



Higher  
Purpose

| Better  
Legacy

| Sustainable  
Profitability

## INNOVATION AND VALUE CREATION BRIEF

*"The driving force for innovation comes from the love  
of an awakened consciousness.  
Love is oriented towards improving  
the quality of life of people"*

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# NEW REALITY

By 1977, the average permanence of a company listed in the S&P 500 was 35 years. As of 2010, the average permanence has been only 15 years.

We are living in a new era of accelerated technological and business model disruptions. In fact, at the end of 2019, only 6 companies: Facebook, Apple, Microsoft, Amazon, Netflix and Google accumulated a stock market valuation of almost USD 5 trillion. This is an amount that practically represents 20% of the total value of the companies listed in the famous S&P 500.

Investors are appreciating companies with disruptive business models that have in their DNA a greater ability to innovate.

This new generation of companies have been challenging the status quo, creating a new reality; and at the same time, destroying old business models.

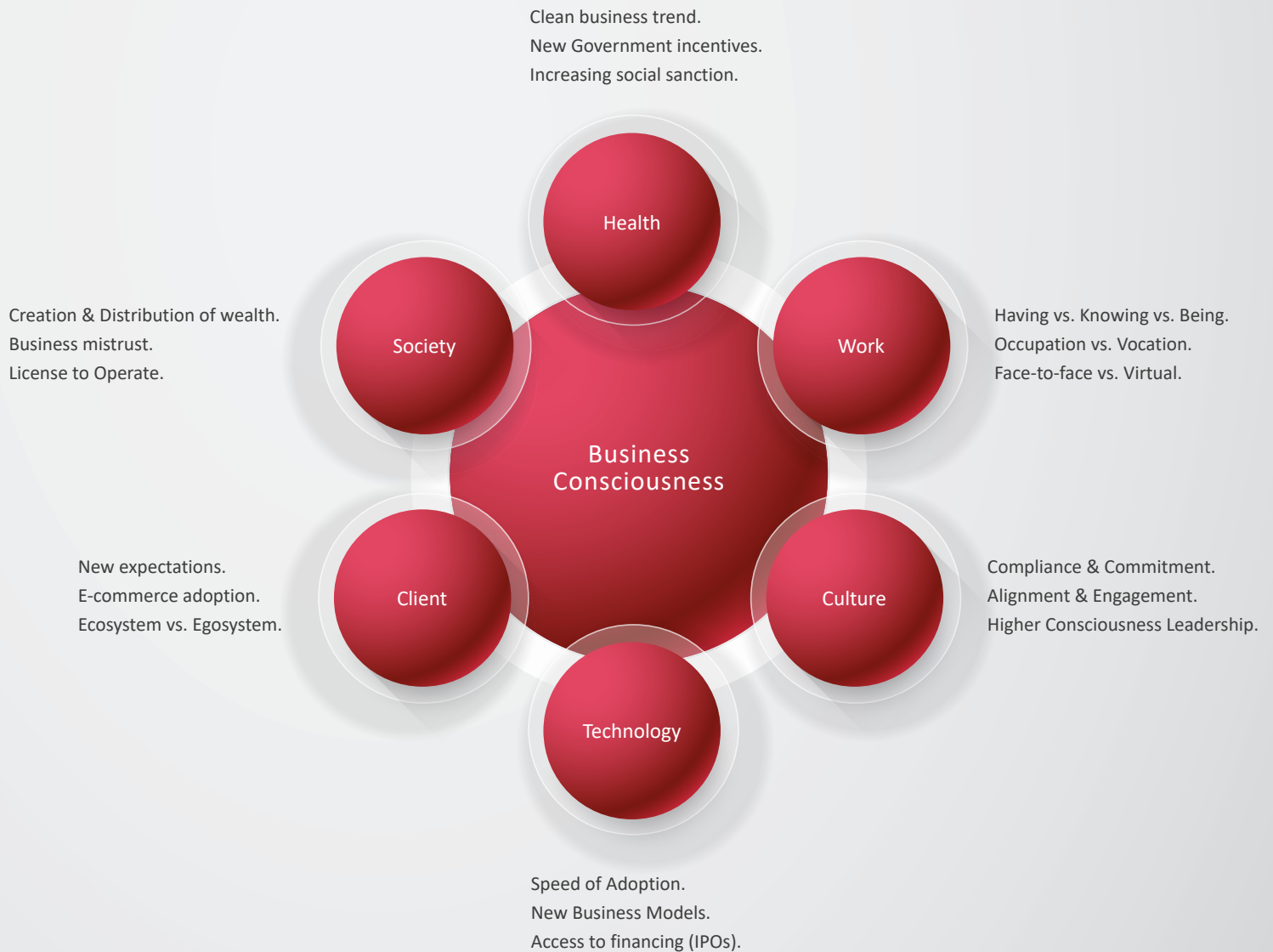
During 2020 due to the Covid 19 pandemic this trend has accelerated.

