



SUPERA[®]
CONSCIOUS MANAGEMENT

PURPOSE

Level of Consciousness
Expansion

LEGACY

Quality of Life
Expansion

PROFITABILITY

Economic Productivity
Expansion

WORLD CLASS CONSCIOUS CONSULTING

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CONSCIOUS CONSULTING

GOALS

SUPERA World®’s consulting services help world class leaders create the right conditions in order to maximize economic profitability, purpose and legacy. We strengthen the return on equity, return on assets and business sustainability, all from the development of consciousness of the leaders in charge.

Our world class consulting services are pragmatic, simple and effective. Our master models and world class tools allow our clients to co-create with us the solutions they need to accelerate and achieve their business results.



A pragmatic service simple and effective that creates quantifiable business results.

Our conscious consulting service can create a very big 360° positive impact. This is because it not only seeks to optimize the material or economic aspects of the business, but also the emotional and spiritual aspects, the employees sense of purpose and the contribution to society from the business as a whole.



360° Service

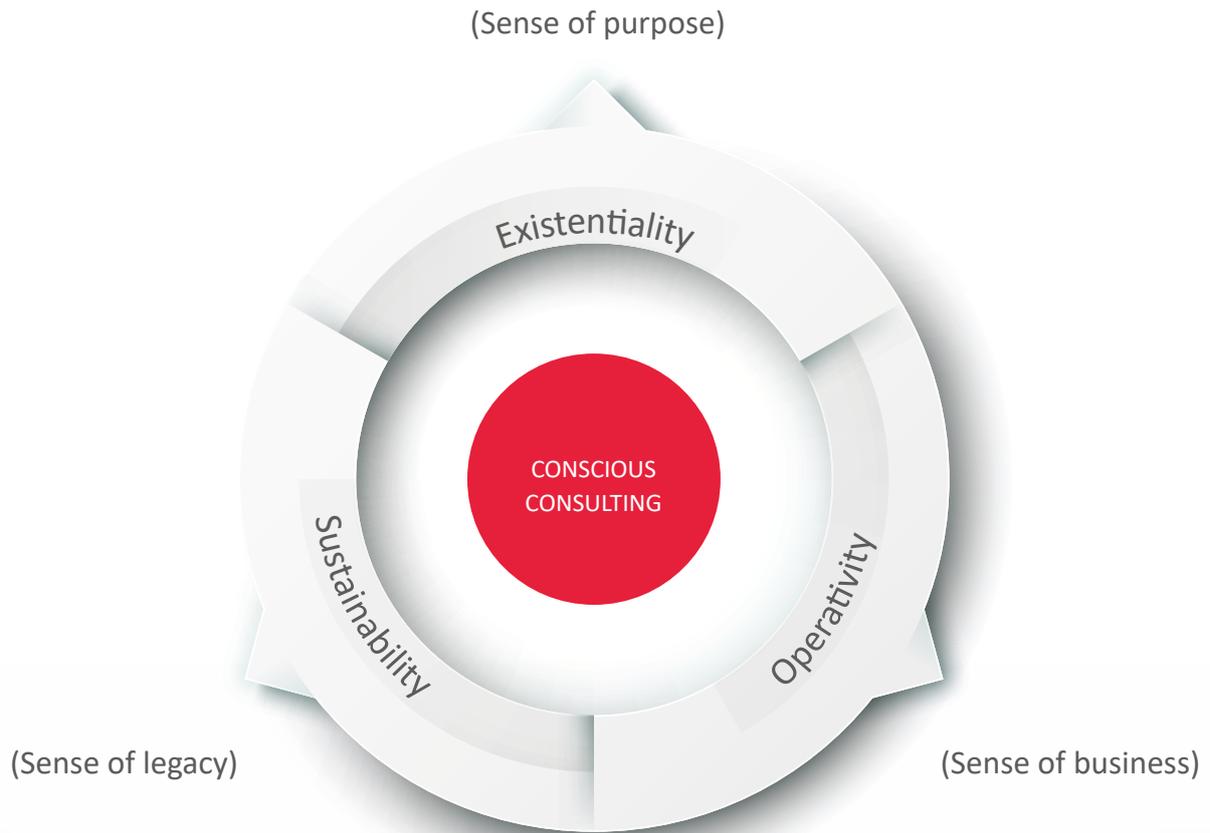


CONSCIOUS CONSULTING MODEL

“ We have almost two decades of service to more than 100 corporations, in more than 10 countries ”

We have almost two decades of service to more of 100 corporations, in more than 10 countries, in sectors such as: banking, insurance, retail, pharmaceutical, technology, energy, oil, among others.

Our vast experience helps our clients to create a measurable impact: economically, sustainably and increasing their economic moats (culture, cost leadership, branding, ecosystem, network effects).



EXISTENTIALITY

Leading companies today have the unique opportunity to enhance their unified sense of purpose. This elevates morale, unifies employees, increases productivity and creates customer loyalty. As a consequence, positive network effects occur, profitability increases and sustainability grows.

A clear company wide sense of purpose has a direct relationship to employee commitment and business success.

Binomial of Existentiality

Greater sense of purpose = **Greater commitment to strategy**

Lesser sense of purpose = **Lesser commitment to strategy**

OPERATIVITY

SUPERA World® works with clients to co-create and enhance a superior business model, lean, simple and clear, in order to gain an even stronger competitive advantage.

It is vital to develop a business operating model based on the "wisdom of simplicity", since simplicity is the fundamental ingredient of "consciousness-action", that is, the intelligent and conscious execution of top management vision and plans.

