



PURPOSE

of Consciousness

Expansion

LEGACY

Quality of Life

Expansion

PROFITABILITY

Economic Productivity

Expansion

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# NEW PARADIGM

Now we live under a new paradigm. Traditionally, businesses focused on strengthening their competitive advantage in order to improve sales, market share and sustainability.

Warren Buffet classifies all businesses under just two types: those with a clear competitive advantage and those without. He advises all CEOs to focus on strengthening their competitive advantage in order to sustain profitability over the long term.

The new paradigm is about strengthening the competitive advantage by going deeper into the root cause of it: human capital, and even deeper, consciousness at the center of human capital.

Tim Cook, CEO of Apple says that the key of Apple is its culture, where expectations are so high from everyone that everyone is transformed inside Apple and deliver way beyond what they thought possible before. Apple is about pushing humanity further, thus, about evolution and consciousness.

People and consciousness inside people are the root cause of all value, because only with awareness, attention, understanding development can arise desire and creativity to add more value to improve quality of life and economical productivity.

The new paradigm is for the CEO to put people and consciousness at the center of the business in order to truly and sustainably develop a durable competitive advantage.

NEW  
PARADIGM

The best CEOs operate aiming at profit, purpose and legacy as the end results of their life work. Thinking about collaborators, community and company helps create sustainable results, profit and a wonderful long-term relationship with society.

Competitive Advantage

OLD PARADIGM



*"The source of value is business"*

Focus  
(Company)

TRANSITION



*"The source of value is people"*


Focus  
(Collaborator - Company)

NEW PARADIGM



*"The source of value is consciousness"*

Focus  
(Collaborator - Community - Company)



Let us define what we understand as consciousness and consciousness development. In simple terms, consciousness is about: self-knowledge, self-critical ability, and developing essential knowledge codes.

1. Developing self knowledge is the fundamental element in order to improve the quality of life and enhance economic productivity at all levels: individual, team and business. That is why Warren Buffet says: “the best investment is the investment in yourself”.

2. Developing self critical abilities is fundamental in order to deal with business reality and with people: your team, your customers, your shareholders. Reality changes constantly creating friction points. Only a CEO with self critical abilities can adapt, change, resolve. You must be conscious, and even more so, you must be conscious that you are conscious.

3. Developing essential knowledge codes about humans and about businesses. Developing a deep and clear understanding of human codes (genetic potential and cultural conditionings) and business codes (revenue, net profit, operating cash flow, etc). Deep understanding comes from understanding hidden codes.

We will help you thrive under this new paradigm. Your business will be even more profitable and sustainable. Your business will serve society even more. Society will love your business even more. People will be at the heart of your business, and consciousness at the heart of people.

We love to serve world class CEOs and boards that aim at higher profitability, a higher purpose and a better legacy.

# PROVEN RESULTS

Serving world class CEOs, we have helped them create proven results under 6 areas: financial, legal, commercial, operational, cultural and reputational, results explicitly confirmed by our clients.



The following results may change under each client. They can change according to industry and market maturity. They all are interconnected and are the natural results from: developing consciousness of leaders, improving the quality of life of the team, and, enhancing economic productivity of the business.

PROVEN RESULTS

Financial: Sustainable Profitability

- 1 9% reduction in operational costs in Tier 1 mining companies. This is due to a better understanding of the business model by all team members and to the development of the “owner mindset”. Everyone is focus on creating more with less.
- 2 4% reduction in operational expenses (OPEX) in retail companies. This is due to the economic productivity enhancement at the individual level and team level in front, middle and back offices.
- 3 12% and 19% improvement in profitability and operating cash flow respectively in mining services companies. This is due to a new culture focused on customer satisfaction, value creation, revenue generation, cost consciousness and cash flow management, at all levels.

Operational: Operational Excellence

- 1 14% improvement in critical equipment availability in Tier 1 mining businesses. This is due to the strengthening of the maintenance and operation management model awareness.
- 2 11% improvement in operational equipment efficiency (OEE) in Tier 1 mining businesses. This is due to better awareness and management of the critical KPIs at all operational levels of the organization.
- 3 18% improvement in operational productivity (US\$/hour) in Tier 1 mining businesses. We help all team members understand the business model, business success factors and business risks.

Legal: Labor Contingencies

- 1 28% reduction in labor union strikes in Tier 1 mining companies. A new culture of listening, understanding, problem solving, and value creation prevents strikes a mile away.
- 2 23% reduction in labor lawsuits. This is due to better management consciousness in operations and human resources; and most importantly, better consciousness among team members. People will learn to progress by performing, saving and investing, not by striking nor by initiating labor lawsuits.
- 3 29% reduction in fraud in consumer banking companies. By raising the level of consciousness, all team members will learn to progress by performing, saving, doing right, not by fraud, big or small. The virtuous cycle must start at the top with the board and CEO.

