

BusinessDreamworking

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Leadership from human resources to free
up talent and encourage innovation

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an innovative workshop for...

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*/ human resources managers who want to
jointly lead transformation in their
companies*

*/ human resources departments
(in-company workshop) seeking new paths
to development for their organizations*



Enfoque sistémico

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the “moment of change”

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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, happenings, promotions and other occurrences that align the whole system towards wanting and expecting change.

human resources departments are faced with numerous challenges, such as tackling economic cycles, freeing up talent and integrating social trends, and they take leadership on board for the creative transformation of their companies.

Redesigning organizations

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three challenges facing leadership today

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we are living in an era of changes that demand an in-depth transformation of leadership.

Gary Hamel put forward three big management challenges facing us today:

- / the dramatic acceleration in the pace of strategic renewal in large and small organizations:*
- / making innovation a daily task for everyone in the organization.*
- / inspiring employees to give the very best of themselves, inputting their initiative, creativity and talent.*

we want to inspire and create in conjunction with HR departments and for them to head up this change to lead their organizations on to greater things.

A new form of leadership is necessary

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85% of efforts result in failure

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it is estimated that only 15% of change initiatives are successful, and only in very few cases are they sustainable.

some CEOs manage to achieve this, but when they leave the company, things generally revert to what they were before. they have managed to get people to follow them, but this is not enough.

having a critical mass of leaders at every level of the company is the key to achieving sustainable change.

this is about network leadership, which demands in-depth work on internal, individual and collective (culture) development. an initiative that can only be approached from a long-term perspective.

For sustainable development

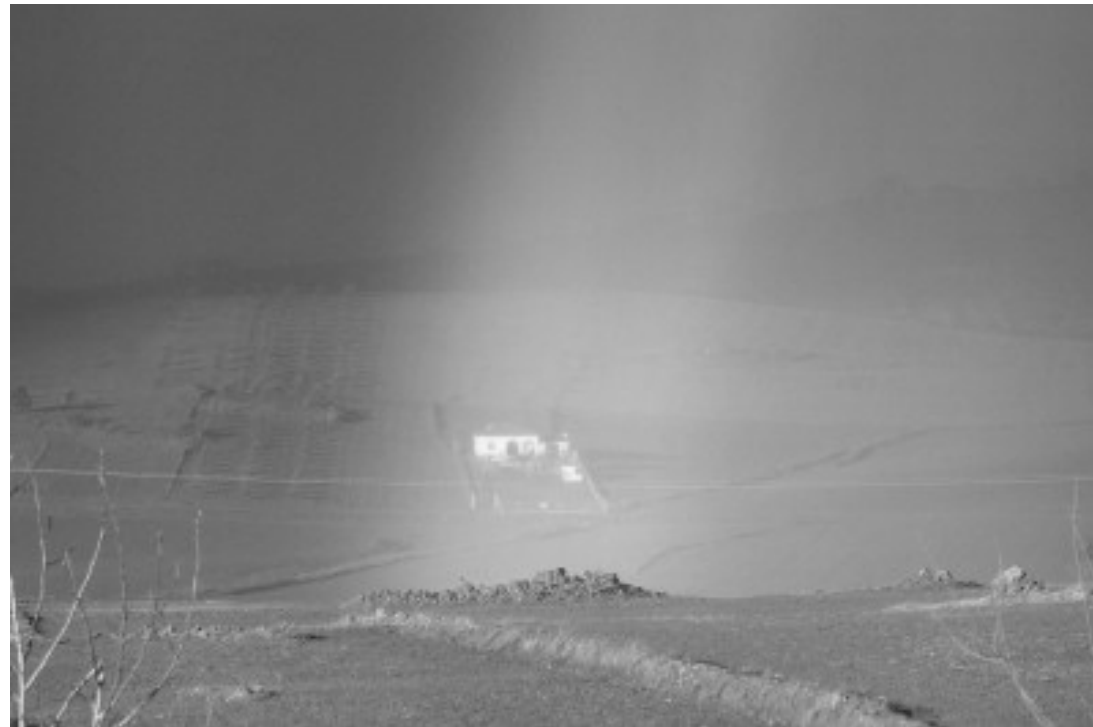
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a culture of creative leadership

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organizations need all their staff members to input their creativity and initiative. for this reason, a new form of leadership has emerged: creative leadership.

taking advantage of the natural structure of social networks, you can free up individual talent, inspiring innovation from the different parts of the system.



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workshop context

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the current situation

*/ transition to
partnership
/ social and
company trends
/ leadership culture*

new paradigm

*/ the current
challenges
/ the power of social
networks
/ outcome-creating
paradigm*

***anticipating the
future***

*/ co-creating a vision
of the future
/ what do we really
need?*

what's next?

*/ leadership 3.0
/ organizations that
inspire
/ i-HR+*

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results of the workshop

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- / each participant receives a personal report on his/her leadership style using TLCP™*
- / each group receives a report on its leadership culture, evaluated by the group using TLCS™*
- / matrix of social and business trends and their impact on human resources*
- / identification of innovation needs in HR in terms of organizational development and training.*
- / networking between participants*
- / a unique and memorable experience that will drive leadership in HR*

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workshop co-led by:

Liberto Pereda

chief dreams officer
kanvio creative shifting



extensive experience in
general management and
HR management of multinational organiza-
tions and family enterprises.

graduate in leadership from CTI
certified professional co-active coach (CPCC)
systemic coach from CRR (ORSC).

Pedro Rubio

managing partner
accendo



extensive experience in
HR management in
multinational organizations and official
entities.

graduate in leadership from CTI
ACC co-active coach (ICF)
systemic coach from CRR (ORSC).

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take your HR leadership to the next level!

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registrations for the workshop

*Barcelona**, from 29/9/09 to 2/10/09

*Vigo** from 20/10/09 to 23/10/09

price: 3,000€ + VAT

*includes cost of TLCPTM and TLCSTM,
accommodation and meals.*

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

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