Operativity Binomial

Greater simplicity = Greater and better sphere of action

Lesser simplicity = Lesser and worse sphere of action

*A business and operational model must be developed
based on the "wisdom of simplicity"*

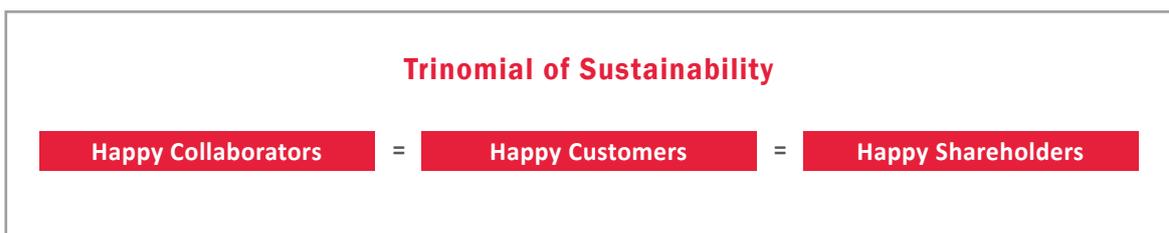
SUSTAINABILITY

We help leading corporations in the region implement conscious capitalism at the highest level. In Warren Buffett's advice to his CEOs: "take care of the team, take care of your customer, profits will follow for shareholders". We help our leading clients implement this wisdom and gain higher profitability and sustainability.



A simple analogy to understand the sustainability of a business is the structure of a tree: root, trunk and fruits. The root represents human capital, the trunk represents the servicing of customers, and the fruit represents the management of the competitive advantage: generation of income, net income and cash.

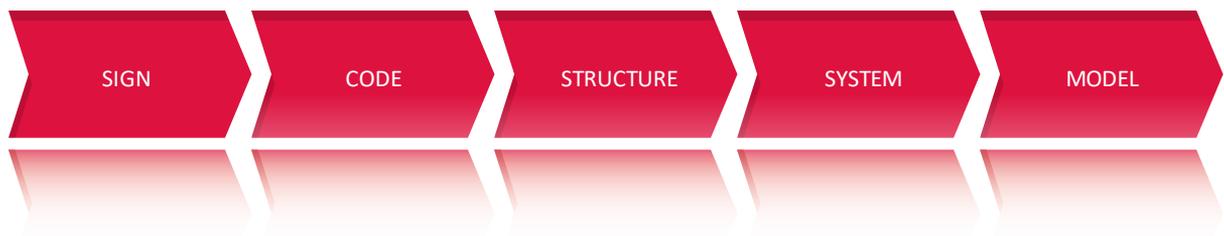
In this context, it is vital to develop a clear "management model" oriented to monitor and manage the satisfaction of all stakeholders: people, customers and business.



CONSCIOUS CONSULTING

METHODOLOGY

At SUPERA World® we help our clients enhance a world class competitive culture. We start with the model and go all the way to the sign. All world class cultures has the following building blocks: it starts with a model, then a system, a structure, codes and finally signs.

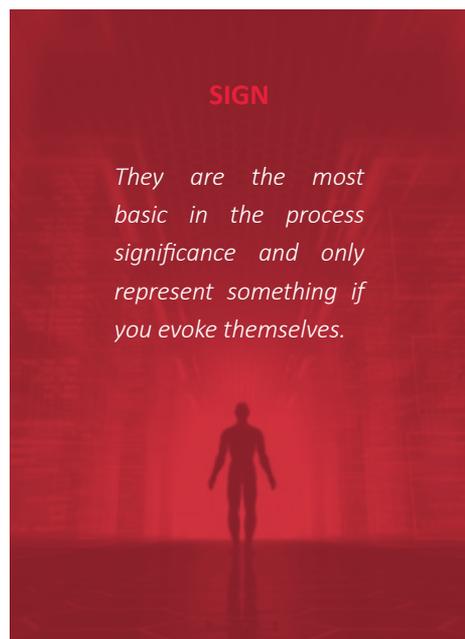


SIGN

It is the smallest significant unit within the same coding system, previously coded. Companies have different signs / symbolisms of significance that are part of their corporate culture.

SIGN

They are the most basic in the process significance and only represent something if you evoke themselves.





CODE

They are a "repertoire of signs" with higher degree of significance than, "Assembled" with each other, give rise.

CODE

It is a repertoire of assembled signs that integrate a context of greater significance.

All human knowledge is encoded. To understand something is to understand the code. If we don't know the code for something, we are at the mercy of that something causing a detrimental effect. For example: Do you understand the code of your thoughts? Do you understand the code of your emotions? Do you understand the structure of your thoughts and emotions, that is, how they are related?

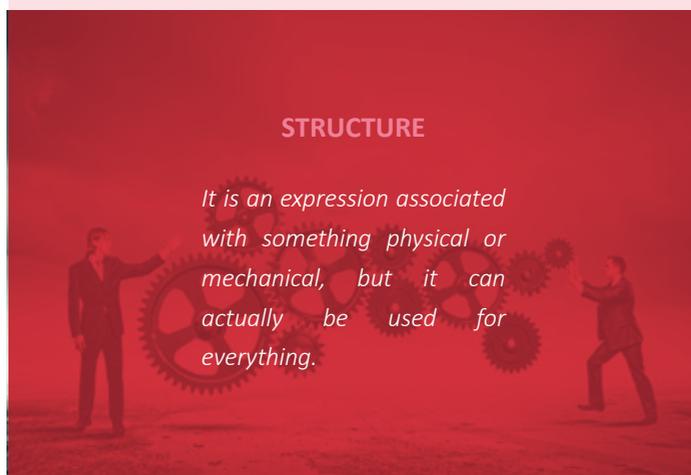
Companies have different knowledge codes: cultural codes, operational codes, risk codes, economic and financial codes, among others.

