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CreativeShifting

The model of creative transformation of organizations

A new leadership approach is necessary

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85% of efforts end in failure

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it is estimated that only 15% of change initiatives succeed, and only in very few cases is that change sustainable. some CEOs manage to achieve it, but when they leave the company, things generally go back to the way they were before. they have managed to get people to follow them, but this is not enough.

leadership is not a position; it should be shared and distributed throughout the organization. it is essential for there to be a critical mass of leaders at every level of the company for change to be sustainable.

this network-based leadership demands in-depth work on internal development, at both individual and collective level (culture). an initiative that can only be approached as a long-term commitment.

Value innovation strategies
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for sustainable change

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sustainable change demands a value innovation strategy that sets the company apart from its competition.

CreativeShifting brings together innovation and leadership. based on the theory of social networks, we tackle change from a systemic perspective. a system can achieve sustainable success when the culture of leadership is creative and network-based.

by uniting advanced technologies in all three fields, we have structured a model for sustainable change.



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model

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Leadership3.0

- / analyses the existing leadership culture
- / identifies the organization's aspirations
- / highlights the key nodes in the social network map
- / helps to raise awareness of the leadership style
- / drives forward the development of leadership skills

BusinessDreamworking

- / establishes a powerful, inspiring vision
- / allows you to design a strategy that makes the competition irrelevant
- / aligns the strengths of the members of the organization
- / looks at the long-term.

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Generating creative tension
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outcome-creating paradigm

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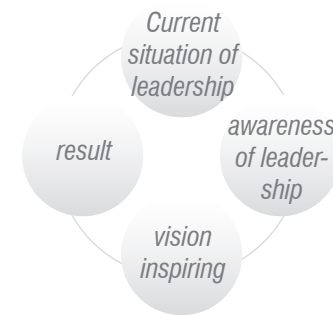
this model focuses on adopting a paradigm geared towards creating the desired result: a personal and powerful vision will drive individuals and organizations to unleash all their creativity, providing innovative initiatives and freeing up the talent of every member of staff.

Applications:

personal : **1stONE100**

teams: **TEAMFORWARD**

company: **CEO'EDUCING**



the “moments of change”

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a systemic approach

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organizations are a set of nested, interrelated systems. any action taken in one part of the system has an impact on the system as a whole.

to unleash sustainable change, you need to bear this structure in mind in order to interpret the “moments of change. this concerns the circumstances, events, happening, promotions and other occurrences that align the whole system towards wanting and expecting change.



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1stONE100
the first 100 days

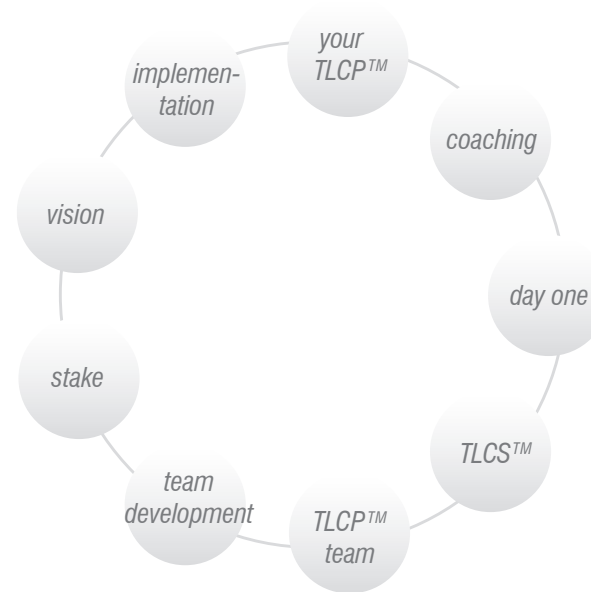
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from day one

we support people in the process of integrating in a new function, team or company. the first impact generates impressions that are crucial to your management success in this new phase.