Cultural: Team Satisfaction

- 1 19% improvement in employee job performance. We help to improve high performance by enhancing recruiting, talent allocation, on boarding program, training, etc. processes.
- 2 24% improvement in overall employee satisfaction in services companies, because we measure how teams feels economically, emotionally and spiritually, and help improve accordingly.
- 3 29% improvement in talent retention in retail companies. This is due to the development of better leadership, and a culture centered on an inspiring higher purpose and legacy.

Commercial: Commercial Excellence

- 1 24% improvement in bid.log generation in mining services companies, due to attitude enhancement in the commercial team and the use of world-class tools.
- 2 32% sales improvement in services companies due to the optimization of the commercial process and the monitoring of the KPIs under each sales stage.
- 3 22% improvement in operational back.log generation in mining services companies, due to the operational planning enhancement.

Reputational: Customer Satisfaction

- 1 23% improvement in customer satisfaction levels (both internal and external clients, customers, communities) in Tier 1 mining companies. This is a direct consequence of more consciousness on customer satisfaction focus across all the organization.
- 2 15% improvement in client’s reputation in services companies. We help teams take the relationship from transactional to relational. Not a forced change, but a natural one due to a higher level of consciousness.
- 3 27% improvement in NPS (Net Promoter Score) levels in banking and insurance companies. Since great customer service is based on a higher consciousness level, we help teams create more raving fans and promoters.





# SATISFIED CUSTOMERS



SUPERA World® founded in 2002, has had the honor and privilege of serving more than 100 corporations in more than 10 countries in the region:

"We are long-term trusted partners: expanding together purpose, legacy and profitability in a sustainable way, through consciousness expansion"



## OUR SATISFIED CLIENTS

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### MINING



### BANKING AND INSURANCE



### FOOD AND DRINKS



### PHARMA & RETAIL



### OTHERS





For almost two decades of uninterrupted operations, direct users of our services: Business owners, CEOs, board members, top managers, area managers, supervisors, collaborators, relatives, clients, communities, etc. have awarded us with the highest levels of customer satisfaction and recommendations that exceed any industry benchmark.



PERU | CHILE | ECUADOR | COLOMBIA | PANAMA | SURINAM

VENEZUELA | DOMINICAN REPUBLIC | MEXICO | E.E.U.U

## OUR SATISFIED CUSTOMERS

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98%



### CUSTOMER SATISFACTION

Clients are completely satisfied with our services.

100%



### COMPARISON WITH COMPETITORS

Clients consider that our proposal has considerable value way above and beyond price. Just not comparable.

95%



### RECOMMENDATION OF SERVICES

Clients highly recommend services from SUPERA to colleagues and friends.

**Taking care of human capital**  
"Happy employees, happy customers and happy shareholders"

# MAIN SERVICES

SUPERA World® implements 4 categories of services: Conscious consulting, conscious training, conscious mentoring and conscious transformation.



## SUPERA Conscious Consulting (SCC)

Business Philosophy  
Conscious Consulting

Business Model  
Conscious Consulting

Business Management  
Conscious Consulting



## SUPERA Conscious Training (SCT)

Top Management  
Conscious Training

Middle Management  
Conscious Training

Workforce  
Conscious Training



## SUPERA Conscious Mentoring (SCM)

CEO/Board/Business Owner  
Conscious Mentoring

Top Management  
Conscious Mentoring

Hi-Potential  
Conscious Mentoring

## SUPERA Conscious Cultural Transformation (SCCT)



# CLIENT TESTIMONIALS

Client testimonials truly inspire us to continue improving and doing our best.



## **RICHMOND FENN**

Barrick Pueblo Viejo - Dominican Republic  
Past General Manager

*"Just one day without strikes pays for one year of SUPERA investment"*

SUPERA Conscious Cultural Transformation



## **RENÉ EMILIO JAIME FÁRACH**

Grupo Salinas Peru: Banco Azteca, Elektra-Italika  
Country Manager

*"With SUPERA help any CEO could expect at least 30% improvement in top and bottom lines"*

SUPERA Conscious Cultural Transformation



## **JORGE MEDINA MÉNDEZ**

Board Member | Angel Investor  
Retired CEO of EY

*"If you are a CEO, Board member, C-Suite member or a key manager looking for strengthening your competitive advantage, then SUPERA is the right advisor for you."*