It is vital that all critical codes can be shared by all the organization: human productivity codes, client satisfaction codes, business profitability codes.

STRUCTURE

It is a notion that relates various codes. It relates codes with each other and each of them with the whole, allowing the understanding of each of the parts, and their interaction with the great whole. Here we do not refer to the organizational structure, we refer to the way of "structurally relating knowledge".

Companies have different structures: salary structures, internal communication structures, external communication structures, decision-making structures, among others.



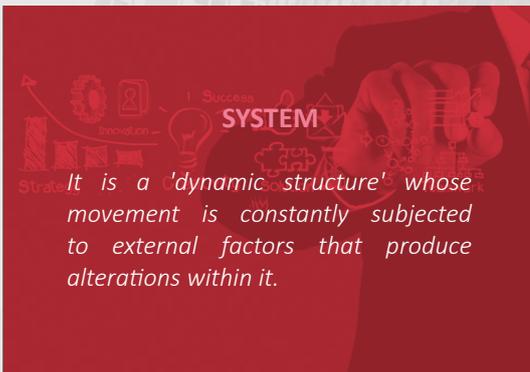
STRUCTURE

It is an expression associated with something physical or mechanical, but it can actually be used for everything.

SYSTEM

It is the flow of information that runs through a structure, which organizes, filters and links that information, determining its nature and configuring it as a dynamic and coherent whole. A functional information system allows you to make the right decision, at the right moment, in the right direction and with the right intensity.

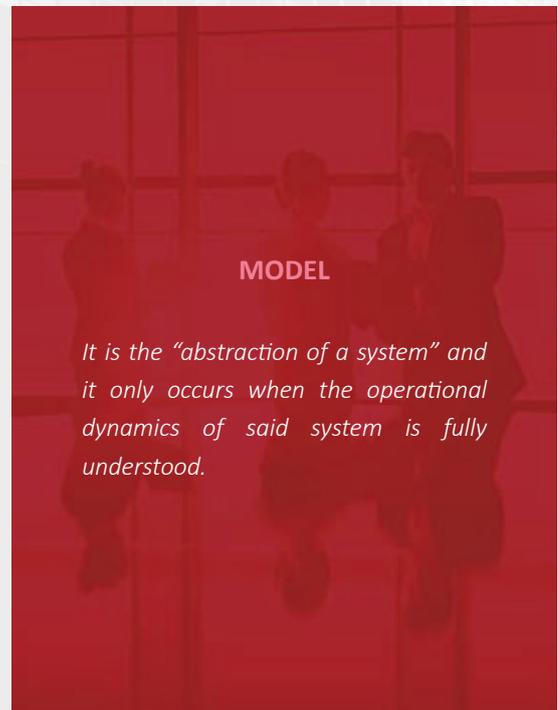
In corporations we have different information systems: commercial, operational, economic, financial, etc. They need to incorporate, in addition to the material, the sense of purpose and social legacy to the community.



MODEL

It is the practical abstraction of an operant system. The transformation of any business is only possible if the consciousness of the top business Leaders is transformed. "Consciousness" is the sovereign and "energy is the servant", from which the business reality can be transformed.

Corporations have different models: business model, operating model, management model, leadership model, communication model. All of them must incorporate in addition to the material, the sense of purpose and the social legacy to the community.



CONSCIOUS CONSULTANT PROFILE

A SUPERA World® conscious consultant must embody the three fundamental values of our company: service, empathy and responsibility.

SERVICE

We **are** change agents of the business leaders consciousness

We **know** serving others is the true path to lifetime fulfillment

We **have** a world-class know-how to help and support visionary business leaders

EMPATHY

We **are** conscious that understanding business leaders needs and wants is our primary mandate

We **know** every business needs a tailor-made solution to exceed customer expectations

