



**SUPERA**<sup>®</sup>

CONSCIOUS MANAGEMENT



Higher  
Purpose

Better  
Legacy

Sustainable  
Profitability

## CULTURAL TRANSFORMATION BRIEF



*Admiration precedes Inspiration.  
Inspiration precedes Transformation.  
Transformation precedes Innovation.*

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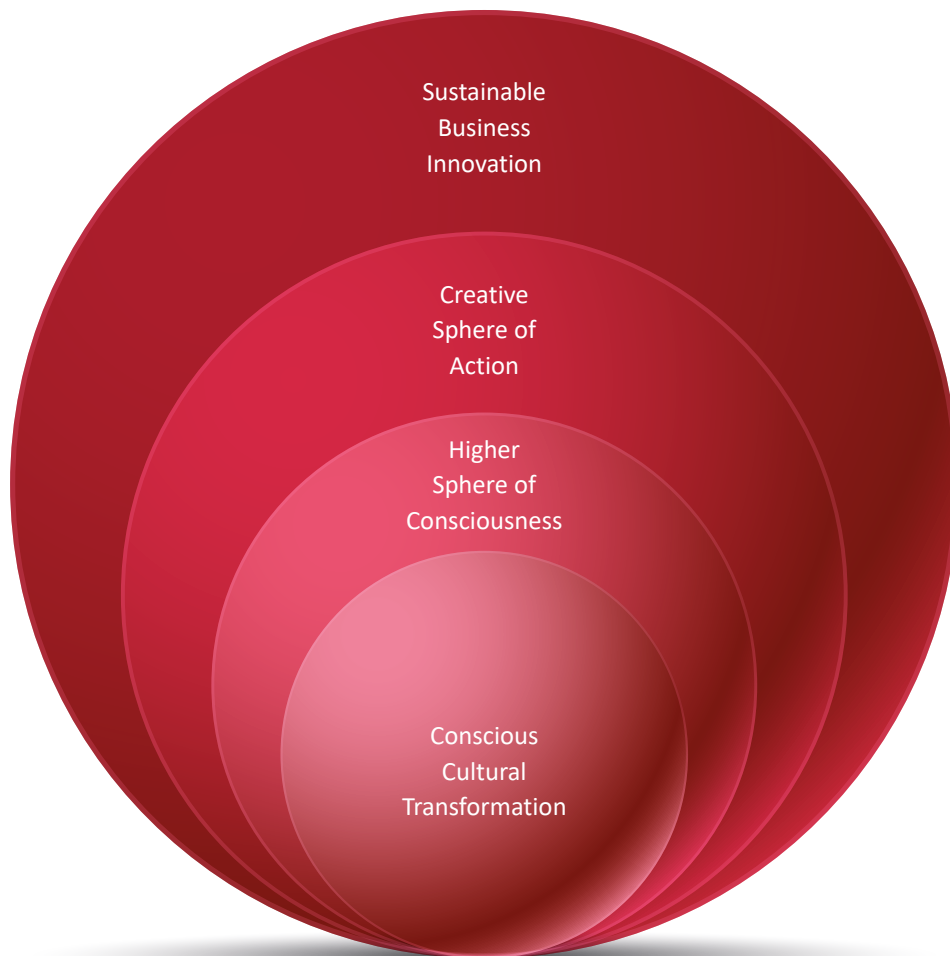
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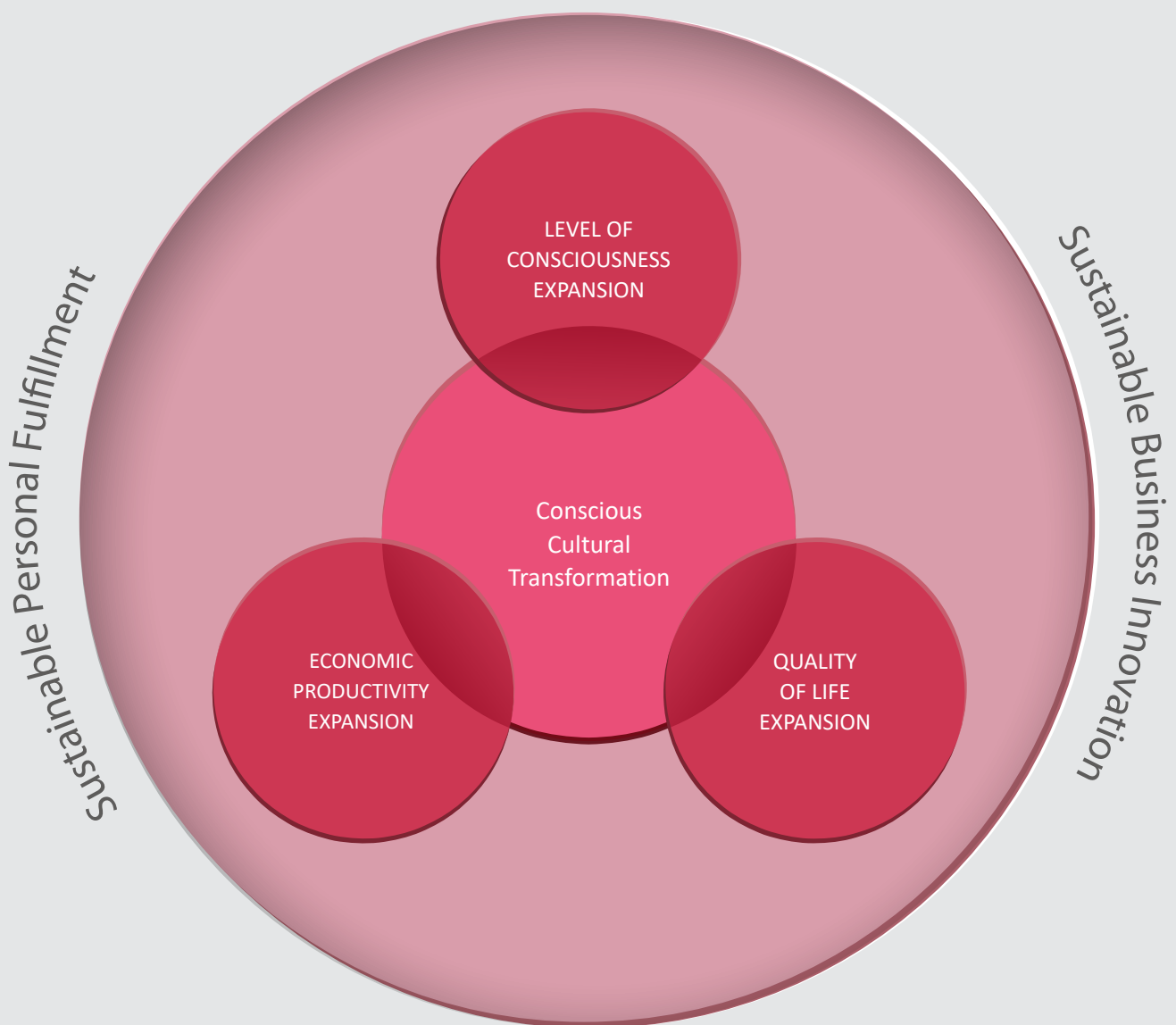
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# KEY OBJECTIVES