Business Leaders must embrace this trend and transform their cultures and businesses. The new culture must come with a higher level of consciousness, more ability to innovate and a better Flywheel for Value Creation.

Each member of the organization must, every day, energize the Flywheel and/or reduce friction.



## NEW REALITY




We are living a new reality with new principles. Consumers and society show a higher level of Consciousness. Businesses must embrace change, technology and a higher level of consciousness in order to gain the much needed License to Operate.

Businesses must embrace customer obsession, innovation, operational excellence and become even more “lovable” by all stakeholders.



# NEW PARADIGM



“A company without  
a higher purpose  
is equivalent to a  
person without a soul”

Traditionally it was said that the fundamental objective of any business was to strengthen its competitive advantage.

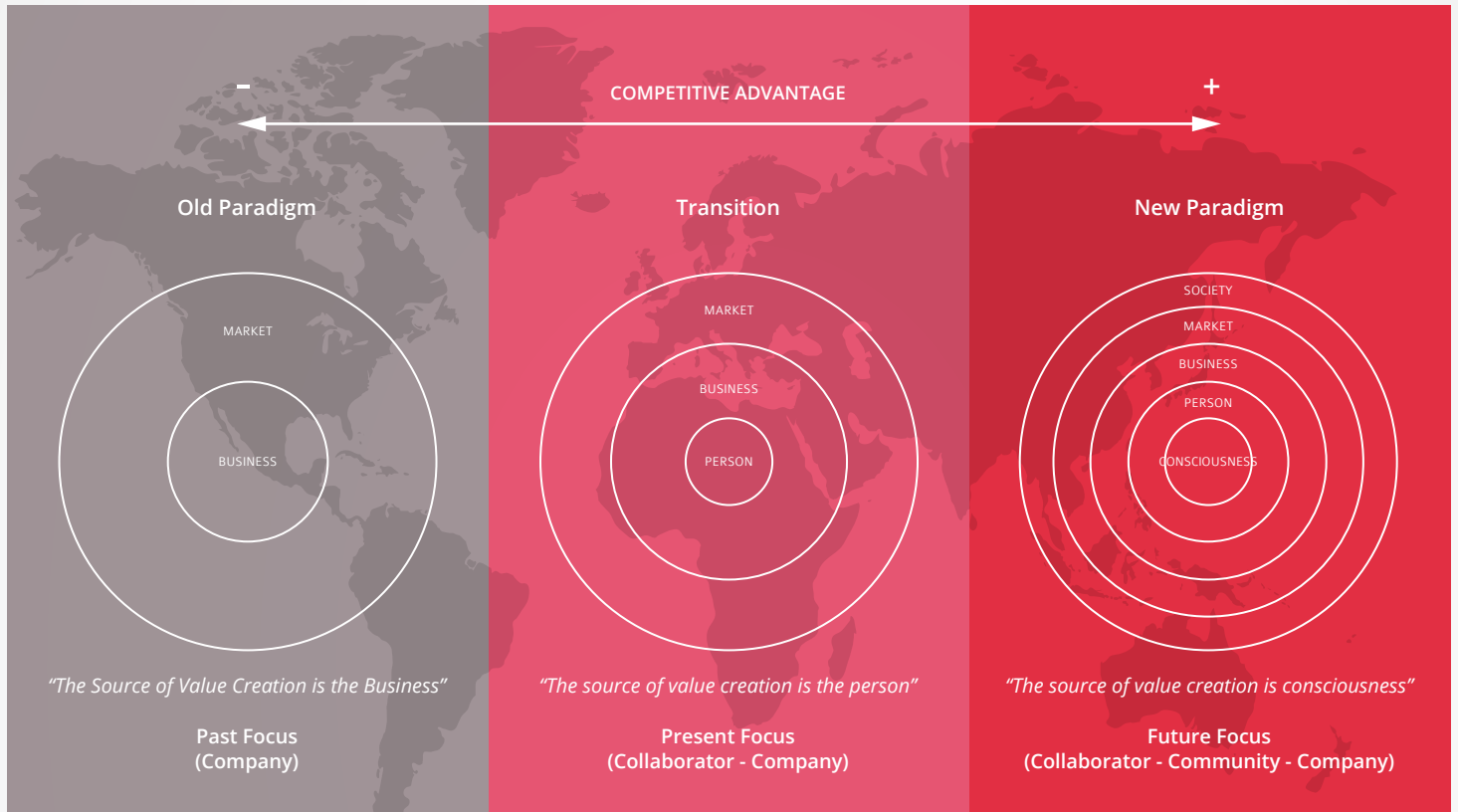
Widening “the moat” would grow sales, profitability and ensure sustainability. Warren Buffet classifies all businesses under two types: businesses with a clear competitive advantage and businesses without a competitive advantage. Buffet advises all CEOs to focus on strengthening the competitive advantage in order to ensure sustainable profitability.