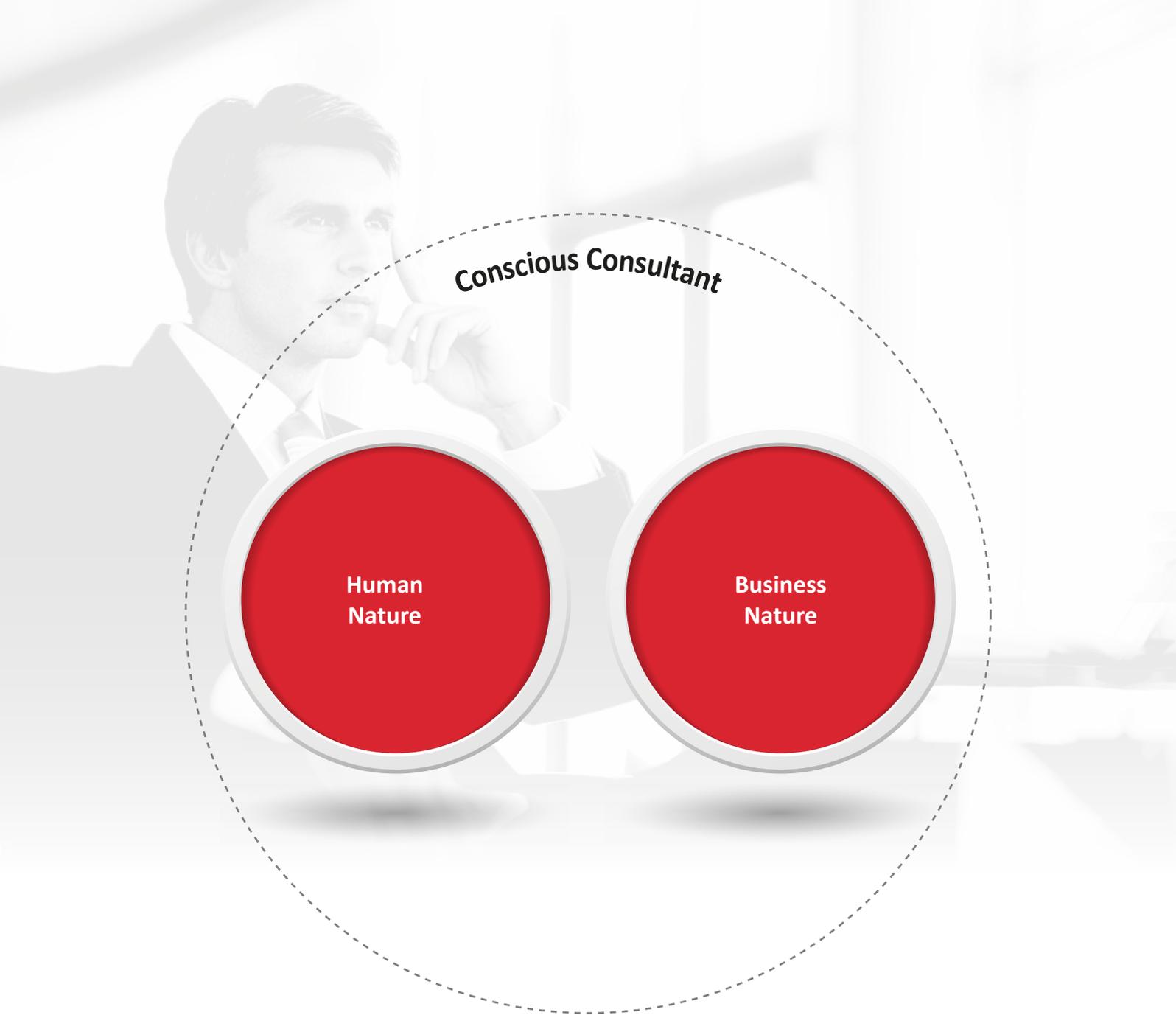
We **have** a unique human nature understanding to achieve quantum business sustainable results

RESPONSIBILITY

We **are** passionate thinkers and doers to execute and innovate strategic solutions

We **know** our reputation is more important than profits and will never put at risk under any circumstance

We **have** world-class standards in anything we do at all levels of our organization



