

The background features a photograph of two business professionals in a meeting. A woman with blonde hair, wearing a white shirt and a dark blazer, is on the left, holding a pen and looking at a document. A man in a dark suit is on the right, holding a smartphone. The image is overlaid with large, semi-transparent geometric shapes: a large orange triangle on the left and a blue triangle at the bottom left. The text is overlaid on these shapes and the background image.

Whole System Cultural Change

in the context of new
business paradigms

Theory and real cases
of application

Integrating
**Culture and
Strategy** to create
value in the context of
sustainability

CREATING
Integrating Culture and Strategy

Adolfo Jarrín
CIT Certified Consultant
and Trainer

WHAT IS THIS ALL ABOUT?

Many outstanding consultants are helping individuals, teams and leaders unleash their full potential by using their own methodology or **Barrett Values Centre's Seven Levels of Consciousness Models and Tools.**

To work with the entire corporation in whole system change, requires a major paradigm shift that goes beyond the Industrial Revolution Concepts and Scientific based approach and methodology.

A profound invitation lies ahead: learn how to expand traditional managerial knowledge, methodology and experience as it's presented today in business schools; To provide expansion avenues in search for meaning and sustainability for both the corporation as an entity and the individual within. This requires integrating the focus on products and services with social impacts, attending customers' needs and being of service to societies.

Reputation at the very end, stands behind not only what we do, but rather in who we are as a corporate citizen.

Based on Richard Barrett's seven levels of consciousness and the four processes of alignment as presented in the CTT certification courses; Adolfo Jarrin shares his theory, experiences and findings in new and emerging business paradigms from five major multiannual projects of whole system change within multinational corporations.

This workshop is designed to integrate and expand traditional methodologies while understanding the seven levels of consciousness as a map for human and human systems evolution. It seeks to provide a understanding of corporate culture as a source of both economic and social value. **It is based on Adolfo's experience and his book entitled: From the Industrial Revolution to the Corporate Evolution (In Spanish)**

CONTENT

- ▶ Revisiting social, economic and business context: **the onset of a new era.**
- ▶ Investigating current and future business pressures: **outlook for business leaders.**
- ▶ The **diminishing returns of scientific administration** and the limits of the planet resources.
- ▶ The physical and the juridical persons (legal entities), **a closer look to our true nature.**
- ▶ **Richard Barrett seven levels of consciousness as a map for human evolution and spiritual awakening.**
- ▶ The call to a new business managerial architecture: **the need for humans to find meaning and corporations to embrace sustainability and restoration.**
- ▶ Level four as the transformation journey: **abandoning the “business conditioned mind”**
Initiatives and real case studies in the four quadrants/process of alignments in five different multiannual transformation processes.
- ▶ **How to do the structural alignment:** examples of different cases.
- ▶ **The seven levels of Corporate Social Responsibility** and its correspondent business approach.
- ▶ **Spiritually based capitalism and enlightened corporate life**, the next step after Corporate Social Responsibility.
- ▶ **Integrating social and economic value: the challenge of resonating with customers and societies.**
- ▶ **Human-Leadership for Human Corporations: reputation beyond brands, products and services.**



TAKE AWAYS

- ▶ *An expanded vision of corporate cultural opportunities to create shareholder wealth.*
- ▶ *A methodology to integrate culture and strategy at the highest corporate level.*
- ▶ *An invitation to go beyond the conditioned mind as an individual, as a consultant or high-level executive.*
- ▶ *Deep analysis of emerging paradigms and its impact in management.*
- ▶ *Experience in cost/benefit relation of multiannual projects.*
- ▶ *How to connect with top management executives and teams to embrace such a project.*
- ▶ *A profound reconsideration on business nature, objectives and managerial technics.*
- ▶ *A meaningful methodology to inspire and guide the integration among culture and strategy.*
- ▶ *The recognition of corporate culture as a source of emerging value.*
- ▶ *Ways to calculate cost associated to these processes as well as resonating with CEOs*



OVERALL COMMENTS ON ADOLFO'S WORK



Deepak Chopra

One of the most recognized leaders worldwide in the field of mind-body

"The world, in all spheres of human endeavour, is experiencing a change of consciousness. This is leading to a new global vision of the interconnectedness of all processes of human activities with environmental health, personal transformation to social change. **Adolfo Jarrin's book explores ways in which corporations are evolving, in conjunction with this emerging consciousness, and their transformation is essential to dawn a new civilization.**"



Willa C. Gaitanis, NCC, ACC

Organizational Development Specialist and Certified Coach for NASA Goddard Space Flight Center

"**The work of Adolfo, From the Industrial Revolution to the Business Evolution, recognizes that organizations are taking the spin of a world governed by politics to a world ruled by corporations.** In this process, the corporation then has to be seen as the entity responsible for the overall package. This process brings the urgency of care for all in order to achieve sustainability and renewability. Paraphrasing Adolfo, the Corporation as an entity has to evolve from to be the best in the world to be the best for the world. His book not only has the power to raise individual thinking (beliefs and values), but also to transform this way of thinking about a new corporate behaviour. At the same time, this new corporate behaviour, has the ability to embrace the human spirit within the corporation and creates a framework which we can move sustainability to consider and respond to today's emerging concerns in the world."