However, today we can find disruptive companies like Amazon, that operate with a higher Purpose, a world class ability to innovate, customer obsession and operational excellence. Amazon has perfected a Flywheel where each stakeholder helps it run faster and diminish “friction”.

This new business paradigm: companies with a higher purpose, a higher level of consciousness and more competitive abilities is here to stay.

Business Leaders, the CEO and the Board must embrace this trend and elevate the level of consciousness, innovation, operational excellence and drive profitability and sustainability.

## THE NEW BUSINESS PARADIGM



We are facing a momentous change in the business world, which demands an evolution from Traditional Capitalism towards a Conscious Capitalism: wiser, more profitable and sustainable.

The genuine source of value creation is human consciousness: a world class business that serves society more and better will have as a natural reward sustainable profitability.







# THE DRIVING FORCE FOR INNOVATION

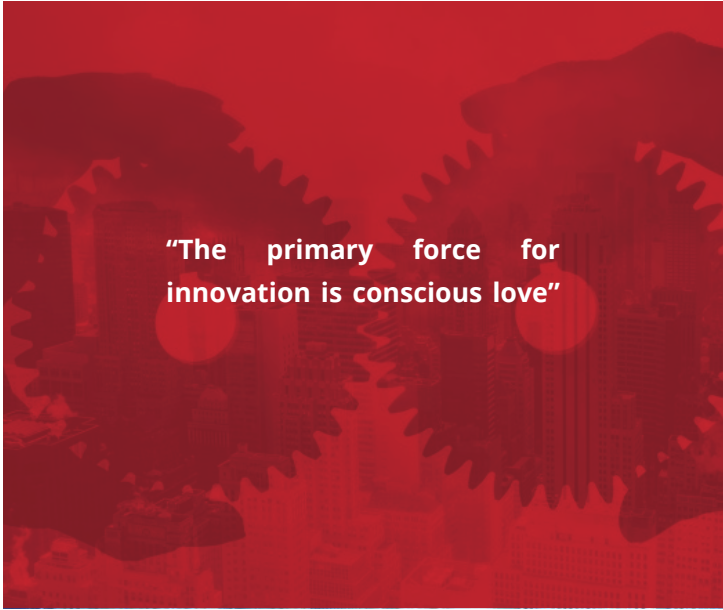
How a small Seattle startup could become the leader in e-Commerce, the cloud and media world-wide. The short answer is: a higher level of consciousness (by Jeff Bezos and his team), customer obsession, innovation, long term thinking and operational excellence. We are talking about Amazon.