SUPERA Conscious Cultural Transformation



## **KELLY MORGAN**

Scotiabank - Canada  
M&A Vicepresident

*"From my personal stand point i have never experienced something like SUPERA"*

SUPERA Conscious Training



## **LUIS SANTANA PEREYRA**

Minera Andina del Sol Veladero - Argentina  
General Manager

*"The results of the year have a lot to do with the opportunity to meet SUPERA"*

SUPERA Conscious Training



## **JUANA BARCELÓ**

Barrick Pueblo Viejo - Dominican Republic  
President

*"The cultural transformation project based on consciousness development is the one of most important projects in Barrick Pueblo Viejo"*

SUPERA Conscious Cultural Transformation



## **GUSTAVO MARTINEZ**

Coga - Gas Operator Peru  
CEO

*"The conscious mentoring experience has been one of the most rewarding experiences of my life"*

SUPERA Conscious Mentoring for CEOs



## **STEVE PETROVICH**

AKD International Perú-Chile-Panamá-Dominican Republic-Surinam  
Business Owner & CEO

*"I can say many things but the truth from my heart is that since i meet SUPERA, I became a better person"*

SUPERA Conscious Mentoring for Business Owners

# VALUE PROPOSAL

Our value proposition is focused on a new business paradigm, where collaborators, community and company work together in order to create long term value. We help the CEO improve profitability, purpose and legacy. We help the CEO and the board to increase awareness among the leaders of the organization to understand and assimilate that each decision has consequences not only at the individual level, but also in the community-society-humanity levels.

**"SUPERA is the strategic partner of leading companies that not only want to maximize their economic profitability, but also their sense of purpose and their legacy in society through the development of consciousness"**

