

Today we tell the story of Anna Scuotto: we want to understand how she managed to organize and guide our Active Policy department all over Italy.

1. Let's start at the beginning, how did you join Ali?

It was 2010 and I just had my child. I knew Ali because I worked in an employment agency and we had a common client. We've always worked very well together. My society had just been bought by a bigger reality and Ali called me to begin a start-up together in Crema.

2. A great challenge after your maternity!

Yes, but it went extremely well. I brought a colleague with me and we started to work in our territory with some stakeholders, some trade associations and trade unions. Little by little, the project succeeded and I was then able to think about other projects.

3. In 2014, after a year and a half, begins the new Active Policy project. How did you create it?

The idea came up in 2013. The branch was already working really well and during that time I was extremely curious about three main topics: the company welfare, active policy and inter professional funds. We started to have some meeting with the Management, and we brought to life the first Welfare division; later on the one for Active Policies, and I became the Manager of it in 2014.

4. How did you realize there was a real opportunity for a change like this?

The company really encouraged me. I thought, and I still think, that Ali is the world of possibilities. We're crazy enough, we are curious and full of ideas. My previous experiences were definitely good, but I was in highly structured, crystalized companies. Ali is more active. If someone suggests an interesting project, the company will always give him support and attention.

5. Did you go through hard times?

Realizing a start-up for the Active Policies hasn't been easy. We collaborated with different entities: public administration, Inail, regions; institutions that need long timing and where public resources are limited. It's been hard to make the services realize how to work in the correct way and not to create false expectations to clients.

6. When did you realize you were on the right path to fulfill your project?

It's a really dynamic theme, so you can never really guess whether you're on the right path or not. During the years, we have grown wiser on Active Policies, and so have many other regions; this is a good sign. The companies see us as expert interlocutors and we've had a great success.

7. Tell us the project you feel most proud of.

My next projects. Wish me luck for my next ones!

8. Good luck! One more question: what is the future of Active Policies in Italy, according to your opinion?

It's always great to help those who are looking for a job, but I would also love to "refresh" those job which have gone obsolete. Which professional figure will be the most sought-after? Which could we reconvert? Intervene on these important question would make the market of work a more focalized environment.