So what can we learn from Jeff Bezos at Amazon and enrich our cultures and teams with those highly needed qualities?

The source of it is a higher level of consciousness at the top management level and from there drive it down to all levels of the organization.

A higher level of consciousness enhances purpose, drive, creativity and love.

Yes, the primary force for innovation is conscious love.



**"The primary force for  
innovation is conscious love"**



VALUE

## BUSINESS INNOVATION

### Innovation out of Desperation



PROCESS

DURATION

SOURCE



### Innovation by Inspiration



Business innovation is only viable and sustainable if we first develop the consciousness of the leaders.

It is vital to understand that innovation is the natural consequence of creativity.

Creativity is the natural result of human desire.

The greater the development of consciousness, the greater the desire; the greater the desire, the greater creativity; and, the greater the creativity, the greater the ability to innovate.

In sum, sustainable business innovation fundamentally depends on the “level of development of consciousness” of people at all organizational levels.

### Equations of Innovation

Greater Consciousness, Greater **Desire**.



Greater Desire, Greater **Creativity**.



Greater Creativity, Greater **Innovation**.



# RESILIENT AND TRANSCENDENT LEADERSHIP

One of the most important skills of a leader is the ability to anticipate.

This is the ability to see what others do not see. And thus, being able to respond and not react to the increasingly continuous changes of reality.

The question then is:

What prevents us from anticipating?

The unequivocal answer is our "attachments".

An "attachment" is a sociocultural conditioning that becomes a closed operating system of thoughts and beliefs, which do not allow us to expand a universe of greater possibilities of action. An "attachment" diminishes understanding and limits our decision-making ability.

People in general tend to "get attached" very easily to everything, be it people or things, due to the enormous fear of losing them, generating resistance to change and stagnation.

Only an awakened consciousness can process losses quickly, close old cycles and open new cycles with flawlessness (Resilient Leadership).

Only an awakened and developed consciousness can evolve from the "egosystem to the ecosystem"; from benefiting mainly shareholders to benefiting all Stakeholders. (Transcendent Leadership).



## CREATIVE TRANSFORMATION PROCESS

### ATTACHMENT

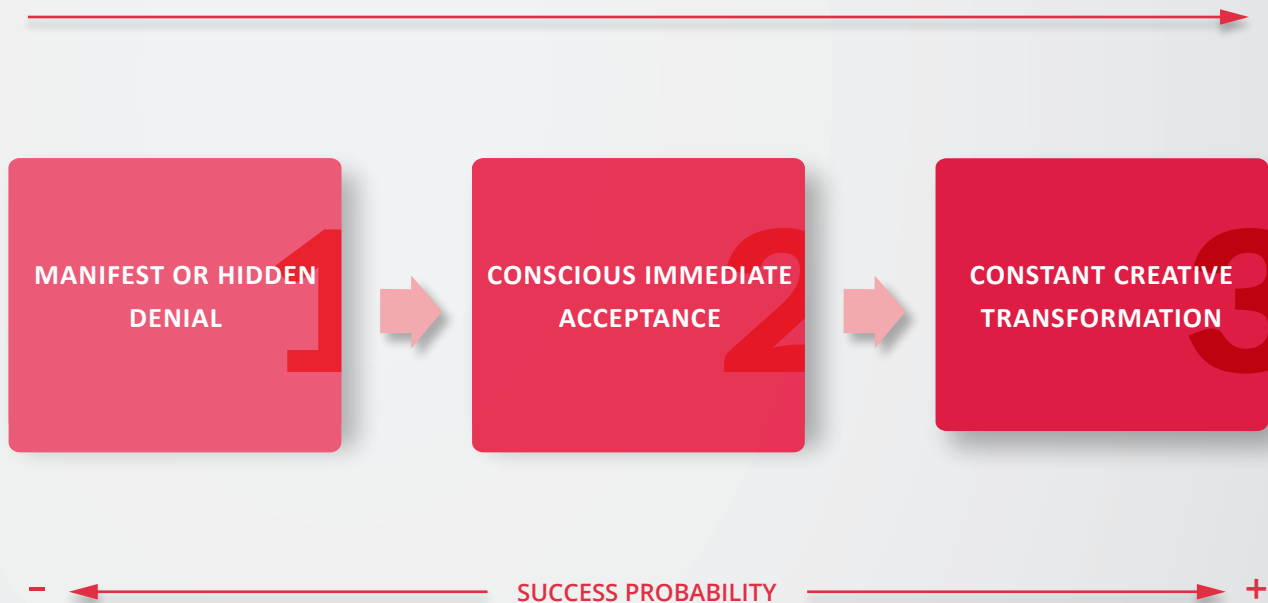
(Involution)