The primary objective is to enable Sustainable Business Innovation and Value Creation. In order to accomplish this we work on the root cause of Innovation and Value Creation: Awareness, Consciousness, Creativity, Productivity and Innovation.



The secondary objectives are the development of Consciousness, the improvement of the quality of life and the enhancement of economic productivity of all participants. This creates happiness, productivity and wealth for employees, community and shareholders.

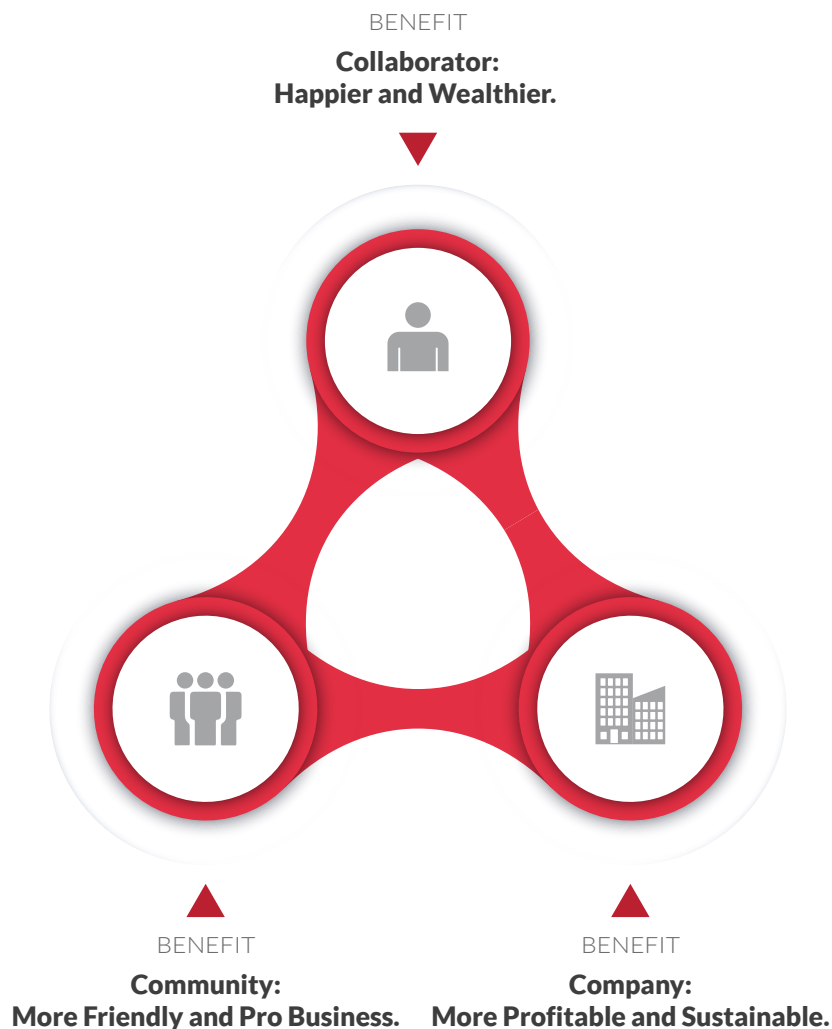


# BENEFITS

The CEO will create a culture with happier and more productive employees, happier customers, higher free cash flow and happier shareholders.

In the region, it is critical for a multinational to be loved and appreciated by all stakeholders; this is the only way to enhance Sustainability. Otherwise operations will stop sooner rather than later.

We will help you create wealth for your company, your employees and all stakeholders.



1 A collaborator with a higher level of consciousness improves his quality of life and his economic productivity in a sustainable way.

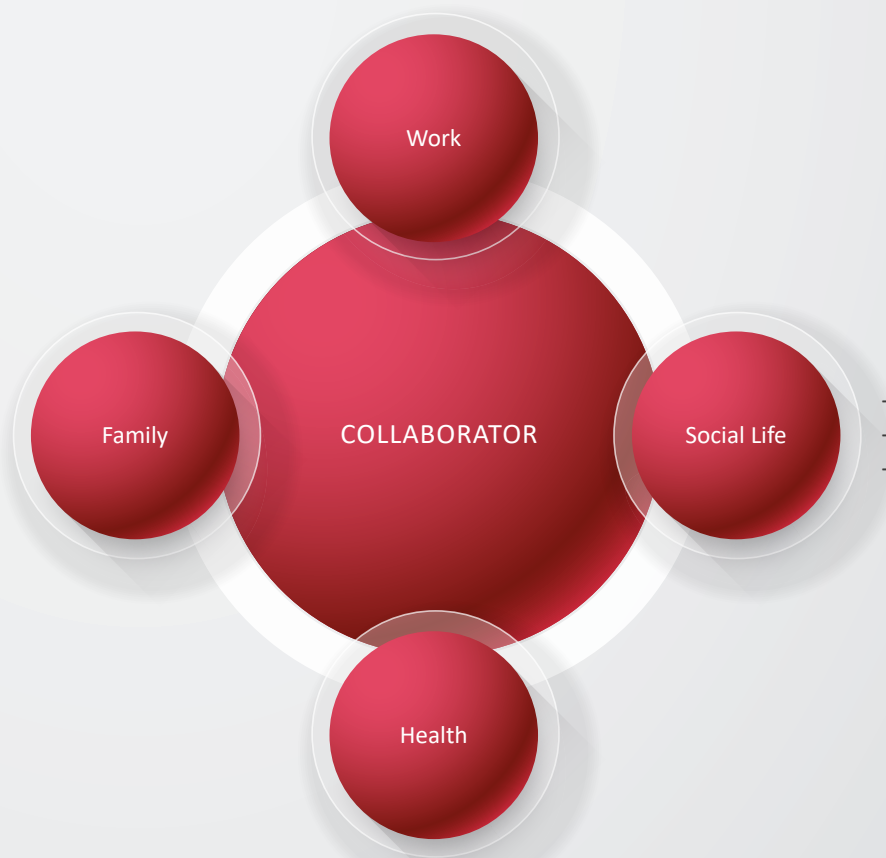
2 A company that develops its level of consciousness becomes way more profitable and sustainable.