Richard Barrett

Founder of R.B.A.
(Richard Barrett & Associates)

"In a span of less than 200 years we have created a global crisis of sustainability. In large part, this crisis has been driven by the corporate sector and our mental development. We have become experts inventing new technologies and ways to satisfy human desires, many of them totally detrimental to the health of the planet in pursuit of greater wealth and benefits. We can only solve this problem by a global shift in consciousness. This places great demands on our business leaders and puts them in a dilemma, how are the needs of the market and shareholders met, while meeting the needs of humanity and the planet too. **Adolfo's experience and skills highlights these issues and suggests an approach that might allow us to solve these problems. This is the essence of corporate evolution that Adolfo is inviting.**"



From the Industrial Revolution to the Corporate Evolution

“Beyond ethics and corporate social responsibility: a matter of consciousness”

**SPECIALLY
DESIGNED
FOR:**

- ▶ **For profit corporations C.E.O. and/or high-level executive's teams.** ◀ **Corporate Culture/Talent Managers** seeking to expand perspectives on non-traditional approaches.
- ▶ **Consultants who seek to explore avenues from non-traditional perspectives and want to specialize in whole system corporate cultural integration with strategy in for profit corporations, and to get a first approach to Richard Barrett's Models and Tools.** ◀ **CTT Certified Consultants** who wish to specialize in whole system change based on a paradigms shift.
- ▶ **Executives of Institutions that promotes and call for expanded corporate responsibilities and societal and environmental awareness and stewardness.** ◀ **Academics** seeking to explore an expanded vision of cultural transformation processes.

ABOUT THE FACILITATOR



Adolfo L. Jarrín Bahamonde

Adolfo L. Jarrín Bahamonde is the **Founder and President of Creating C.A.**, a company that works globally in the process of corporate cultural transformation, leadership development and sustainability. **He holds both an Engineer and a Master of Science degree in Mechanical Engineering.**

For twenty-five years, he has held positions as CEO in companies of capital goods, packaging and beverages, and has served on several Boards of Directors in these sectors.

In the Academic Sector, Adolfo has participated in the Direction of Universities, teaches post graduate courses in Culture and Management and has been a guest professor in various Universities in South America. **He is currently a CTT facilitator associated to Barrett Values Centre, and has delivered CTT certification trainings** in Washington D.C., Sao Paolo, Santiago de Chile, Buenos Aires, Bogotá, Caracas, Valencia (Venezuela) and Bilbao (Spain).

Director and Former President of the Board of Directors of The Association of Executives in Valencia, Venezuela, from 2007 to 2011, and 2nd Vice President of the Chamber of Industry in the same state during the period 2001-2003.

He specializes in business crisis turn-around and multiyear whole system change projects, as well as supporting and assisting executives in leadership development. **Adolfo is pioneering the emergence of a new managerial system that incorporates the spiritual realm (meaning) in the corporation. He is also a speaker having shared with leading figures at an international level.**

Former professional soccer player, his passion is flying, holding a private pilot license.

Redefining business success: social awakening and reinsertion of the legal person

Can corporations rely on scientific management to create a future for us all? How much longer can we base business profitability on growth of the organization? Are we at the end of the paradigms of the industrial revolution?

- ▶ Era of change or change of era?
- ▶ Emerging pressures on businesses.
- ▶ Management by objectives: more, better, faster and cheaper.
- ▶ New mental models: welcoming a new era.
- ▶ World Clock: ticking in the right direction?
- ▶ Redefining Corporate DNA: a process of genetic evolution.
- ▶ Value-based Management.
- ▶ Beyond the three lines of results.
- ▶ From competitive to sustainable advantages.
- ▶ From climate to culture: from mood to the personality of the company.

This module is designed to highlight scientific management legacy, as well as to consciously consider the need to expand and redefine business success in order to balance the needs of shareholders and markets, with the needs of societies and the ecosystems, to continue generating financial returns, but in a context of balance and stability.

