



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.



Richmond Fenn

Barrick Pueblo Viejo - Dominican Republic
Past General Manager

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

NEW PARADIGM

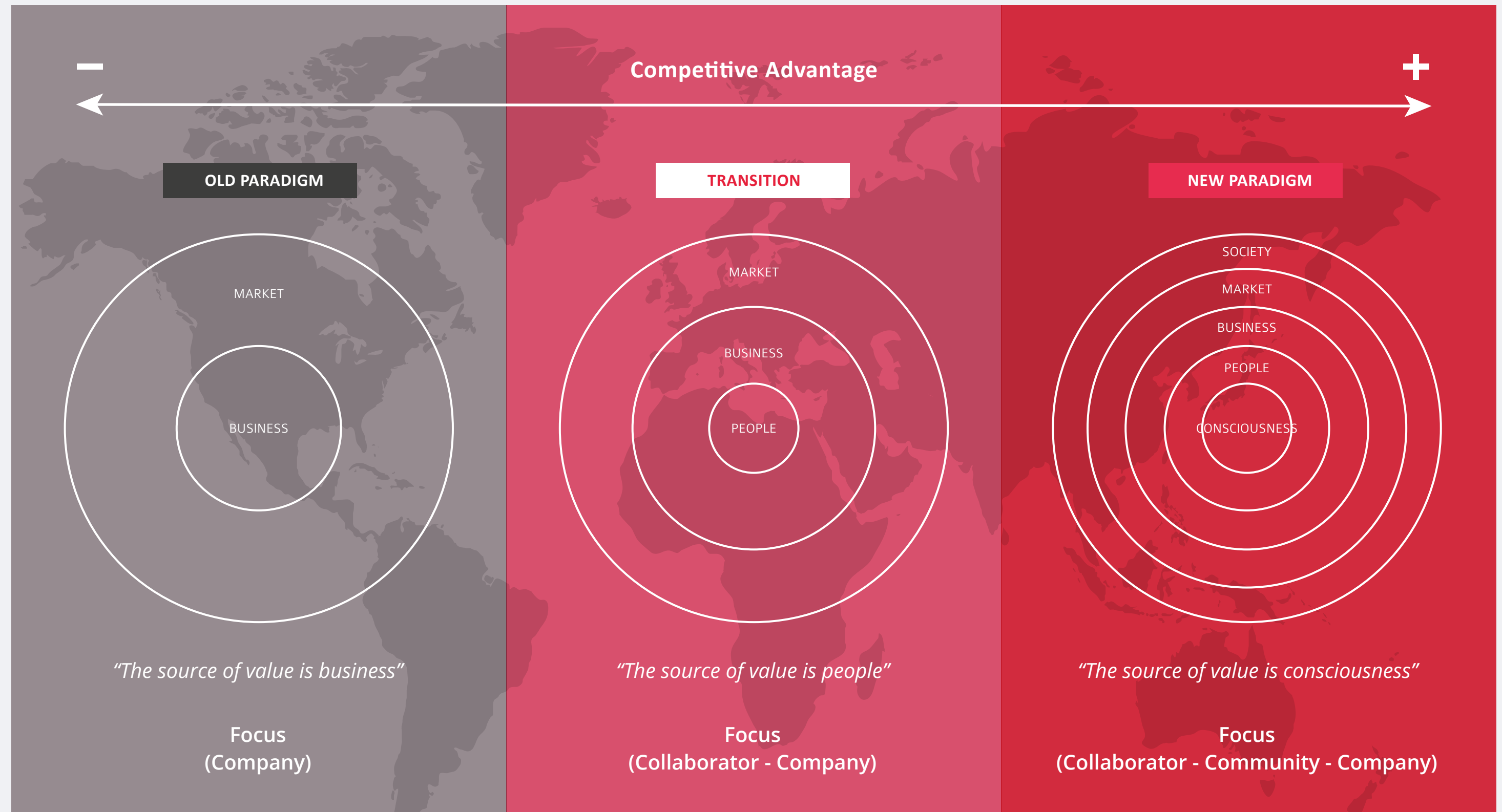
The best CEOs operate aiming at profit, purpose and legacy as the end results of their life work. Thinking about collaborators, community and company helps create sustainable results, profit and a wonderful long-term relationship with society.




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".





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.



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".

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

MINING

BANKING AND INSURANCE

FOOD AND DRINKS

PHARMA & RETAIL


OTHERS



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."



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

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"



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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.

NEW YORK

747 Third Avenue · New York, NY 10017 · United States
646- 722- 2746 · global@supera.world

LIMA

Calle Begonias 415, Torre Begonias Pisos 10 y 11 · San Isidro, Lima 27 · Perú
511-637-3000 · info@supera.com