Conscious Consultant

Human
Nature

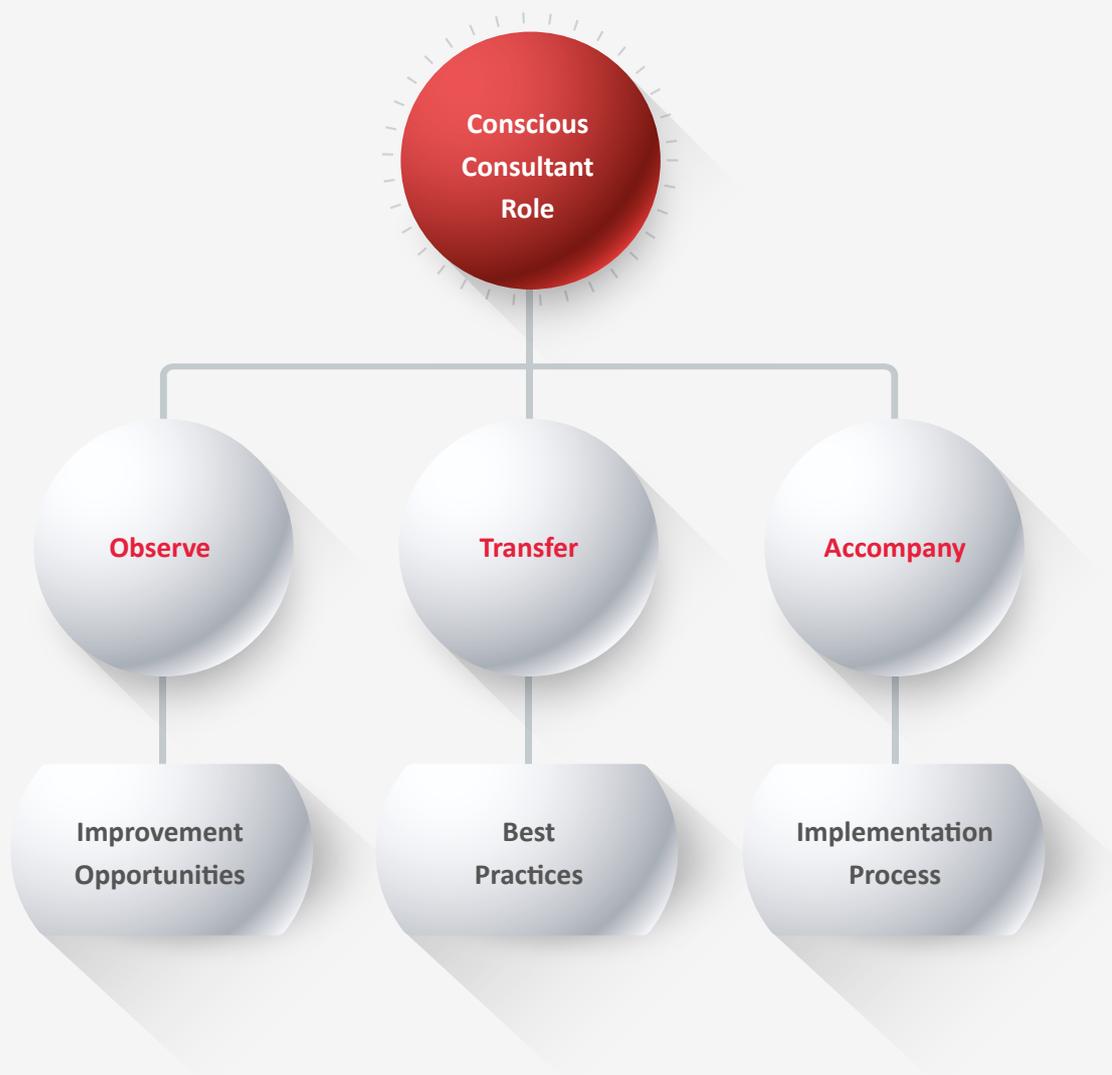
Business
Nature

Our conscious consultants are experts in the business code and human code, mixing these together can generate measurable quantum business results.

a) Human nature: Our consultants have a good command of the physiology and human psychology in order to understand self-concept, attitudes and behaviors. This is fundamental in order to create big changes in a big organization.

b) Business nature: Our consultant also have a good command of models, systems, structures, codes and signs in order to create real, measurable business results .

Our consultants create real and impressive business results by expanding the level of consciousness, by expanding the quality of life and by expanding the economic productivity.



The conscious consultant role is TRIUNE

CONSCIOUS CONSULTING SERVICES



I. Conscious Consulting in Existentiality:

1. Restore the sense of purpose to the company (soul).
2. Transform effort into enthusiasm and achieve higher levels of energy, enthusiasm and engagement beyond duty.
3. Redefine the three fundamental questions of existentiality: who we are? what do we want?, and how do we do it? A fundamental exercise where science and art combine to give life to the "existential map of the organization".



The result of this consulting process is a “revolving structure of complementarity” that will configure the central attitude of all the people who form part of the organization, where they merge:

Thoughts System: The vision our client wants to build for the long term.

Beliefs System: Our client's belief about the purpose of their business.

Values System: The values that define the way our client manifests the purpose of the business.



COMPLEMENTARY REVOLVING STRUCTURE

OUR BUSINESS PHILOSOPHY

Below, we share the SUPERA World® business philosophy, as an example of the final conscious consulting deliverable:

OUR MISSION

Who we are?

"To help top companies to develop consciousness of their leaders, improve the quality of life of their collaborators and increase their integral economic productivity in a sustainable way"

OUR VISION

What we want?

"To be the strategic partner of top companies that truly desire to maximize economic profitability, sense of purpose and legacy in the society"

VALUES

SERVICE

We **are** change agents of the business leaders consciousness

We **know** serving others is the true path to lifetime fulfillment

We **have** a world-class know-how to help and support visionary business leaders

EMPATHY

We **are** conscious that understanding business leaders needs and wants is our primary mandate

We **know** every business needs a tailor-made solution to exceed customer expectations

We **have** a unique human nature understanding to achieve quantic business sustainable results

RESPONSIBILITY

We **are** passionate thinkers and doers to execute and innovate strategic solutions

We **know** our reputation is more important than profits and will never put at risk under any circumstance

We **have** world-class standards in anything we do at all levels of our organization

An existential map is co-created following this simple three step process, in a period of 9 to 12 weeks according to the size of the organization.



II. Conscious Consulting in Operativity:

Our consulting service delivers the following:

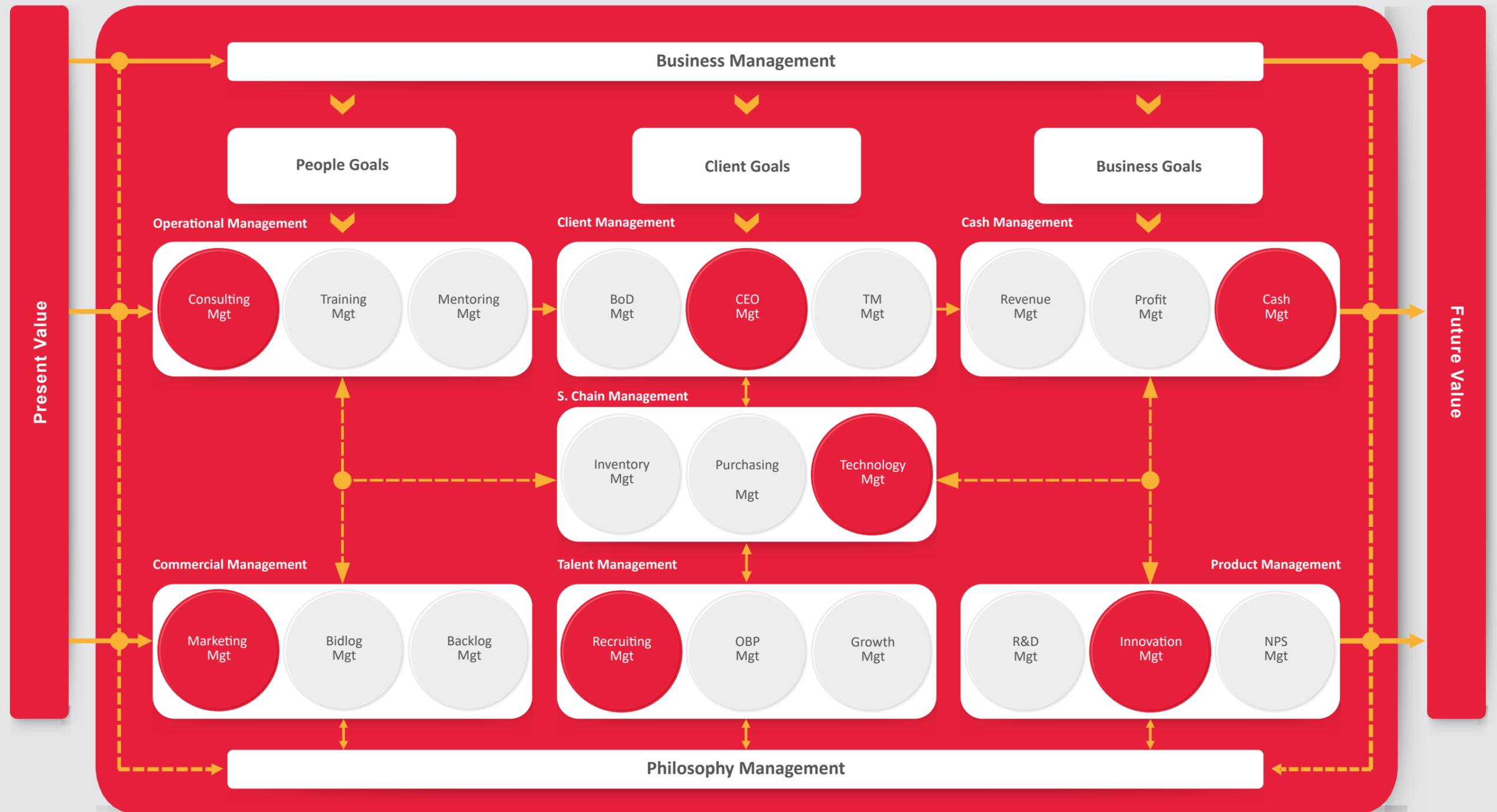
1. Optimize the business model: the business model must be put on one page, so all members of top management can fully understand it and allocate capital and execute accordingly.
2. Optimize the current management model: so every member of the organization can add value to it on a daily basis.
3. Replicate this clarification process in the 3 or 4 most important areas of the business.

The result is the optimized business model on one page and the management model on one page. This clarity unleashes productivity, alignment and motivation at all levels of the organization.

Below, we share the SUPERA World® business model and operating model, as examples of the consulting deliverables:



STRUCTURED OPERATIVITY MODEL



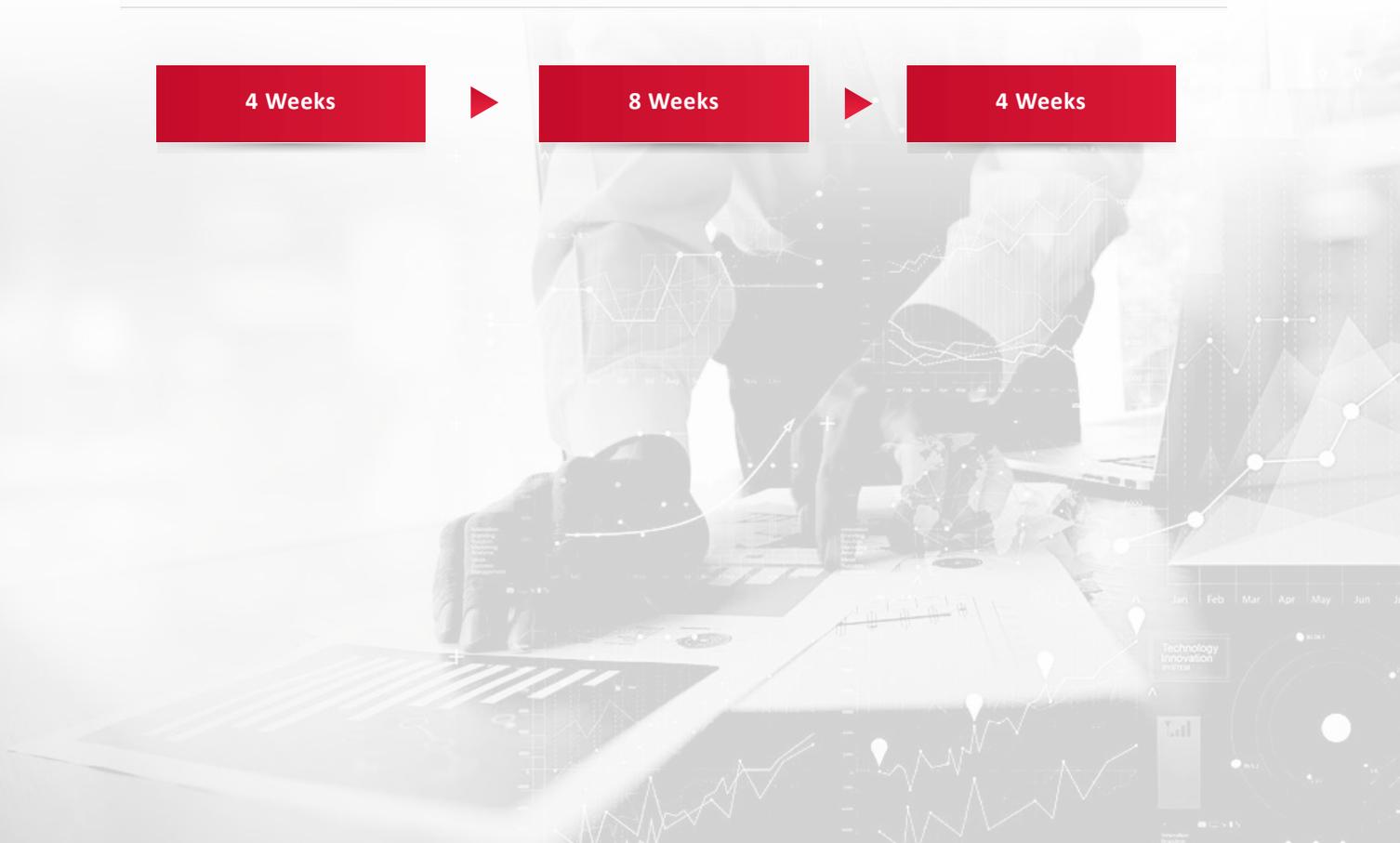
The development of each of the business or operating models is carried out through the following process structured in three stages in a period between 12-16 weeks of consulting in the field.