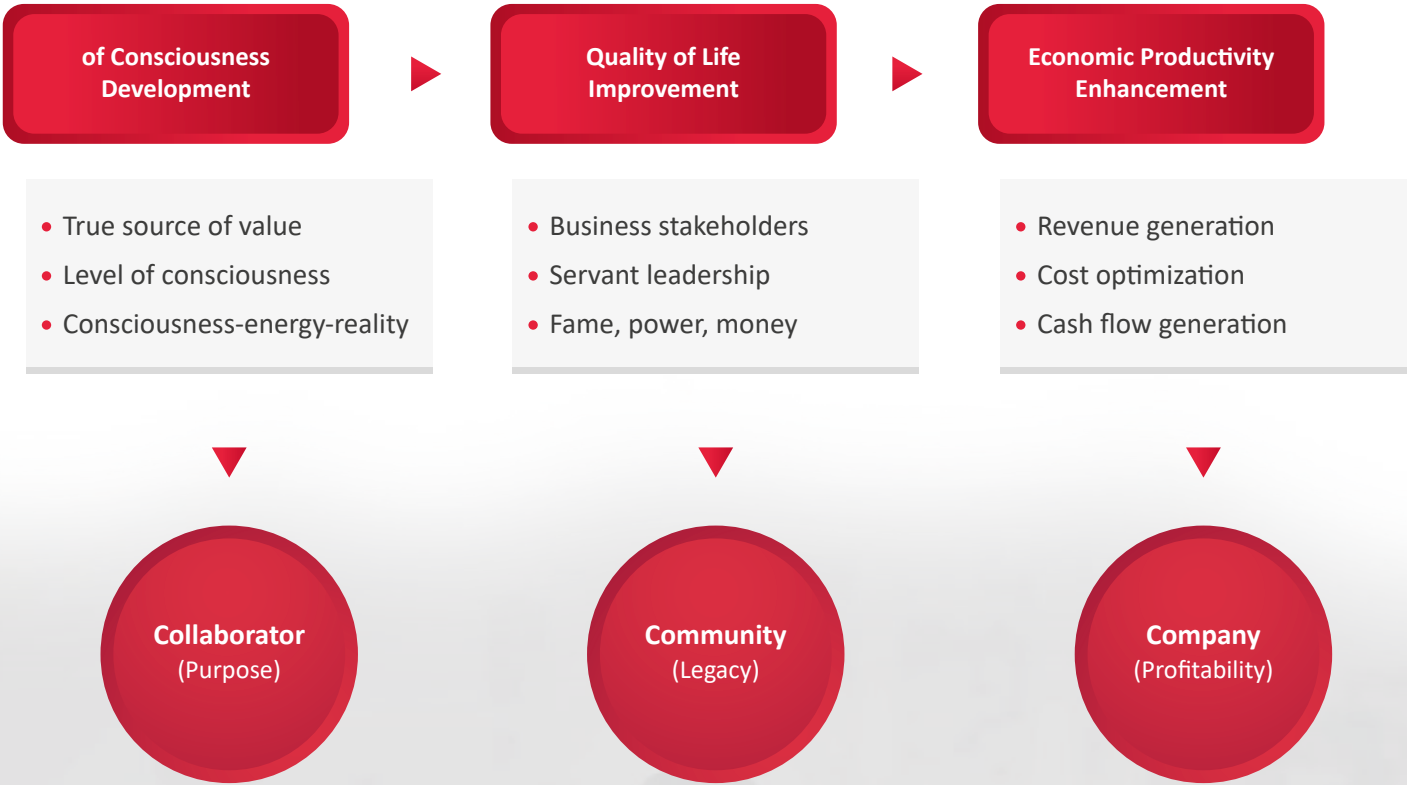


*"Our purpose is to help the business world's consciousness expansion"*

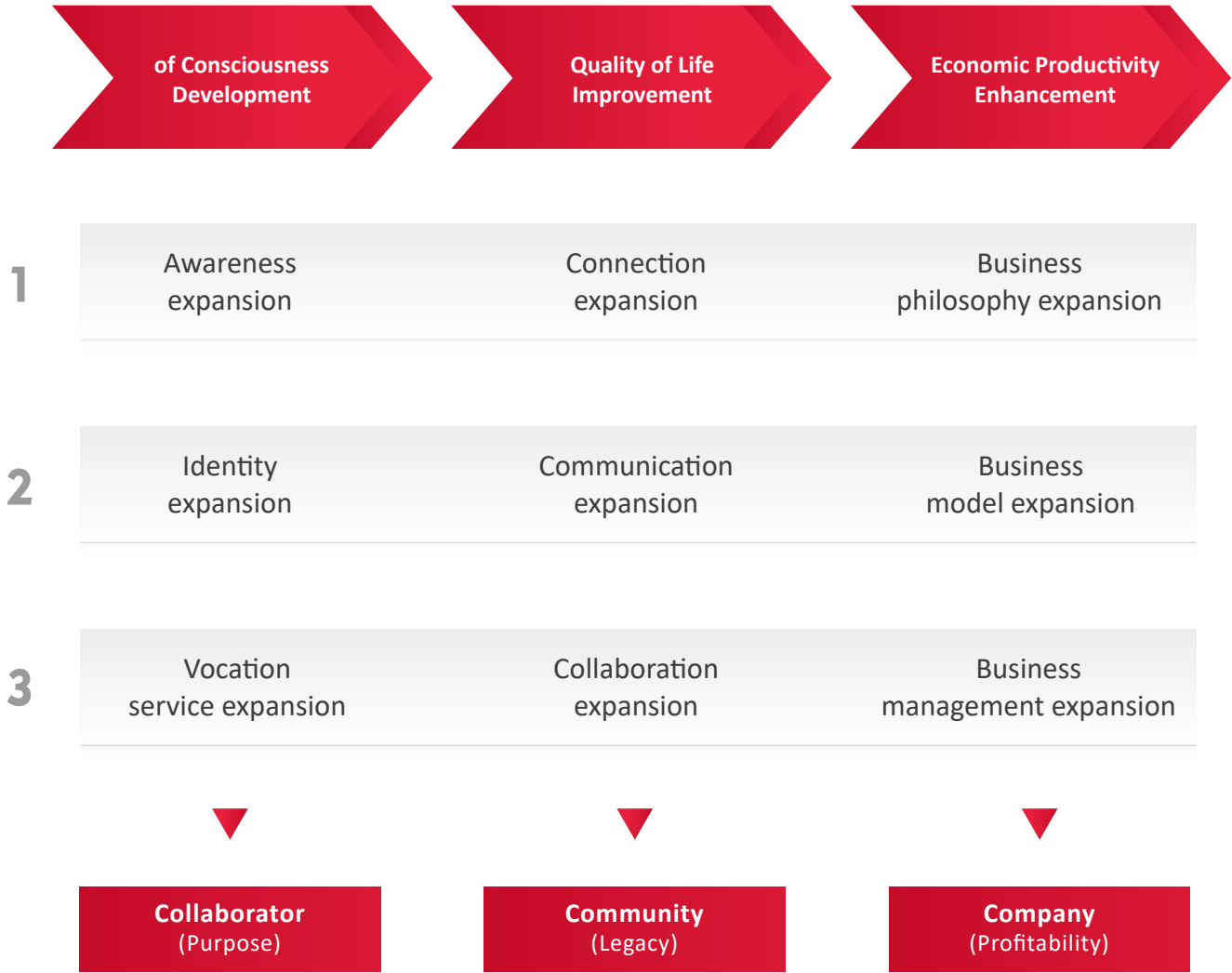


# VALUE PROPOSAL

In this sense, our value proposition focuses on the achievement of three fundamental objectives: Development of the consciousness, improvement of the quality of life, and as a consequence, the increase in economic productivity, generating the favorable conditions to achieve the strategic objectives of a more conscious capitalism.