3 A community that develops its level of consciousness is more business friendly; this enhances profitability and sustainability.

## The Collaborator wins!

A Conscious Cultural Transformation® directly benefits the employee. It makes them more conscious, more committed, more engaged, more creative, more productive and more successful.

- + Higher job satisfaction
- + Higher Economic productivity
- + Higher Net Worth (due to savings)



- + Faster Conflict resolution
- + Better Harmony and Balance
- + Better Family satisfaction

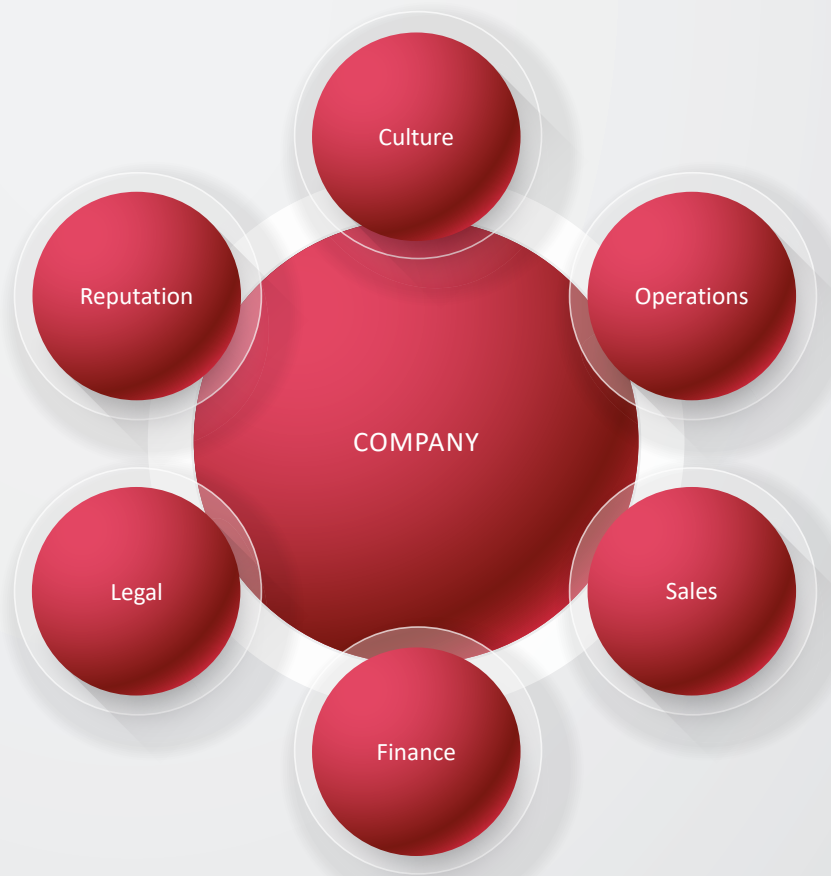
- + Higher Social awareness
- + Enhanced Service vocation
- + Enhanced Sense of Purpose

- + Better Physical health
- + Better Emotional health
- + Better Mental health

## The Company wins big!

The Conscious Cultural Transformation® directly benefits the company! You create higher revenue, higher profits, higher free cash flow, happier customers, happier employees and happier shareholders.

- + Higher commitment and engagement
- + Higher Sense of belonging
- + Higher Creativity and Innovation



- + Higher Brand Equity
- + Higher Customer satisfaction
- + Higher Employee satisfaction

- + Higher Daily productivity
- Lower Operating costs
- + Improved Operational Excellence

- Lower Labor contingencies
- Less Organizational conflicts
- Less Union strikes

- + Higher Customer Retention
- + Better Net Promoter Score
- + Lower Client Acquisition Costs

- + Higher Income generation
- + Higher Profitability generation
- + Higher Free Cash Flow generation

# The Community wins!

Conscious Cultural Transformation® benefits the community and all stakeholders. This directly helps the Business Flywheel enhancing profitability and sustainability.

