

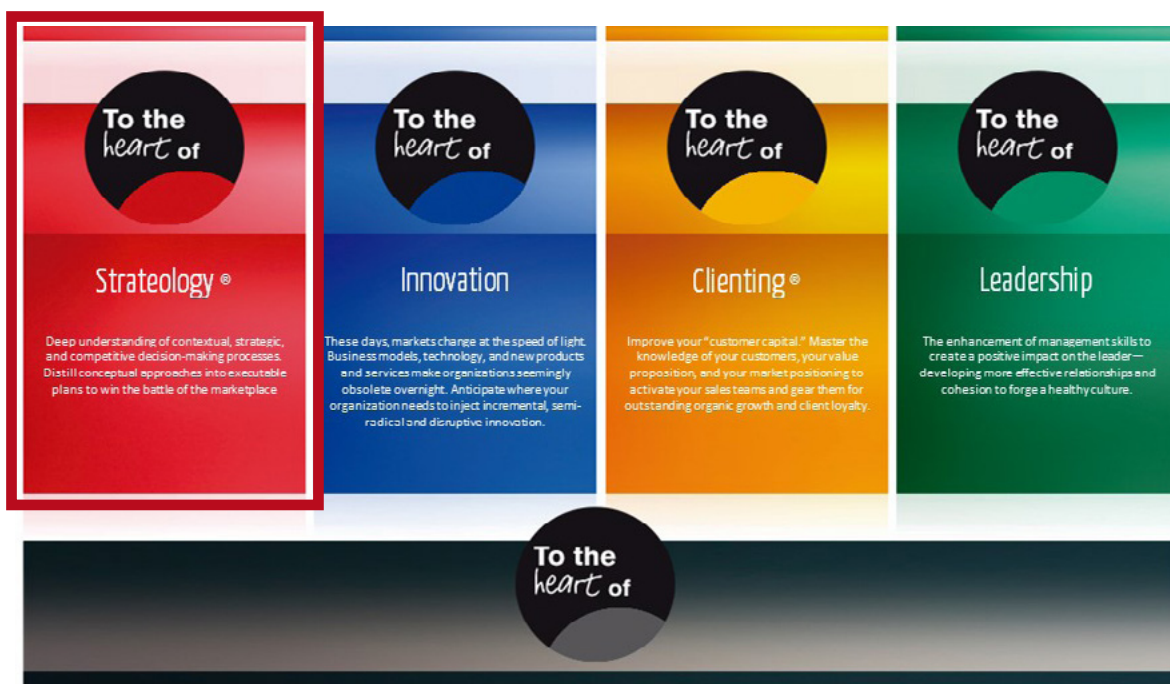
WINNING THE MARKET BATTLEFIELD WITH SUPERIOR BUSINESS MODELS

TOOLS AND INCENTIVES TO ANTICIPATE CHANGE AND DOMINATE
YOUR MARKET

Speed of change has entered its exponential phase. The market acceleration increases every year. The liveliness of the markets make business models that once were successful obsolete overnight. It also opens opportunities to design new formulas to make businesses the big stars of the future.

Renovation or decline. Global leadership or conformism. This options are the ones that global leaders have. Growth opens new opportunities to create the next generation of businesses to dominate global markets vertically.

Geography never mattered less. Talent, attitude and the strategic strength that leaders have is what really matters.



MAIN BENEFITS

Managing the relationships between the business and leadership models to create superior and sustainable financial results, sense of purpose and passion for the future.

Diagnose the strength of the present business model and the most significant and immediate opportunities to capture.

Understand the connections and leverages between the elements of the business model and the need create projects of transformation that enable structural productivities.

Check the health of the organization culture as an element of natural regeneration of our business model.

Create a sense of responsibility in company leaders to encourage a healthy culture of innovation that unlocks the collective intelligence of the organization.

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: THE MARKET BATTLEFIELD. KEYS TO CAPITALIZE THE OPPORTUNITIES AND OUTPACE THE COMPETITION.

The market acceleration. Causes and trends. Complexity and uncertainty. Geography vs. Talent and good business ideas. Sustainable differentiation and the power of arrogance. The organization's response: renewed formulas to enhance results and internal cohesion. Healthy cultures and the regeneration of leadership and business models. Evolving towards a rich DNA based on diversity. The structural keys for more profitable markets. Creating distinctive perceived value for clients. Unlocking added value to clients and employees. Business and leadership models diagnostics.

SESSION 2: ANTICIPATING CHANGE AHEAD: MORE COMPETITIVE BUSINESS AND LEADERSHIP MODELS

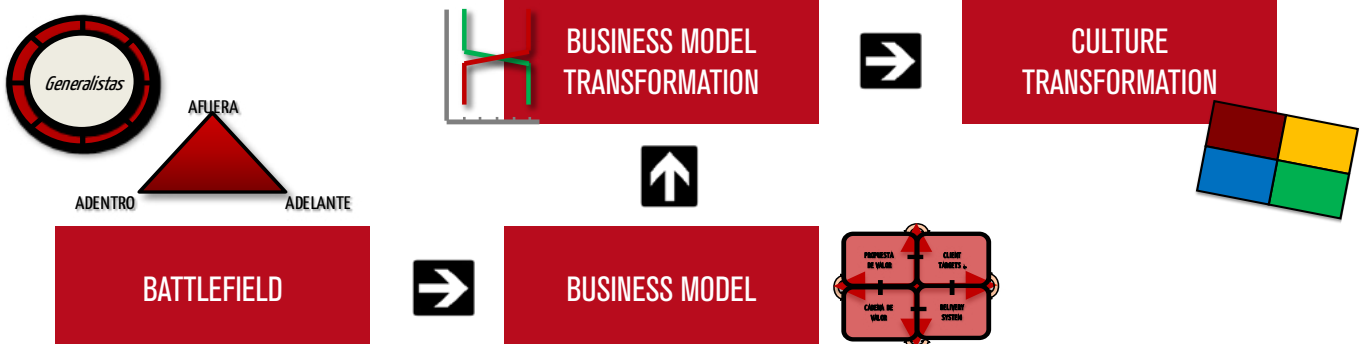
The 4 key elements of a business model: a renewed vision. The four key battles where markets combats are decided: the strength of concepts, the strength of the customer experience, the strength of internal collaboration and the strength of the operations model. Key and deep metrics. Examples. The codes of product centric versus client centric models. Which one is better for your organization? The dilemma of designing a cost efficient organization that does not risk the entrepreneurial spirit of the local leaders. The decision making process and the sense of ownership. Workshop on how to improve the conceptual and customer experience leverages.

SESSION 3: TRANSFORMATION OF THE BUSINESS MODEL.

The battle between generalists and specialists. Market polarization. The rule of three. Is it multi-specialty the best response? The whole and the parts: implications for our business of new models such as Apple, Google, Amazon and Uber. The competitive space reconfiguration and the "black holes". What shared service design supports the strategy? Workshop to increase the leverage of internal and operational collaboration. Workshop about business models that succeed in our industry.

SESSION 4: THE LEADERSHIP MODEL TRANSFORMATION. COMPANY CULTURES THAT SUCCEED.

How to provide value to the Facebook generation? Keys to increase teamwork in top performance leadership. Meetings architecture and effectiveness. The importance of a common philosophy to boost future projects. The basic conditions for organizational clarity and focus. The responsibility to communicate organizational expectations. The organizational coherence. Incentives system aligned with strategic objectives. Boosting the process of change.





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

