

TO THE HEART OF CHANGE

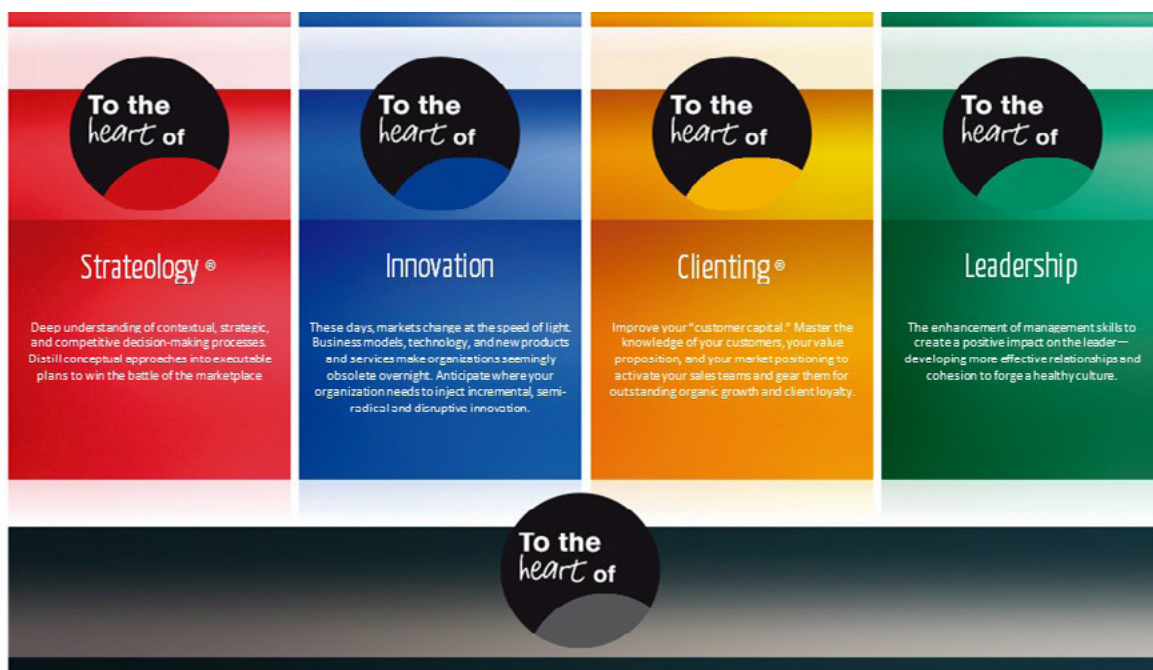
EXECUTING WINNING STRATEGIES THROUGH HEALTHY CULTURES

Organizations are living organisms. Change is not an option or decision in your management agenda. Change happens anyway. What you can decide is to transform change into progress and growth for your organization. From the possibility of external circumstances to be face wind to convert environmental forces into tail wind.

Evolve form or trans-form is the process of adapting to changes faster than the competition and conquer the head and heart of the market place. It is combination of methodologies and processes together with a specific approach to culture and leadership. It is a rare integration of science and art.

The nine steps of "TO THE HEART OF CHANGE". Executing winning strategies through healthy cultures" process facilitate a methodological approach to be at the helm of change while engaging with your executive teams in the process of transformation.

Transformation is a process; an endless process that can become a virtuous or a vicious circle. There are not specific answers but a series of questions that together with conceptual frameworks, management tools, leadership models, team facilitated discussions and management hands-on academic and managerial experience will derive into a unique cocktail for your organization to successfully stand out in your market.



MAIN BENEFITS

Accelerate the velocity of change in your business and assess opportunities to capture in the market place. Understand the transformation sequence and how to phase decisions and actions resulting in profitable change.

Understand and assess the leadership team psychology and what it means to your business. Motivation, value and emotional needs to drive performance. Correct dysfunctional team behaviors.

Assess and take ownership of your business today. Anticipate changes in your competition and design the roadmap ahead. Identify what phase is your business and what you need to do to keep it "young" and performing. Drawing your strategic and transformational roadmap for future.

Identify and renew your business model. Consider different options to invigorate your value proposition and your financial performance.

The architecture of a high performance team; assess and design the best team for your organization. Define a culture that will propel your growth and results.

Adapt your governance structure, meetings and decision making to support your strategy.

Facilitate and drive innovation: strategically, in your business model, in your value proposition and your products and services.

Design a value offering to outpace your competition. Apply client intelligence and segmentation to drive specific value and add respect and connectivity to your brand.

Accelerating your business growth and pulling the four levers of winning more clients, increasing the margin per transaction, repurchasing propensity and life time value.

Implementation and execution road map. Providing clarity and engaging the team to deliver on your strategy.

Creating a culture of service. Appreciation of client centric culture and creating raving fans clients in your company.

The specific rules that operate in a family business: governance, organization structures, business and family needs, succession, transitions and compensation, intra-family relationships.



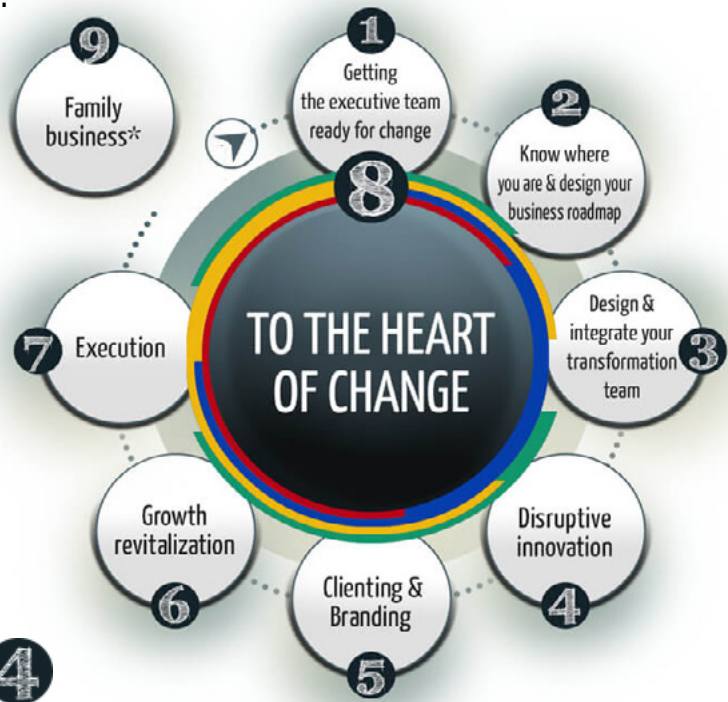
WHO SHOULD ATTEND THIS PROGRAM?

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.

For deeper details of each session, please contact marisa@hueteco.com or telephone number +34 620 059 601



SCHEDULE

SESSION 1 ① + ②

SESSION 2 ③ + ④

SESSION 3

SESSION 4

SESSION 5

SESSION 6

INTEGRATION

⑤ + ⑥

⑦ + ⑧

INTEGRATION + ⑨*



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



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Conferences



Seminars



Advisory Services



I Interest

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 INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT
 MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