- + Higher Employment opportunities
- + Better Career Opportunities
- + Higher taxes and contributions



- + Higher Local Tradition Awareness
- + Higher Empathy toward local needs
- + Higher Social Inclusion and relationships

- + Smart and Clean businesses
- + Higher Ecosystem care
- + Enhanced Quality of life

The Conscious Cultural Transformation® creates better relationships among all stakeholders. This helps the Business Flywheel by increasing energy and reducing friction. This finally produces higher profitability and higher sustainability.



# CULTURAL

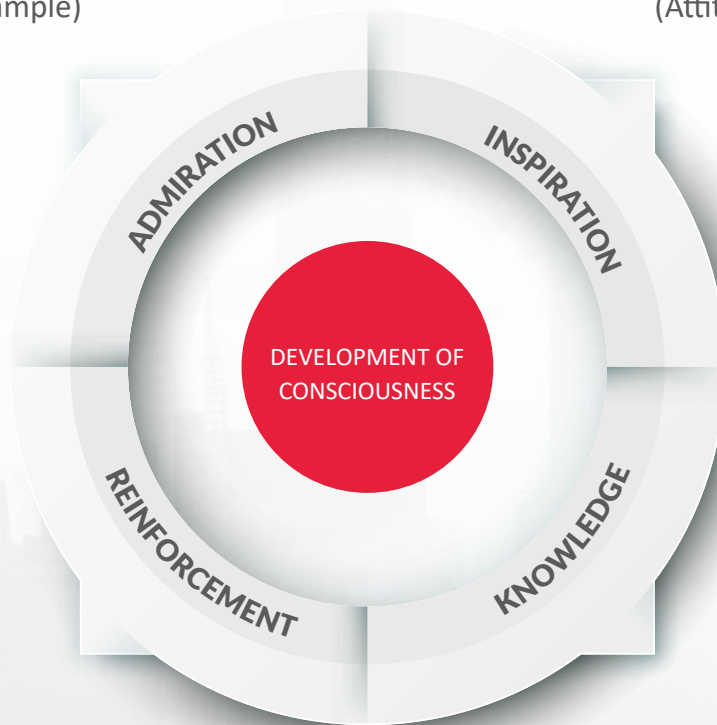
## TRANSFORMATION MODEL

Our Experience shows that there is an ideal road to the successful implementation of a Cultural Transformation Program.

It all starts with Leadership by Example. The CEO example inspires his/her team. The Team must admire the CEO in order to get inspired, transform themselves and transform the business and the culture. This creates a new culture focused on innovation and value creation.

(Leadership by Example)

(Attitude Enhanced by Admiration)



(Success breeds success)

(Willingness to learn and grow in aptitude)

## ADMIRATION

(EXAMPLE)

It all starts with Leadership by example. The CEO and his/her team must be or become Exemplars, fully worthy of admiration. This admiration will inspire and transform others in order to create a new culture of innovation and value creation.

## INSPIRATION

(ATTITUDE)

Our human capital must first get inspired to reach new and greater heights. This way, the team will be willing to grow and transform themselves. The role of the CEO and all leaders is fundamental to spark the change and sustain it.

## REINFORCEMENT

(ALITUD)

The key to human learning is repetition and synthesis. New systems and processes must be put in place in order to sustain results in the medium and long term. And then these processes must be reviewed and improved according to results and changing business conditions.

## KNOWLEDGE

(APTITUDE)

Once the team is inspired, they are willing to acquire new Knowledge and best practices and to implement them on the field.

A committed team with world class knowledge and best practices will accelerate the business Flywhell by increasing its speed and reducing friction, creating higher profitability and sustainability.

# KEY

## SUCCESS FACTORS

The key success factors for a Conscious Cultural Transformation® are six:



## **EFFECTIVE STRUCTURED PROCESS**

We start with a clear Road Map, with specific Management objectives defined by the CEO and the Board and monthly review and report results and accomplishments.

## **FREQUENT, HONEST & OPEN COMMUNICATION**

The CEO and his/her Team must communicate consistently in a frequent, honest and open manner. They must show the way by example and teach the “Knew Knowledge Codes”. Best practices will be communicated and implemented along the process.

## **FACILITATORS & TRANSFORMATION AGENTS**

Daily implementation of the program depends on Facilitators and Change Agents. This is the critical team that will execute the vision of the Top Management. This Transformation Team must be selected by merit, according to Ability, Credibility and Communications Skills.