Therefore, our value proposition in its deepest essence is focused on expanding the level of consciousness of leaders, middle managers and collaborators to live with higher purpose, leaving a transcendental legacy that benefits the community-society-humanity, and as a consequence achieve sustainable profitability.



## LEVEL OF CONSCIOUSNESS DEVELOPMENT

1. The New Paradigm demands that top management understand that the true source of value creation is the level of consciousness of their leaders. These leaders, with their decisions, actions and example create a culture that enhances profitability, purpose and legacy.

2. The New Paradigm demands that top management understand that world class customer service (internal or external customer) is a state of consciousness. This is achieved when leaders transcend ego and work united for the greater good. A highly conscientious leader knows that the path to maximum personal fulfillment is through service.

3. The New Paradigm demands that top management understand the relationship between consciousness, energy and reality; because where consciousness goes, energy flows and reality gets transformed. Those leaders, who serve more and better the community, society and humanity will receive the rewards of profitability

## QUALITY OF LIFE IMPROVEMENT

1. The New Paradigm demands that top management understand that the quality of life depends on the quality of conscious relationships. Consequently, developing functional win-win relationships with all your stakeholders, based on integrity, is the key to sustainable business success.

2. The New Paradigm demands that top management understand that the quality of life is only improved if the people who manage and run the business develop their consciousness. Recruiting and promoting low-consciousness individuals to leadership positions is the formula for failure and disgrace.

3. The New Paradigm demands that top management understand that people's quality of life is not improved by giving them more power, fame or money. Reality shows that a person with a low level of consciousness with more fame, power or money destroys value for the collaborator, the community and the company.

## ECONOMIC PRODUCTIVITY ENHANCEMENT

1. The New Paradigm demands that top management understand that only by developing the consciousness and by improving the quality of life, the economic productivity can increase in a sustainable way.

2. The New Paradigm demands that top management understand that economic productivity can grow when the organization evolves towards an Integral productivity management model: collaborator-community-company.

3. The New Paradigm demands that top management understand that economic productivity translates into more sales, lower costs, higher profitability and cash flow, as a natural consequence of the development of the consciousness of its leaders, middle managers and collaborators to serve better all stakeholders.

# CONSCIOUS TRANSFORMATION PROCESS

Finally, our value proposal: consulting, training and conscious mentoring, generates results from the very beginning. According with the following cultural transformation process:



SERVICES	CULTURAL EXPANSION	CULTURAL TRANSFORMATION	CULTURAL SUSTAINABILITY
Conscious Consulting Existentiality Operativity Sustainability	Corporate Purpose Re-Design. Business Model Integration. Business Management Assessment.	BU Purpose Re-Design. BU Business Models Structuring. BU Business Management Implementation.	Conscious Consulting Certification. Conscious Consulting Audit. Conscious Consulting Best Practices.
Conscious Training Human Training Business Training Market Training	Basic Training for Leaders. Intermediate Training for Leaders. Advance Training for Leaders.	Basic Training for Workforce. Customized Training for Stakeholders. On Boarding Program.	Conscious Training Certification. Conscious Training Audit. Conscious Consulting Best Practices.
Conscious Mentoring Executive Management High potentials	Accompaniment for Board. Accompaniment for CEO. Accompaniment for Management.	Accompaniment for CEO. Accompaniment for Management. Accompaniment for High Potentials.	Conscious Mentoring Certification. Conscious Mentoring Audit. Conscious Mentoring Best Practices.

“A World-Class Strategic Consulting, Training & Mentoring Solution”



# Why our value proposal is unique?

1.

Our strategic goals: Expansion of consciousness, expansion of quality of life, and expansion of economic productivity.

2.

Our proven and measured results: Net income increase, free cash flow increase on top of a higher impact on society (purpose and legacy).

3.

Our value proposition designed to develop internal capabilities allowing companies to sustain its tangible results in the long term, beyond our participation.

4.

Our net promoter score (nps) consistently above 90%.

5.

Our team of experts with more than 19 years of experience, trained at harvard business school and other world class centers.

6.

Our 19 years of real life experience developing successful cultural transformation programs based on the development of the individual's consciousness, customer awareness and business awareness.



