

# PERSONAL GROWTH + VALUE CREATION

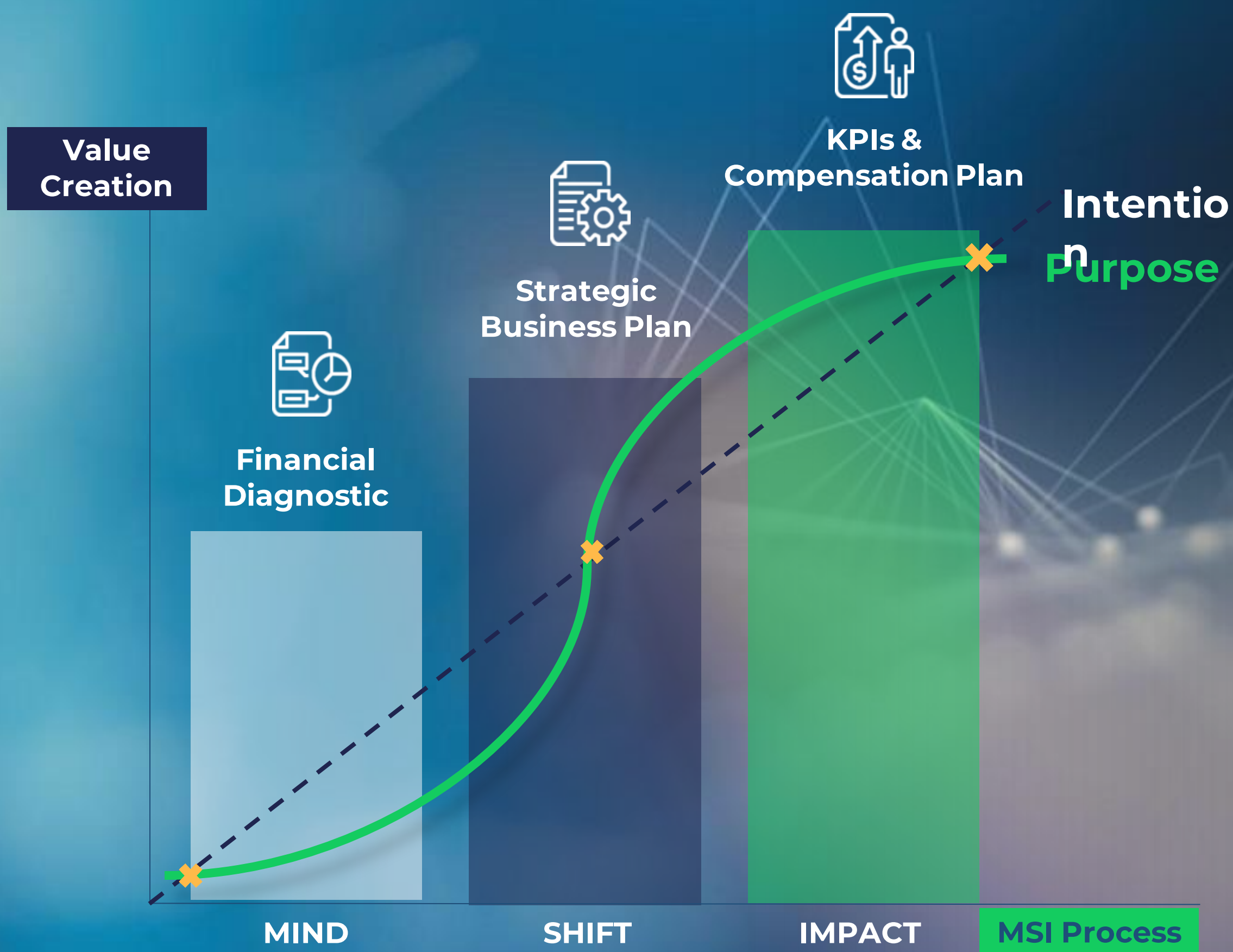
Transformative Experiential Program

powered by MIND SHIFT IMPACT™

**PERSONAL + VALUE  
GROWTH + CREATION**

*“There is more in us than we know. If we are made to see it perhaps for the rest of our lives we will be unwilling to settle for less.”*

– Kurt Hahn



Our personal and professional lives are becoming increasingly intertwined as technology blurs the boundaries between these two aspects in our daily routines. Nowadays, it is common to find ourselves working from home or tending to home-tasks from our offices. This new normal is forcing us to operate under a matrix that fusions personal and professional goals. Stop splitting yourself to meet juxtaposed goals and accept these are two faces of the same coin; in other words, parts of the same thing. The dilemma to focus on one over the other splits our psyche and erodes our self-confidence when the truth is they belong together like Yin and Yang: seemingly opposite forces that are actually complementary.

Personal Growth and Value Creation should be tackled and pursued in unison as complementary parts of each other rather than two opposed clashing forces. Excelling at one does not lead to success; the combination and understanding of the elements in both parts is key to enable us to MIND our choices, SHIFT our thinking and IMPACT our world.

I invite you to enroll in this transformative experiential program and embrace the opportunity to re-discover your authentic self and adopt value-creation skills that will help you identify the intersections of purpose and intention taking your personal and professional goals to the next level. This transformative experiential program is customized for you to explore new personal and professional possibilities. You will discover how to challenge yourself and transition from self-imposed physical, emotional and intellectual boundaries and limitations to more dynamic ways of thinking and being.



