

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.



MAIN BENEFITS

Provide tools and frameworks for leaders to be on top of their responsibilities and contribute to the strategic and cultural transformation of their organizations.

Gain insightful understanding about the psychology of change to create teams more open and non-conformist with the status quo.

Discover the keys that make change management a success in organizations.

Have participants design a master plan to push actions to transform their businesses and cultures.

WHO SHOULD ATTEND THIS PROGRAM?

Presidents, CEOs, general managers, vice-presidents and directors.

Board of directors and executive committee's members. Financial executives, marketing, human resources, trading partners, sales, business development, client management and strategy executives.

Consultants, University professors, Coaches.



CONTENT AND AGENDA

SESSION 1: ENERGY AND SENSE OF URGENCY TO KICK OFF THE TRANSFORMATION

Nobody is willing to change without a compelling reason. When reasons to change are found a sense of urgency is created to make the adjustment process less painful. The willingness to risk is implicit in any transformation and is stimulated, largely, by fear of competition, bankruptcy, to err, become irrelevant. What managers can do to create more energy and sense of urgency in themselves and in their teams. The “warning signals” of organizations that need to be transformed and the key success factors of these changes. Workshop to identify the reasons and communication approaches to effectively mobilize the human energy to generate critical mass to conquer the market place.

SESSION 2: INTERNAL COHESION AND CULTURE OF COLLABORATION THAT DRIVES TRANSFORMATION

There are no revenue synergies and cost enhancements without a healthy culture of collaboration. Co-operation is based on mutual trust and lateral coordination. Both elements allow more effective answers to complex problems and greater speed of execution. Collaborative cultures also foster creativity to face market challenges. Companies need to improve the culture of collaboration by making changes in the decision making processes and advance the sense of commitment and co-responsibility for the results.

SESSION 3: THE FUTURE PROJECT TO PULL THE TRANSFORMATION

Companies need to formulate a transformation roadmap where identified initiatives of change are collected and coordinated. Leaders have the responsibility to strengthen the quality of the content and credibility of the change program. Elements that make future project compelling and executable. What managers can do to improve content quality and credibility of the transformation project through gestures, initiatives, changes, etc. Workshop to identify ideas for program content improvement and identify two or three initiatives to strengthen the credibility of the proposed change.

SESSION 4: DISCIPLINE AT THE CORE OF THE IMPLEMENTATION PROCESS OF TRANSFORMATION

80% of the success of a transformation program lies in the timely execution of its initiatives. The implementation requires a program management office to instill discipline and rigor, the broad engagement of teams in workshops, multi-disciplinary projects, training, communication, etc. as well as daring gestures to “move” the most skeptical and a system of feedback on the degree of commitment of the most influential people in the organization. Best practices in implementation processes for participants and a facilitation process to learn from past experiences. Brakes and blockades which are likely to be faced by participants and how to overcome them. Workshop to identify the keys to a successful transformation of a business.



Carlos Escario

Huete&CO
Santa Engracia, 4, 2ºD 28010 Madrid
T. +34 620 059 601

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
ADJUNT FACULTY

UTi Worldwide Inc.
GLOBAL PRESIDENT, INTEGRATED SOLUTIONS
EMENA REGION PRESIDENT
GLOBAL SENIOR VP, PLANNING & EXECUTION
EMENA REGION PRESIDENT, CLIENT SOLUTION
EMENA REGIO PRESIDENT, COMERCIAL
& MARKETING

SLI, S.A.
FOUNDER & CEO

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

Conferences



Seminars



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