7.

Our international experience in more than 10 countries, a extensive of knowledge and multicultural experience critical for success.

8.

Our 19 years of experience in very large companies and complex cultures, such as large mining projects and massive consumer banks.

9.

Our structured conscious process that creates real value from day one and generates real impact as well as cultural, operational and economic results for our clients.

10.

Our unique 360 vision of the business: As inverstors and as managers. This allows us to generate real impact throughout the organizational pyramid: Strategic, tactical and operational.

11.

Our conscious consulting, training and mentoring methodology that allows us to accelerate results and shorten significantly the learning curve of the participants.

12.

Our conscious technology to manage different sizes of groups off/on-line, facilitating the alignment and assimilation of business philosophy, business model, strategy, objectives and initiatives.

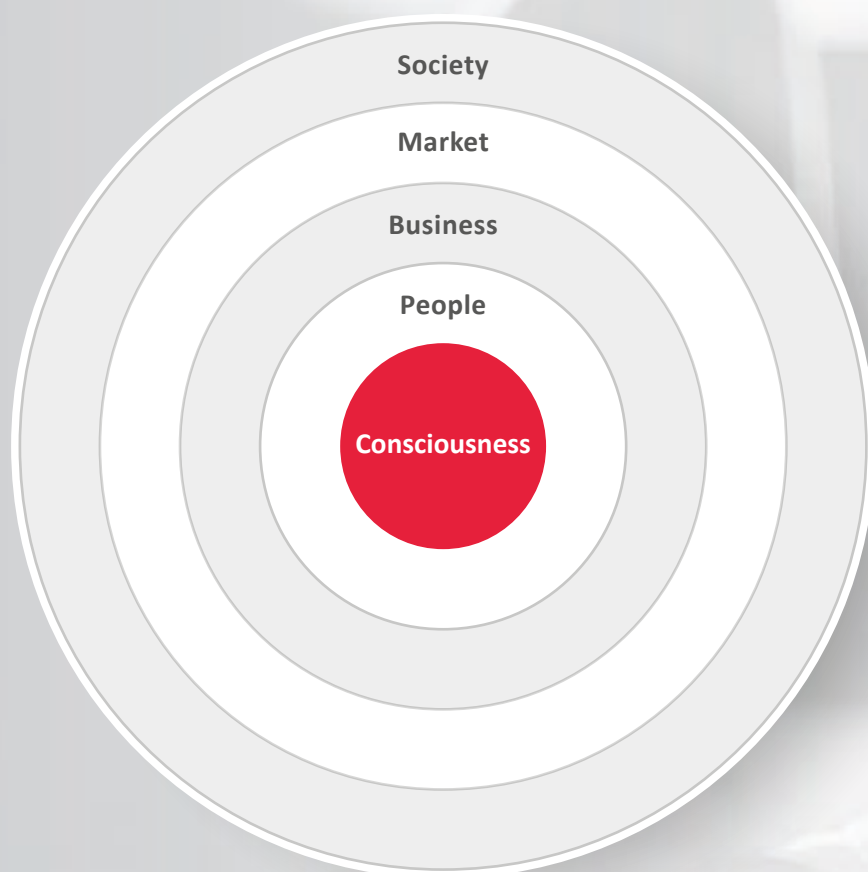


# EXTENSIVE KNOW-HOW

## CONSCIOUS PARADIGM

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SUPERA World® promotes a new paradigm with consciousness at the center of the individual, and the individual at the center of business. and business to serve the market and society. The true source of value creation is human consciousness.







## CONSCIOUS TRUTHS

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This new paradigm leads to the following three (3) truths:

“No one can **GIVE** what they **DO NOT HAVE**”

“No one can **SHARE** what they **ARE NOT**”

“No one can **COMMUNICATE** what they **DO NOT KNOW**”