## **COMMITTED AND CONSISTENT MANAGEMENT TEAM**

The most important role is the role of the CEO and of his Team. They must be Exemplars and must consistently lead the way of transformation. They show with their actions the new way of creating wealth and benefits for all stakeholders. Consistency over the medium and long term is the critical factor for transformation.

## **MULTIDISCIPLINARY TRANSFORMATION TEAM**

The CEO and his/her team must assume critical roles and responsibilities. Frequently the CEO is the main Sponsor of the Program. You need a Champion of the Program (Operations VP, etc). And a set of critical roles that will be assumed according to the needs of the business.

## **ACTIVE PARTICIPATION OF ALL EMPLOYEES**

What started at the Top must come down to the front line. Customer Satisfaction, Operational Excellence and higher Free Cash Flow manifest as long as all employees understand, assume and execute the vision of the CEO.

# COMMONS

## IMPLEMENTATION ERRORS

A Conscious Cultural Transformation® or CCT® could fail mainly due to one of three factors: First: lack of commitment from senior management. Second: lack of commitment from middle management; and Third: lack of clear strategic communications.

### Senior Management Commitment:

- Non Exemplar Leadership.
- Wrong Incentives.
- Insufficient Resources.

### Middle Management Commitment:

- Lack of Tactical leaders.
- Lack of Operational Leaders.
- Lack of Reinforcement.

### Strategic Communication:

- Incorrect Messengers.
- Incorrect Messages.
- Incorrect Methodology.



## Senior Management Commitment

The CEO and front-line managers must understand that it is impossible to succeed without attention to the process. It takes least one-quarter of their time to lead, promote, reinforce, and remove resistance for the Program.

The incentives must be the correct ones to guide the attention and dedication of all the areas of the organization.

Top management must understand that this process is the most important strategic initiative to achieve sustainable business innovation and results; and consequently requires financial resources and time to achieve the expected results.

## Middle Management Commitment

Middle managers must understand the importance of their role for the success of the process, especially since they are responsible for executing the strategy and monitoring the results of the process, a critical role that demands "quick and sustainable wins".

Natural leaders among the workforce are critical to accelerating the process. They are the key to achieving maximum momentum.

## Strategic communication

Business leaders must understand that part of the success of the transformation consists in choosing the "right messengers". They must show three key characteristics: Credibility, Ability, and good Communications skills.

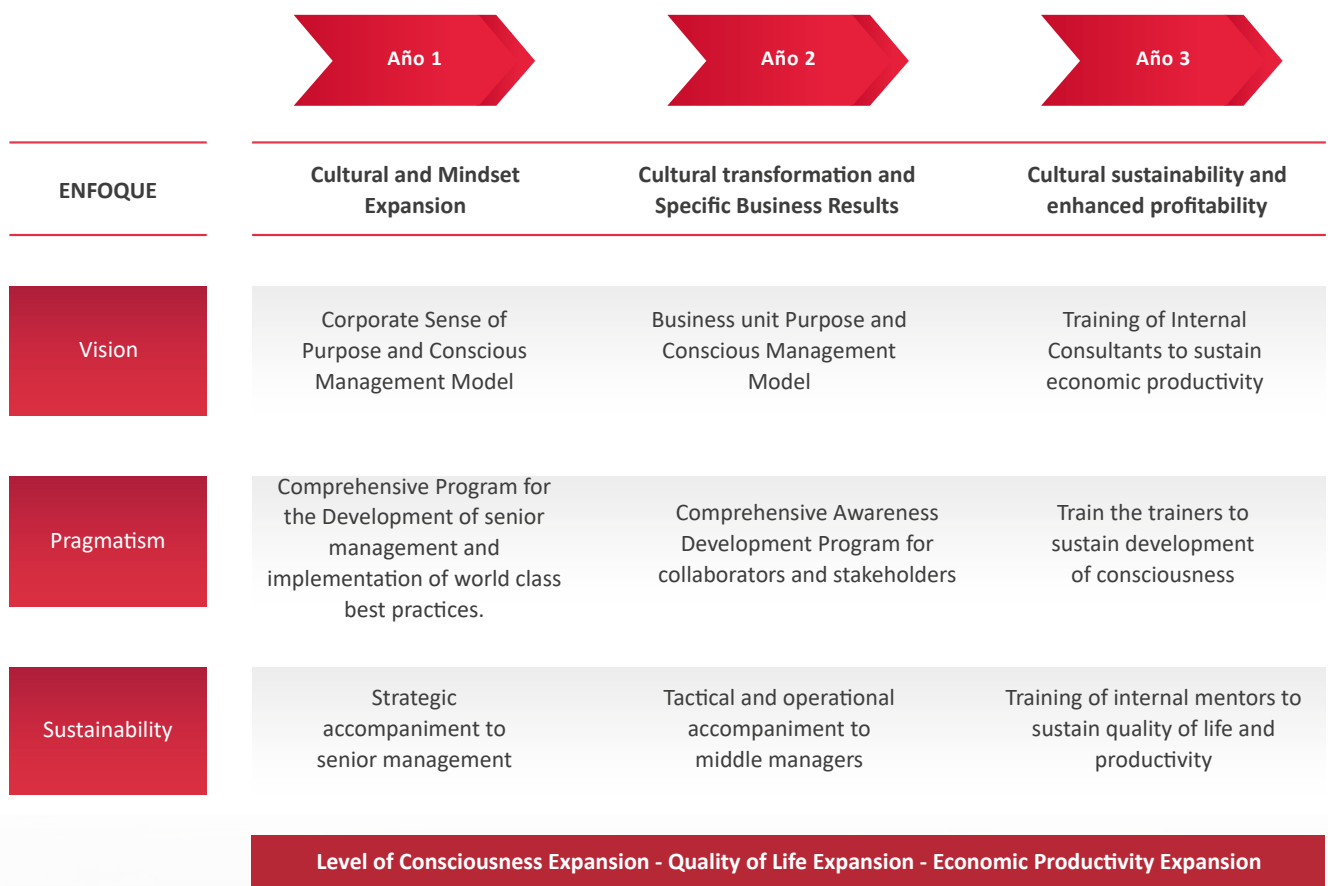
Business leaders must understand that choosing the "right messages" is extremely critical to enabling transformation. The messages must achieve three objectives: "expand minds," "ignite hearts" and "invigorate hands" at all levels of the organization.