# EDUARDO BALAREZO

**Expeditionary Leader**

Eduardo Balarezo is a former financier, business executive and social entrepreneur who currently leads MIND SHIFT IMPACT programs. Eduardo focuses his expertise in systems thinking, alternative futures and adventure learning to design **Expeditionary Leadership Programs** in helping individuals achieve meaningful personal and professional transitions in today's Impact Economy. Eduardo is also a recognized social entrepreneur and founder of the retail brand **Lonesome George & Co.** He channeled his passion for business, adventure learning and social impact to teach youth about courage and compassion founding and developing **Academy of Agents of Change**. As a recognized social innovator, Eduardo was nominated as a remarkable individual and included in the 100 **"Visionary Leaders"** list in 2015 by Real Leaders publication and served as Outward Bound International Board Member for two terms. Eduardo is an expeditionary leader; conservation advocate and 2016 **TEDx Speaker**. Eduardo holds a BA from Brown University; a Global Executive Business Program from IESE-Wharton-CEIBS and he is working to complete his MS in Foresight and Strategic Thinking from UHCL. Eduardo currently lives in South Florida; he is founding faculty at **MYX**; co-founder and executive director of **Bridge Program**; and teaches social entrepreneurship for **Watson Institute** at Lynn University.



# THE PROGRAM

Transformational Change during a Mind Shift Impact program happens in three experiential phases. Each phase builds upon the other using Adventure Learning, Systems Dynamics, Futures Thinking. In the end, the process allows you to connect the dots and choose wisely among alternative futures that unfold throughout the program.

powered by MIND SHIFT IMPACT™

## Personal Growth + Value Creation Program

- **Phase 1 MIND:**  
Adventure Learning and Financial Diagnostic.
- **Phase 2 SHIFT:**  
Systems Dynamic and Business Plan.
- **Phase 3 IMPACT:**  
Futures Thinking, Compensation Plan and KPIs.

PHASE 1

# MIND

Learn to tap into your innate human traits: leadership, creativity, innovation, teamwork and compassion. Raise your self-awareness and reconnect to yourself, to others and to your surroundings. “The brain does not simply represent the world in a disembodied way as an intellectual construct...our MIND is body-bound. We think, feel and act with our body in the world. All experience is embedded in this body-related being-in-the-world”.

Quote - Mark Wittman

## Mind Your Choices

# Adventure Learning

Rappelling The Blue Ridge Mountains  
Asheville, NC

- Raising self-awareness
- Reconnecting w/true potential
- Recognizing and tapping into your voice
- Awakenning the Servant Leader within you
- Aligning purpose and intention
- Preparing for Synchronicity

## Review Financial Information of previous year and year to date:

- Sales & Sales Margins breakdown by Customer and Business Line.
- Profit and Loss by Legal entity, Business Unit and Consolidated.
- Balance Sheet and Cash Flow By Legal entity and consolidated.
- Main accounts analysis of Profit and Loss and Balance Sheet. Employee Roaster.
- Obsolescence on Stock, Accounts Receivable Aging , Accounts Payable Aging
- Reporting Tools Budget

## Diagnostic. Red Flags. Opportunities of improvement, risks and recommendations. Could Include:

- Sales Strategy (Revenue Channels) & Marketing Plan
- Sales Margins (Pricing Policy)
- Organization (productivity) – Sales/Operations/Overhead-
- Better efficiency and controls / Risk Analysis (Concentration on Customers, Suppliers, Aging Stock/Turnover, Aging Receivables and Payables...)
- Treasury controls (Cash, Collections, Payments, Reduction Financial expenses
- Reporting Information

# FINANCIAL DIAGNOSTIC



Content - Federico Gil Perez

Mental models frame our decision-making system. Allow yourself to understand and transition from linear-thinking to more dynamic circular-thinking; acquiring the ability to see the connections and patterns rather than snapshots in every situation. Prepare yourself, to anticipate the consequences of your own actions accepting “the cost of a new life will be your old one”.

Quote – Old Sage

Shift Your Thinking

## System Dynamics

Paddling the River of Grass  
Everglades, FL

- Transitioning from linear to circular thinking
- Mapping the System
- Adopting new mental models
- Tapping into passion
- Connecting the dots
- Blueprinting my hypothesis

PHASE 2

# SHIFT

PERSONAL + VALUE  
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# **BUSINESS PLAN**



- **Executive Summary**
- **Product & Comparison**
- **Value Proposition**
- **Market Attractiveness / Segment Description**
- **Industry Characteristics & Barriers**
- **Business Strategy**
- **Sales & Marketing Strategy**
- **Management Needs**
- **Operations**
- **Risk, Strategy Assumptions**
- **Financial Proforma (year 1-3)**
- **Valuation**



Action defines us, so it is important to understand there is not one future but alternative futures to choose from. Extrapolating the present will most certainly guarantee you end up living someone else's future. Learn to overcome fear and find the courage to reach out for your preferred future. Dream big and learn to make your dreams happen while you are awake!

Impact Your World

# Futures Thinking

Trekking to Everest Base Camp  
Kathmandu, Nepal

- Dreaming and doing
- Identifying alternative futures
- Understanding the cone of possibilities
- Choosing a preferred future
- Fleshing out a plan of action
- Presenting initiative

PHASE 3

# IMPACT

PERSONAL + GROWTH + VALUE + CREATION

### Compensation Plan:

- First and second level
- Aligned with Company Objectives / KPIs Budget
- Fixed Compensation (Market) / Variable Compensation (KPIs ) / Bonus Compensation (Projects)
- Long Term Incentive Plan (Business Plan/ Value Creation)

### Reporting tools – KPIs

- Meetings - Agenda / Sales / Margins / Productivity / Profit / Cash Position / Collections / Turnover
- Timeline: • Daily • Weekly • Monthly • Quarterly and Yearly

# COMPENSATION PLAN & KPIs



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**INQUIRES:**

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