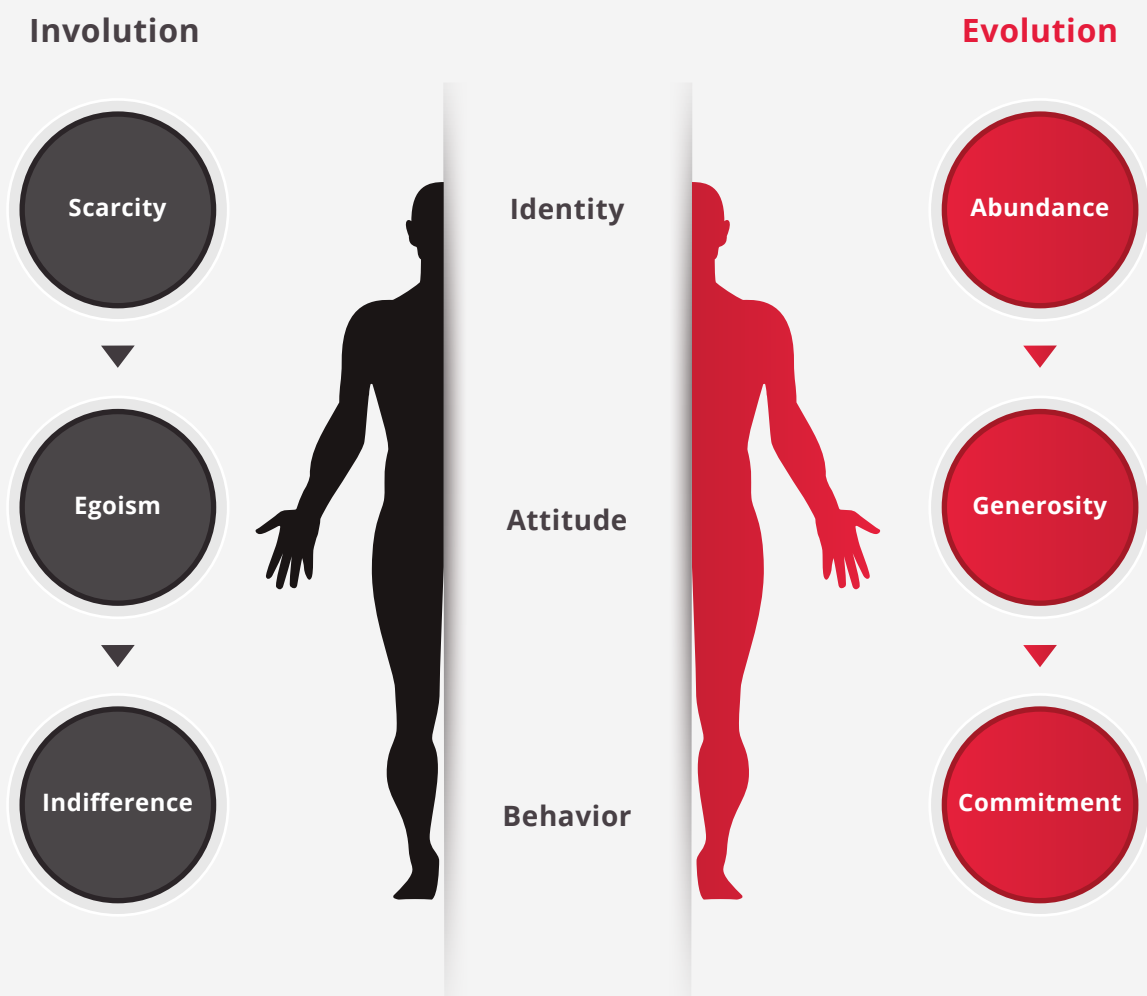
This means that any program, project or strategic initiative, which does not have Consciousness as the central cornerstone of transformation will not produce sustainable quantum results.

Companies that apply only the traditional psychology of “punishment and reward” will miss out on big productivity improvements. Conditioning, in the long run sleeps the consciousness, weakens the quality of life and deteriorates the economic productivity of people, teams and companies.