### GRIEVANCE PROCESS

(Board – Top Management - Middle Management)

### DESAPEGO

(Innovation)



Consequently, the companies that will be most successful in this new reality will be those where their leaders, middle managers and collaborators can process the loss through psychological grief, quickly and genuinely accepting the changes of the new reality.

This generates the conditions conducive to business innovation and thereby continuing to add value to all stakeholders.





# CONSCIOUS

## CULTURAL TRANSFORMATION

Peter Drucker said "culture eats strategy for breakfast."


We believe that "lack of consciousness is what actually eats strategy for breakfast".

Our experience shows that seven out of ten strategies fail due to inadequate or inefficient execution.

With a world class Cultural Transformation Program we aim at:

- Opening Minds.
- Ignite Hearts.
- Invigorate hands.

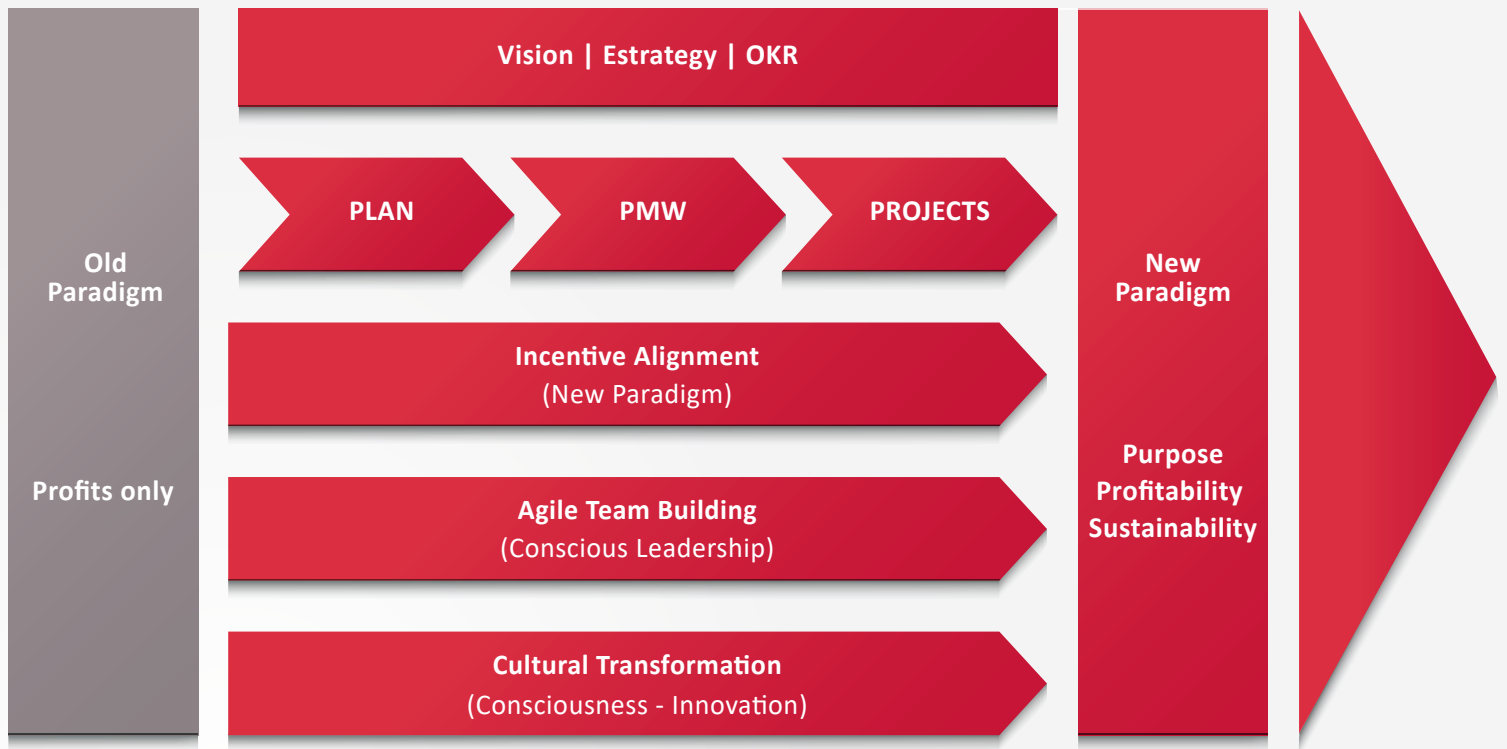
In order to create as a result more sustainable profitability.



