elena Bonenti

More Human or more Resources?

Without a doubt, **"People"**. Diplomatic is the result of mergers of companies with different heritage and DNA. The output could only be a dynamic, composite and stimulating Group. An environment where it is possible to participate in innovative projects, get to know other companies and, above all, other professional and human experiences. Those who live and animate this Group, like those who work to facilitate people's activities, know that it can be demanding in terms of energy but, in return, obtain priceless personal and professional enrichment. In fact, in Diplomatic, the great advantage is that the sum of the people of the various companies, their skills and experiences, gives an exponential result.

My education, of a humanistic type with a degree in classical literature, and my career path, in Human Resources and Health & Safety, lead me to always be in the field and to facilitate interactions between associates, make them stable and sources of improvement. Working on the mindset, enhancing the peculiarities and creating the right atmosphere so that everyone can express themselves at their best and be satisfied: this is the mission of HR.

What are the challenges that engage you every day?

Challenges ahead are many. In the last year, they have been monopolized by the pandemic; I do not want to focus on this, however, but on the corporate objectives related to HR.

Spreading the Diplomatic culture in a Group made up of different companies, with people of varied business experiences and cultures, geographically distant from each other: this means creating an equal scenario for all employees, respecting their differences and highlighting their peculiarities.

Standardize the procedures with which the Diplomatic HQ in Parabiago operates, but with deep respect for both the history and the local specificities and individuals.

Thinking and continuously rethinking in a very operational way processes and action plans that are as fast and lean as possible, identifying similar features to put them in common and create a "shared feeling" that identifies us and leads us to recognize each other with the other.

We are different from the small company because we have a global presence, but we are also different from the typical multinational company because we do not have its organizational rigidity and we enjoy rapid decision-making processes.

Continuously train the internal staff together with the possibility of meeting young talents with the alternation between school and work. This is why we collaborate with universities and specialization schools.

Imagination, preparation and hard work are our key factors for success.



Elena Bonenti, HR Manager,
Diplomatic MS Spa

Humanistic education, a degree in classical literature and a lot of experience in human resource management make Elena Bonenti the right person to give concrete value to the corporate culture and the sense of belonging of the associates of all the premises to the Diplomatic Group.



More Human or more Resources?

Neither: the greatest value of a company is its people.

Projecting the peculiarities and synergies of the Group companies into the future