## CONSCIOUS CHALLENGE

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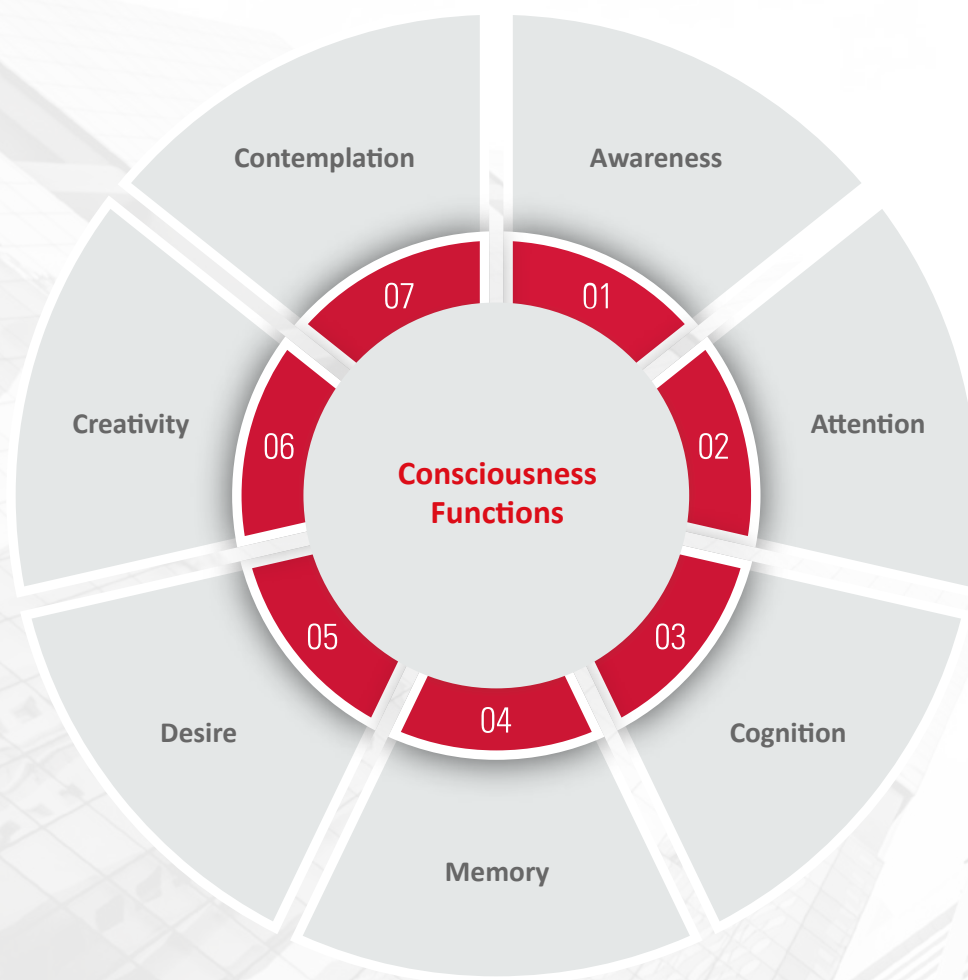
In this context, the value proposition of SUPERA World® is to develop consciousness, moving people from the realm of "scarcity" to the realm of "abundance", from the realm of "selfishness" to the realm of "generosity", and from the realm of "indifference" towards the field of "commitment".



Based on our experience of over 19 years, only 2 out of 10 people (20%) have a self-concept of abundance (generosity and commitment in action), while 8 out of 10 (80%) have a self-concept of scarcity (egotism and indifference in action), resulting in dysfunctional behaviors, which destroy value at all organizational levels: strategic, tactical and operational.

## CONSCIOUS METHODOLOGY

SUPERA World® offers a singular, significant and sustainable methodology to achieve quantum improvements in the development of the consciousness of leaders, in the improvement of the quality of life of employees and the integral economic productivity of the business in any of its 4 categories of services: Conscious consulting, conscious training, conscious mentoring and conscious transformation.



This methodology is based on the development of consciousness through its seven functions: awareness, attention, cognition, memory, desire, creativity and contemplation. Our methodology ensures immediate and sustained results not only on a cultural level, but also, operational and economic, something unimaginable by many organizations.

## CONSCIOUS APPROACH

SUPERA World® builds a successful business project starting from current pragmatic reality: what people are, what they know, what they have, what they can and what they want.



For this reason, the focus of SUPERA World® is the sustained development of "I am", "I know" and "I have" of each of the participants, expanding in this way the sphere of action of each and every one of them.

*The SUPERA World® approach is based on the expansion of Identity: this is the sustained development of "I am", "I know" and "I have".*

**Binomial Consciousness - Action**

Greater Consciousness -  
Greater and better sphere of action

Lesser Consciousness -  
Lesser and worse sphere of action



## CONSCIOUS GOALS

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SUPERA World® keeps in mind three fundamental conscious objectives:



**“There are no **bad or good** people,  
only there are people **asleep or awake**”**

These three objectives make up a virtuous circle, where the quality of life is improved by the development of consciousness and where economic productivity is the natural consequence of the above.



## PURPOSE

of Consciousness  
Expansion

## LEGACY

Quality of Life  
Expansion

## PROFITABILITY

Economic Productivity  
Expansion

### CONSCIOUS LEADERSHIP (Expansion)

For leading companies yearning for a quantum leap in the level of consciousness, quality of life and productivity economic of its leaders at a strategic and tactical level.

### CONSCIOUS CULTURE (Transformation)

For leading companies yearning for a quantum leap in the level of consciousness, quality of life and productivity economic at all levels of the organization: strategic, tactical and operational.

### CONSCIOUS ECOSYSTEM (Sustainability)

For leading companies yearning for a quantum leap in the level of consciousness, quality of life and productivity economic in all the stakeholders of the company: family, customers, communities, suppliers.

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