1.1 Simplicity Diagnosis <i>(Integral model)</i>	2.1 Creative Awareness <i>(Theoretical fundament)</i>	3.1 Message Definition <i>(Story to tell)</i>
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1.2 Integration Diagnosis <i>(Critical areas model)</i>	2.2 Creative Development <i>(Map pre-creation)</i>	3.2 Messengers Election <i>(Story tellers)</i>
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1.3 Clarity Diagnosis <i>(Factors, success, risks)</i>	2.3 Creative Refinement <i>(Final map creation)</i>	3.3 Methodology Deployment <i>(Story roll out)</i>
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III. Conscious Consulting in Sustainability:

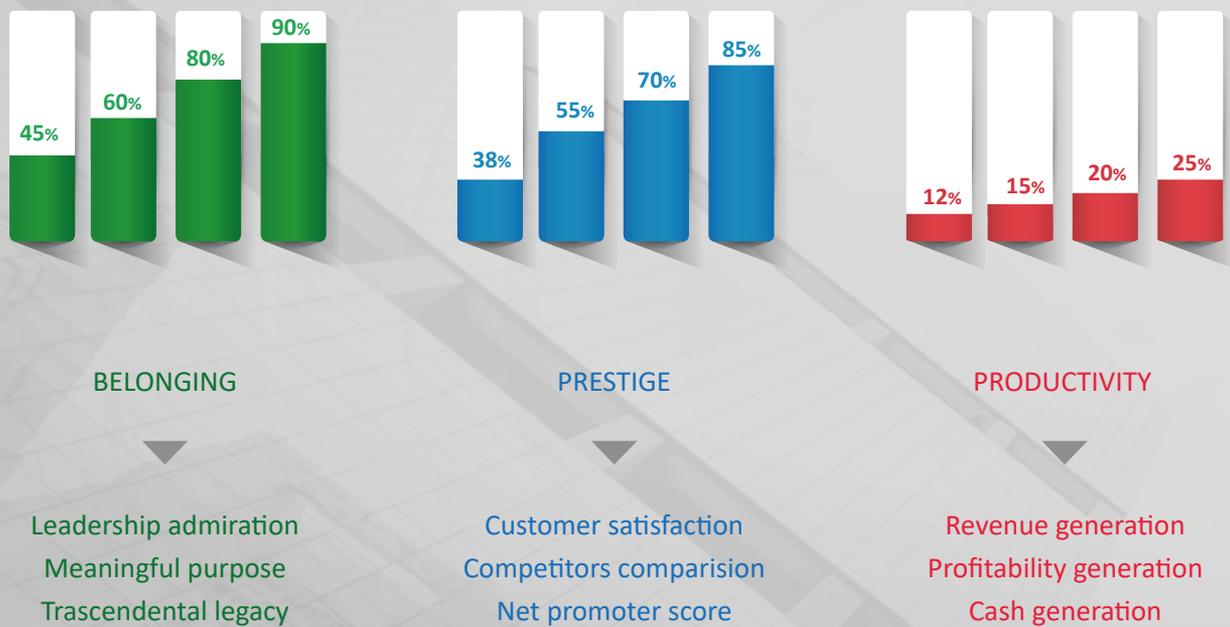
This pragmatic service provides the following:

1. Initial situation diagnosis: we measure:
 - a. Consciousness index.
 - b. Quality of life index.
 - c. Economic productivity index.
2. We enhance the management model by improving employee engagement, customer delight and shareholder returns.
3. We improve the current Incentive system and information system in order to sustain and enhance the competitive advantage of the business.

A man with a beard, wearing a dark suit and tie, is shown in profile from the chest up. He is looking out over a city skyline, with his hand resting on a white railing. The background is a blurred cityscape with various buildings. The right side of the image is overlaid with a solid red color.

The great deliverable is the implementation of a model and a system conscious comprehensive management

SUSTAINABILITY MANAGEMENT MODEL



The process consists of the implementation of 4 key permanent indicators.

VoP : Voice of the people: Employee engagement.

VoC : Voice of the customer: Client delight. Both internal and external.

VoB : Voice of the business: Shareholder returns.

VoM : Voice of the market: Results contextualization.