Culture, values and integrating culture and strategy

Are values and levels of consciousness aligned between corporate culture and the employees? Are employees and corporate values in alignment? How is the culture we would like to create; how do we move away from potentially limiting values that could be undermined to the organization? Beyond Maslow: Richard Barrett seven levels of consciousness as a map for the evolution of humans and human systems.

- Beliefs, values and behaviours. ◀
- The seven levels of personal conscience, Barrett Model. ◀
- The seven levels of organizational awareness. ◀
- Classification of values according to levels of consciousness ◀
- Potentially limiting values and culture entropy. ◀
- The declared values and levels of awareness. ◀
- Results of cultural characterizations and examples of world-class companies. ◀
- Richard model as a map for the evolution. ◀
- The fourth level of consciousness: understanding the conditioned mind. ◀

This module is intended to offer an understanding of culture as the personality of the "human system" called organization, and to familiarize participants with the value of Richard Barrett's model as a diagnosis platform to contribute in the design of the transformation journey.

PROGRAM

1st session

(Morning first day
first session)

(Morning first day, second
session)

2nd session PROGRAM

PROGRAM

3rd session

(All afternoon first day)

The transformation process of human systems

What are the differences between development and organizational transformation? What is the impact of culture on business performance? What is the level of customer identification within our [crease the level of commitment, passion and identification of people with the company?]

- Organizations as human systems: expanding Daniel Goleman and Peter Senge views of the corporation. ◀
- The process of transforming human systems. Ken Wilber four quadrants. ◀
- The four processes of alignment and impact goals. ◀
- The search for individual and corporate meaning. ◀
- How to attract, reward and allow people to offer their best. Why people leave companies? ◀
- Aligning business vision and personal mission: building echo and resonance between individuals and organization. ◀
- The four salaries to be paid for a corporate legacy. ◀
- Full spectrum KPI. ◀
- Cost-benefit of a typical cultural transformation process. ◀

This module will explore the emerging view for the process of organizational transformation, while understanding corporations as human systems, posting an invitation to expand traditional approach of scientific administration to a more inclusive business model. From markets and consumers to societies: the end of the "sell" process. Creating loyalty beyond brands. This unfolding process poses a unique invitation to question traditional business paradigms, and in doing so, it moves toward a humanistic, yet professional approach to create wealth, redesigning the management system from the very basis: its DNA.

Values and Mission alignment

Observable behaviors, the key to values alignment. How to identify O.B., communicating, embracing or co-creating? Why do I go to work? Meaning in corporate life. Being the best for the world? Motivating and Inspiring, two different things. Beyond Corporate Social Responsibility. Corporate citizenship.

- ▶ Observable behaviors: a bottom-up, top-down process.
- ▶ Mission, Vision and values: beyond postulates.
- ▶ The seven levels of consciousness of the CSR.
- ▶ Meaning in corporate life, a must.
- ▶ Value goals, toward a legacy.
- ▶ From brand-value to social-value.
- ▶ Resonating with societies.
- ▶ Restoration, the next step to sustainability.

This module will present real cases of values and mission alignment in different multinational organizations. An expanded, more human view on how to invite these processes to take place from a holistic perspective that goes beyond the machine-like initiatives.

(All morning Second day)

4th session

PROGRAM

PROGRAM 5th session

(All afternoon, Second day)

Personal and corporate structural alignment: in search of congruency.

Abandoning the roots of dysfunctionality. Aligning process, policies, system and structure to achieve full congruence in the transformation process. Structural alignment as the key element for achieving results.

A spiritual perspective to redefine business leadership. The task of the manager, the role of the leader. How to incorporate ethical decision in a profitable way? How to evolve from managers to leaders and what is the role of the emerging reality? Do I act more as a manager or a leader?

CSR as a measurement of corporate consciousness.

- ▶ The “missing link in corporate evolution”: structural alignment.
- ▶ Examples of best practices in structural alignment.
- ▶ The importance of value goals.
- ▶ Business process for social value.
- ▶ Rethinking the definitions of management and leadership
- ▶ Personal development as a basis for organizational transformation
- ▶ The seven levels of awareness of managers and leaders
- ▶ Characterizing the leadership styles to support the management and organizational development.
- ▶ The five modes of decision and its impact to create a different future.
- ▶ From ethics to spirituality in the corporation: the road ahead.

This module goes deep into the comprehension of the emerging role of the leaders. The differences between managers and leaders will be analyzed and the topic of how to make decisions based on values to transform your life and your business will be explored. The more demanding aspect of cultural transformation is the one that is missing in most current efforts: the structural alignment.

The closing remarks will explore the call to corporations to not only be the best in the world but also to be the best for the world, and how to move in that direction integrating culture with business strategy.

*We invite you to join us in these inspiring two-day journey of transformation
This workshop is being offered both in English and Spanish.*