“I am more interested in people than in companies”

Peter Drucker

## CONSCIOUS CULTURAL TRANSFORMATION



In that regard, it is imperative that business leaders understand the following:

01

A company with an extraordinary strategy, but without a good License to Operate is not sustainable. Society has greater power to veto big companies. We need to fully align with the greater interests of society in order to gain sustainable profitability.

02

There is a lot of untapped potential in the human capital of a large organization. Generally only 2 out of 10 people are truly committed to the business and its purpose. Just by increasing this from 2 to 6 creates a lot of value for all stakeholders.

03

Placing consciousness at the center of business transformation accelerates change, innovation, business results, and sustainability. Expansion of the level of consciousness of leaders comes before expansion of the business model.

# FREQUENTLY ASKED QUESTIONS AND ANSWER



**P.** What exactly does development of consciousness mean?

**01**

**R.** Development of consciousness means:

**a) Develop human self-knowledge.** "Know thyself is the central axis for improving the quality of life and economic productivity, at the individual, team and business levels. Those who do not know themselves cannot know what they want. Warren Buffet emphasizes: "the best investment is investment in yourself."

**b) Develop critical and self-critical ability.** This is the self-reflective ability in order to have a better and most productive relationship with ourselves, with our peers and with the business. We need to "be aware that we are aware".

**c) Develop the essential knowledge codes.** Leaders must understand and master: "Business Codes: revenue, profit, capex, free cash flow"; "Investment Codes: Return on Equity, Return on Capital Employed, Earnings per share"; and "Human Codes: genetic and psychological codes". Understanding something demands understanding a "hidden code."

# FREQUENTLY ASKED QUESTIONS AND ANSWER



**P.** What does a Conscious Cultural Transformation consists of?

**02**

**R.** In its deepest essence a Conscious Cultural Transformation or CCT consist of:

**a) Conscious Leadership Development:** it all begins with the leaders of the organization. A series of strategic sessions of consulting, training and mentoring with the purpose of strengthening Resilient and Transcendent Leadership. We aim at creating a greater superior purpose, greater social legacy and greater sustainable profitability.