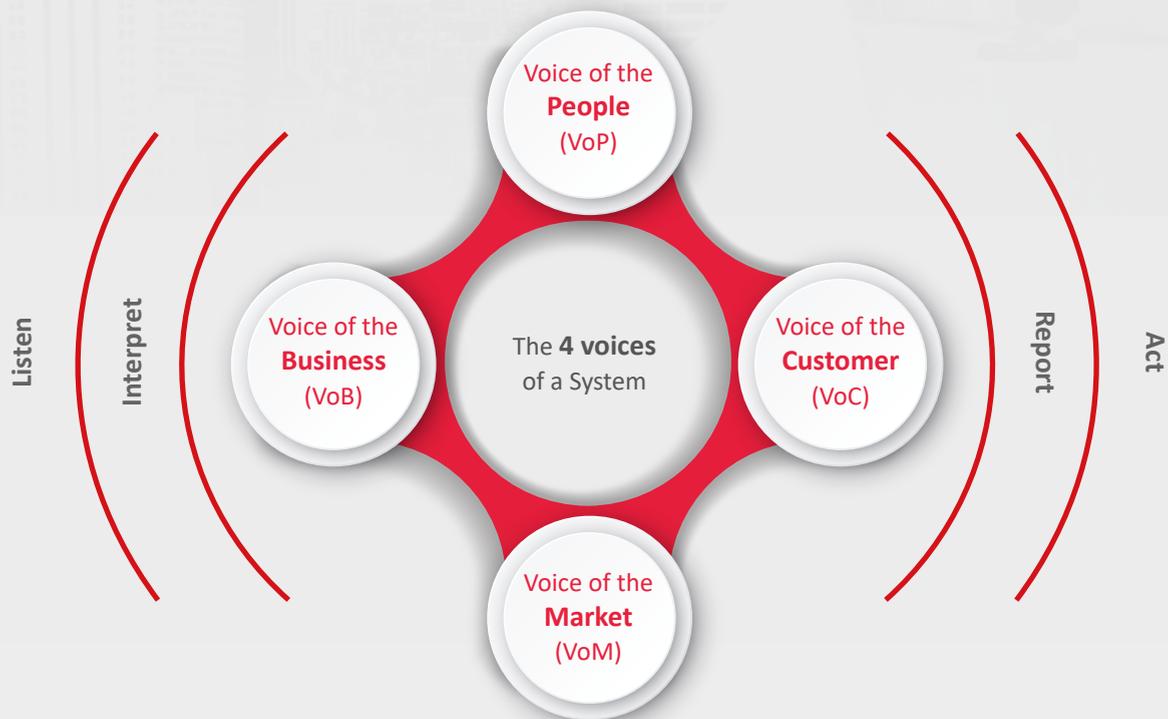
Listen

Interpret

Report

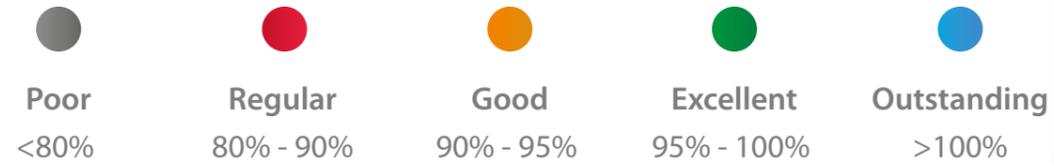
Act

SUSTAINABILITY MANAGEMENT SYSTEM



The process creates a sustainability scoreboard for the organization: collaborators, clients, business (shareholders).

SUSTAINABILITY SCOREBOARD



Field	Critical Drivers	Status	Goals	Results	Diff	Min	AVG	Max
Business	Net Income (US\$ Millions)	●	6.0	6.5	+ 8%	1.5	1.9	2.2
	Gross Margin (%)	●	40%	38%	- 2%	33%	35%	41%
	Net Profit (%)	●	15%	14%	- 1%	10%	1%	22%
Customer	Recommendation Level	●	85%	79%	- 6%	69%	82%	87%
	Satisfaction Level	●	85%	79%	- 6%	78%	80%	88%
	Comparison Level	●	30%	5%	- 25%	5%	10%	20%
Collaborator	Economic Salary	●	80%	75%	- 5%	72%	73%	82%
	Emotional Salary	●	80%	85%	+ 5%	76%	78%	83%
	Spiritual Salary	●	80%	79%	- 1%	78%	79%	81%

Your integral management model can be implemented in a period of approximately 6-9 months according to the size of the company.



QUESTIONS & ANSWERS



P. What sets SUPERA World's conscious consulting apart from all others?

- R.**
- Deliver real life results for shareholders, clients and collaborators.
 - Integral consulting model based on existentiality, operativity and sustainability.
 - SUPERA WORLD's "thinkers" and "doers" mindset.

P. In order to implement conscious consulting services, do I have to follow a specific order?

R. We recommend following order of: existentiality, operativity and sustainability.

P. Do conscious consulting services require senior management involvement?

R. We only execute our conscious consulting service if the senior management (business owner, board of directors, or CEO) is 100% involved.

QUESTIONS & ANSWERS



P. Who delivers our conscious consulting services?

R. At SUPERA World® we only consider a team of seasoned international experts with deep knowledge of business codes and human nature codes.

P. What if the business owner doesn't believe in developing consciousness for business success?

R. We work with the CEO to produce real life business results that will create benefits for the business owner, as long as the CEO has enough empowerment.

P. What a business leader must have in order to create real change and business results?

R. a) The leader must be a believer: he must believe in the power of human capital and particularly in the power of enhancing consciousness.

b) The leader must be determined: he must challenge the "status quo" and intelligently overcome any internal resistance to change.

c) The leader must be empowered: he must be able to make important and transcendental decisions.



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