



ZUCCHETTI

An illustration on the left side of the page shows a person from behind, wearing a red long-sleeved shirt and yellow pants, looking through a green telescope. The background is a dark teal color with a white, cloud-like shape containing various colorful planets and stars. A large, light orange circular arc is positioned behind the main title text.

# *Our* CHARTER OF VALUES

*The pillars on which  
Eggup is founded*

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# INTRODUCTION

We are our values.

Values guide us, push us to always do better, and give us direction and purpose. Sharing the same values as part of a team means setting the Eggup machine in motion toward a common goal: making people aware of their **strengths and areas for growth**.

In this document, we wanted to gather the values on which our company is built and that we all embrace. In every one of our collaborators, what we believe in comes to life — dreams intertwine with determination, and ethics guide every step.

Welcome to the beating heart of our vision, where values become action and every individual contributes to the symphony of success.



# Eggup

FOR FURTHER INFORMATION

[www.eggup.it](http://www.eggup.it)

Eggup supports the analysis and strengthening of **soft skills, behavioral, and technical-professional skills** through a digital platform based on questionnaires and personalized suggestions for continuous self-development.

You can choose from ready-made tests available in the **catalog** or create a **customized** one by selecting, from over **226 soft skills and 834 technical skills**, those that best reflect the company's leadership model.

At the end of the test delivery, results can be viewed directly on the platform in the form of a score or through a detailed **report**.

Upon completion of the questionnaire, it is possible to activate the **Smart Coach**, an inspirational self-development path aligned with the assessment results, which people will receive in the form of personalized suggestions.

Since 2013, we have been creating innovative and high-performing solutions to develop and enhance people's soft skills within organizations.

Eggup supports the following HR processes:

- **Recruitment:** for **skills** pre-screening and **candidate** attraction;
- **Training and development:** for analyzing **training needs** and fostering employee **engagement**;
- **Organizational analysis:** for **competency mapping**, building **role profiles**, and supporting performance management processes.

*Unlock Human Potential.*

Every day, we help people and organizations **understand and develop the skills** that truly make a difference at work.

We design **assessment and development tools** based on scientific models and solid technology, turning data into clear and actionable insights.

We do this with a **practical and authentic approach**, working alongside organizations and never losing sight of people, because we believe that development comes from the combination of self-awareness and a shared vision.

# OUR MISSION



We believe that the future of work depends on the ability to **understand people in an authentic and responsible way**. For this reason, we envision a system in which soft skills are the starting point for recognizing value, guiding decisions, and building stronger organizations.

We aim to contribute to an **evolution of the HR sector** that is both practical and forward-looking: rigorous in its use of data, human in its relationships, and capable of creating meaningful connections between individuals and companies.

A vision in which growth does not simply mean performing more, but **working better, together, with greater awareness**.

# OUR VISION



# OUR VALUES

With our clients, before designing any customized assessment, we take the time to discuss the values that guide their decisions and way of working. It is through this dialogue that we identify, within our soft skills database, the most representative ones to build a tool that is truly tailored to the company.

We have chosen to apply the same approach to ourselves. Eggup has therefore undergone the same process, with the aim of creating a **customized assessment based on the values that define our identity.**

For this reason, we have chosen to encapsulate our values in:

**E** F F I C I E N C Y

**G** R I T

**G** E N U I N E N E S S

**U** N I T Y

**P** E R S P E C T I V E



# EFFICIENCY

Carrying out tasks with precision, in a planned manner, and completing what has been set. It enables the execution of multiple activities and responsibilities according to specific and detailed plans, with the advantage of structuring work in a way that ensures no task is left behind, thus achieving the defined goals within the established timelines.

## ***Why is it one of Eggup's values?***

At Eggup, efficiency is what allows us to turn complexity into concrete solutions. We operate in a context where data, technology, and people must interact in a precise and structured way: for this reason, we work through clear processes, shared planning, and constant attention to priorities. Efficiency enables us to complete every task within defined timelines, ensuring quality, reliability, and continuity, without losing sight of the final goal.



# GRIT

Grit is the ability to sustain commitment, energy, and motivation over time toward challenging goals. It involves perseverance, passion, and resilience, enabling individuals to face obstacles, setbacks, and difficult moments without losing focus or consistency in their actions. It is reflected in the persistence with which goals are pursued, turning sustained effort into tangible progress.

## ***Why is it one of Eggup's values?***

At Eggup, grit is what allows us to turn an ambitious vision into tangible results over time. Working in HR tech and innovation requires passion, consistency, and the ability to face complex challenges without losing direction. Grit drives our daily commitment: it pushes us to continuously improve our tools, overcome obstacles, and maintain high standards in our work, even in the longest and most complex journeys.



# GENUINENESS

Genuineness is the ability to express oneself and act in an authentic, consistent, and transparent way, maintaining alignment between values, intentions, and behaviors. It involves sincerity in relationships, the absence of ulterior motives, and respect for oneself and others. It is reflected in the spontaneity of communication, the clarity of actions, and the ability to build relationships based on trust and credibility.

## ***Why is it one of Eggup's values?***

At Eggup, genuineness is at the foundation of the relationships we build every day. We believe in a way of working that is transparent, direct, and consistent, where what we communicate is always aligned with what we do. Genuineness allows us to establish relationships of trust with clients, partners, and collaborators, fostering open and authentic dialogue and ensuring that our solutions are built with honesty, respect, and genuine attention to people.



# UNITY

Unity is the ability to create and maintain cohesion within a group, fostering collaboration, mutual trust, and a sense of belonging. It involves recognizing each person's contribution, sharing common goals, and the willingness to work together in a coordinated and responsible way. It is reflected in openness to dialogue, mutual support, and commitment to collective results.

## ***Why is it one of Eggup's values?***

At Eggup, unity is what makes it possible to transform diverse skills into shared value. We work as an integrated system, where collaboration, trust, and mutual responsibility enable us to tackle complex challenges and achieve common goals. In a distributed work environment, unity is the glue that keeps the team aligned, encourages constructive dialogue, and strengthens the sense of belonging that guides the way we work every day.



# PERSPECTIVE



Demonstrating an intellectually dynamic approach, with strong self-awareness that helps guide actions toward achieving goals. It enables individuals to leverage their knowledge and expertise, allowing them to plan their work and activities in the right order to successfully reach their objectives.

## ***Why is it one of Eggup's values?***

At Eggup, perspective represents the ability to look beyond the present and guide our work toward clear, long-term goals. It is what allows us to leverage skills and knowledge, consciously planning the development of our products and the solutions we offer. Having perspective means understanding the context, anticipating needs, and supporting people and organizations toward continuous and sustainable growth.

# CONCLUSIONS

This values charter contains the essence of Eggup. From the founders to the partners, employees, interns, and external collaborators: everyone shares these five fundamental pillars.

At every single moment, each of us is committed to embodying these core values. We are proud to be ambassadors of this vision and, together, to contribute to supporting people on their journey toward personal growth.

***Discover how to create  
your company's values  
charter with Eggup!***

**>>> Book a call**



**ZUCCHETTI**

**Eggup srl**

Zucchetti Group Company

VAT 12584791003

info@eggup.co

**[www.eggup.it](http://www.eggup.it)**