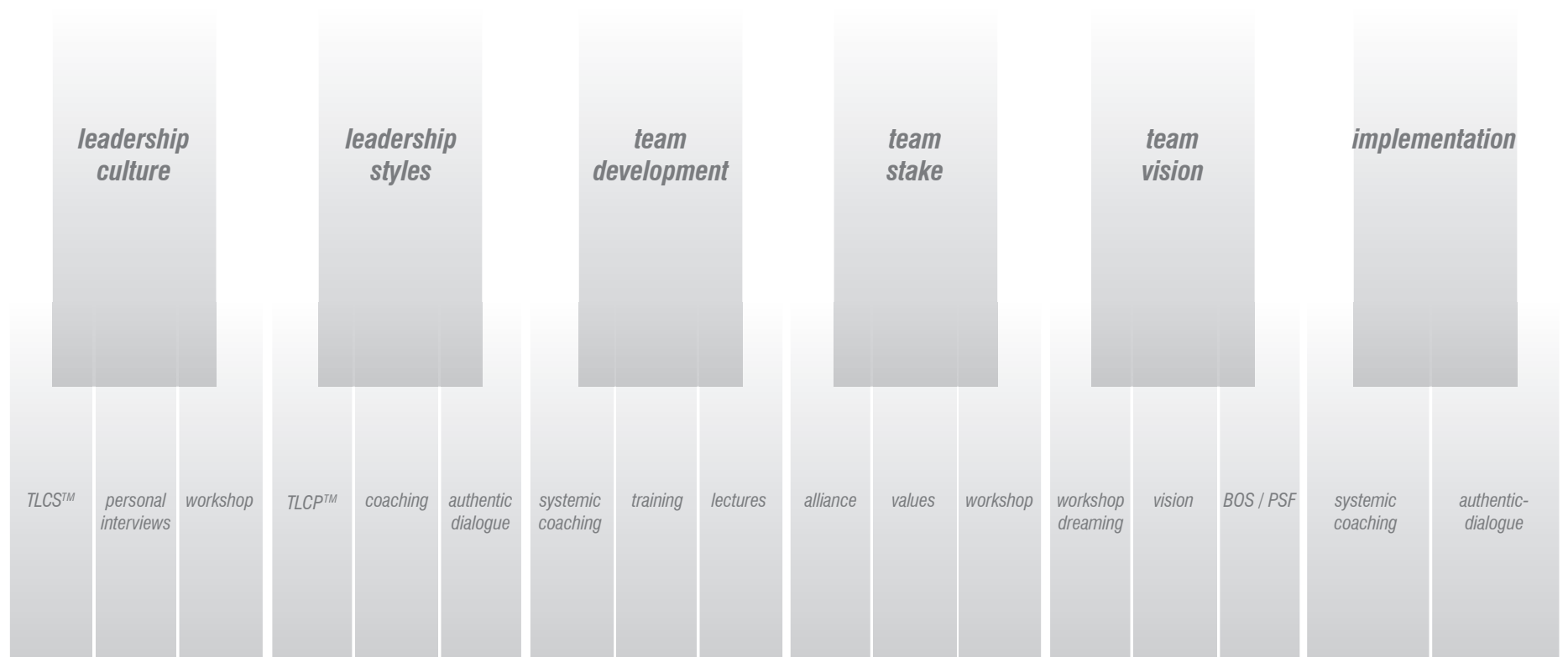
from this point on, the future is designed in the next 100 days.

this process covers all the steps you need to make this period a success.



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TEAMFORWARD
CreativeShifting applied to teams...

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CreativeShifting
CEO'EDUCING
...and companies

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<i>cultura de liderazgo</i>	<i>social network of the company</i>	<i>leadership styles</i>	<i>team development plan</i>	<i>company stake</i>	<i>blue ocean strategy vision</i>	<i>implementation</i>
<ul style="list-style-type: none"> / TLCS™ / workshop 	<ul style="list-style-type: none"> / network map / key nodes 	<ul style="list-style-type: none"> / TLCP™ / coaching / dialogue 	<ul style="list-style-type: none"> / systemic coaching / training / lectures 	<ul style="list-style-type: none"> / alliance / values / workshop 	<ul style="list-style-type: none"> / systemic coaching / company vision / BOS process 	<ul style="list-style-type: none"> / systemic coaching / authentic dialogue / large group process

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*the ordinary unfolds the extraordinary
microconsulting in innovation and leadership
for entrepreneurs and intrapreneurs.*

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