**b) Development of a Conscious Culture:** CCT can only be effective if it manages to permeate all levels of the organization, from the top management, to senior management, middle managers and collaborators. We need to have the whole organization sharing “the same codes of knowledge”.

**c) Development of a Conscious Ecosystem:** CCT is complete when it transcends the organization and benefits all stakeholders. Happier stakeholders enhances profitability and sustainability.



# FREQUENTLY ASKED QUESTIONS AND ANSWER



**P.** What are the success factors of a Conscious Cultural Transformation?

**03**

**R.** The 3 critical factors for the success of a Conscious Cultural Transformation or CCT are:

**a) Senior Management Vision:** CCT is only possible if the organization's board of directors and the CEO understand the importance of developing people's consciousness to improve the quality of life and increase economic productivity.

**b) Top Management Support:** CCT is only possible if front-line leaders really support it through exemplar leadership.

**c) Commitment of Middle Managers:** CCT will reach its maximum impact if middle managers, and first line supervisors show exemplar leadership. All members of the organization must understand the Business Flywheel, daily adding energy to it and removing friction.

# FREQUENTLY ASKED QUESTIONS AND ANSWER



**P.** What does a Conscious Cultural Transformation imply for the Business?

**04**

**R.** A Conscious Cultural Transformation or CCT implies an evolution in the following aspects:

**a) Business Philosophy:** a new Comprehensive Vision. Through the development of consciousness you will increase productivity and business innovation, and also will expand happiness and human fulfillment.

**b) Strategic Objectives:** a new level of Pragmatism. KPIs and OKRs that will help you: enhance your values, set objectives, key accountable people, deadlines and deliverables. You will drive business innovation, business results and higher free cash flow.

**c) Management Model:** a New Flywheel. All team members will clearly know how they can daily give energy and speed to the wheel and reduce friction. Amazon currently has the world class standard.

**d) Primary Approach:** Comprehensive development. Higher awareness of top management, senior management, middle managers and collaborators to improve the quality of life and increase the economic productivity of the business and their own families.

**e) Monetary Incentives:** Comprehensive incentives. Top management and middle management bonuses oriented to comprehensive results: economic (profitability), emotional (purpose) and spiritual (legacy), generating deep admiration, inspiration and conscious cultural transformation.

**f) Conscious Leadership:** Comprehensive leadership. A new culture focused on results, innovation, free cash flow and the greater good for all stakeholders.

# FREQUENTLY ASKED QUESTIONS AND ANSWER



**P.** How is a Conscious Cultural Transformation carried out?

**05**

**R.** Conscious Cultural Transformation or CCT is rolled out in the following way:

**a) Cultural Mindset Expansion:** The CCT focuses on the key leaders of the organization. They are selected not for their hierarchical position, but for their natural leadership. The three selection criteria are: Credibility, Ability and Communications Skills.

**b) Cultural Transformation:** CCT focuses not only on leaders, but also on employees of the organization, starting with those who have the greatest growth potential and impact on all areas of the organization.

**c) Cultural Sustainability:** CCT focuses on developing the internal capability of the organization. The people inside the organization must maintain and constantly improve the culture.

# FREQUENTLY ASKED QUESTIONS AND ANSWER



**P.** How can the Inner Conscious Cultural Transformation be sustained?

**06**

**R.** **a) Internal Consultants:** Developing internal consulting capabilities to support and improve the Conscious Management Model, Information Systems, Knowledge Structure, Codes of Understanding and the Signs and Symbols of the Organization that make it unique in the market.

**b) Internal Trainers:** Developing internal training ability to repeat, intensify and extend the codes of knowledge not only in the current organization, but also for the future talents that will be joining the organization.

**c) Internal Mentors:** Developing internal capabilities to direct the energies, enthusiasm and dedication of all collaborators, helping to raise the bar for innovation and business performance.



## SUPERA WORLD - INNOVATION AND VALUE CREATION BRIEF

HIGHER

BETTER

SUSTAINABLE

PURPOSE

LEGACY

PROFITABILITY