Business leaders must understand that choosing the "right methodology" is also critical. The methodology implies clearly defining three central aspects: the communication vehicle (face-to-face, virtual), the communication frequency (daily, weekly, monthly, etc.) and the communication tools (physical, digital).



# CALL TO ACTION AND FLYWHEEL MAP

According to the specific goals of the Board and of the CEO we co-create a Call to Action Map and a Flywheel Map. We will see an example:



## VISION

Many large companies today do not have or have lost the sense of purpose of their business existence. The "spiritual aspect" that provides the existential foundation to any business model.

The "body without a soul" cannot exist, and if it does exist it will never be able to achieve the desired operability and sustainability.

Therefore, a brilliant strategy without the commitment of people is of little use. Genuine commitment (not interest) is only possible if the person, starting with the leaders, manages to develop their consciousness.

### **Binomial of Existentiality**

**GREATER DEVELOPMENT OF CONSCIOUSNESS = GREATER COMMITMENT TO STRATEGY**

**LESS DEVELOPMENT OF CONSCIOUSNESS = LESS COMMITMENT TO STRATEGY**



## PRAGMATISM

Many business leaders still don't understand the power of simplicity in order to achieve Operational Excellence.

In fact, business, management and reportability models are often very complex and difficult to understand by the various levels of the organization.

It is very common to find people within organizations who hold leadership positions who do not have enough knowledge to ensure good decision-making.

Leaders are required to possess 03 sets of codes in order to maximize business results. These codes are: "Human Nature Codes", "Business Codes" and, "Investments and Capital Allocation Codes".

### Binomial of Operability

**GREATER SIMPLICITY = MORE EFFECTIVE ACTION**

**BETTER KNOWLEDGE = BETTER DECISION MAKING**

## SUSTAINABILITY

The License to Operate is critical for the Sustainability and long term profitability of all multinationals in the region.

A world class multinational must become a true force for Progress for all stakeholders. All stakeholders must benefit, so we can earn their gratitude and goodwill. A long term thinking multinational must “hacerse querer” by all stakeholders.

### Sustainability Binomial

GREATER DEVELOPMENT OF CONSCIOUSNESS = MORE SECURE LICENSE TO OPERATE

GREATER DEVELOPMENT OF CONSCIOUSNESS = HIGHER PROFITABILITY AND SUSTAINABILITY



SUPERA WORLD - CULTURAL TRANSFORMATION BRIEF

HIGHER		BETTER		SUSTAINABLE
PURPOSE		LEGACY		PROFITABILITY

