

CHANGE AHOY! TRANSFORMING THE ORGANIZATION INSIDE AND OUTSIDE

THE ROLE OF LEADERS IN THE TRANSFORMATION JOURNEY.

The transformation of an organization is achieved not only formulating plans, strategies, programs, objectives or guidelines from top management. The transformation work additionally requires an “internal fight” inside companies to sculpt the way we think, work and teamwork, and the radical enhancement of the value delivered to the market. The transformation can be done by leaders when they deploy their personal leadership and ability to inspire and to connect with their teams.

The goal is about uniting the organization around a future project that synthesizes the strategy and a structured process of change to coordinate and sequence the execution. The ultimate job of leaders is to create an energizing context and environment where everyone is compelled to devote herself to the business project passionately.





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ENTREPRENEUR · GLOBAL EXECUTIVE · MANAGEMENT ADVISOR AND CONSULTANT · SPEAKER · AUTHOR · EXECUTIVE COACH

Our purpose :

- Educate in business
- Inspire to action
- Connect with Greatness



Ex Experience

Huete&Co
PARTNER

IESE Business School
ADJUNT FACULTY

Notre Dame University
ADJUNT FACULTY

Entrepreneur School
EDEM
ADJUNT FACULTY

CEU-UCH University
HONORARY PROFESSOR

Basque Culinary Center
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SLI, S.A.
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E Education

CEU-UCH University
PhD IN STRATEGY

Rey Juan Carlos Univ.
MASTER IN MARKETING

IESE Business School
EXECUTIVE MBA

CEU-San Pablo Univ.
DEGREE IN BUSINESS ADMINISTRATION

Sk Skills



S Services

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Advisory Services



I Interest

CLIENTS MILLENIALS TRANSFORMATION STRATEGY BRANDING MARKETING PURPOSE DISRUPTION
INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT
MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

