



World Class Leadership *Supported on solid universal values*

1. Introduction.

Where lays the difference between a true leadership and demagogy, quackery or any other type of pseudo-leadership? Fundamentally, a true leadership is followed through facts not through words, a true leadership is supported on solid universal values which all members of a team are willing to share and defend. A true leadership encourages and commits.

2. General aim.

Presenting and discussing the fundamental concepts of a real leadership, as well as its efficient application in business and organizations. An analysis is made on the psychological principles supporting leadership, as well as on a healthy self-esteem and emotional intelligence. A discussion is presented on a leadership model which has proven as one the most effective for any business environment, where an open and constructive discussion becomes the keystone for problem solving. The six killers of efficiency are also presented, those who poison the human behavior and destroy cultures and organizations, later proposing some solutions which enable, at least to keep them under control.

3. Who should attend.

CEOs, board members and policy makers, senior executives, middle managers, project managers, team leaders and entrepreneurs interested in developing their leadership skills.

4. What you will learn.

- Detailed concepts of self-esteem and emotional intelligence and how they determine our personal and social skills for being successful in life.
- Identification of the human brain conscience zones and how our thinking process is developed for different situations.
- Analysis of personality and life concepts, personality types and what is psychologically considered as a deviation of the "healthy person" profile.
- Identification of hierarchical aspects which define organizational priorities, determining the importance of an efficient leadership.
- Analysis of the impact of an organization culture on accepting or rejecting certain leadership styles, as well as on the force of habits, customs and lack of tolerance on organizational decisions.
- The four temperament methodology and how some primary skills are defined for different personality types.
- Detailed basics of an efficient leadership, the different leadership styles, the zone of power change and the seven skills which support an efficient leadership.
- The coherent organization concepts, as well as the importance presented by values (virtues), mission and vision in high performance organizations.
- Discussion on the devastating effect of the six "killers of efficiency", self-deception, corruption, nepotism, ignorance, hierarchical power abuse and discrimination.
- Understanding that the best solution to keep these powerful killers under control, deeply rooted in human nature, is the application of a business leadership which strictly respects its own values, laws, norms and procedures.

5. Seminar topics.

I. Man and business

- a) Self esteem.
- b) Emotional intelligence.
- c) Personality and life.
- d) Personality disorders.
- e) Psychological maturity.
- f) Buddhist psychology.
- g) Psychological thoughts.

II. Efficient leadership.

- a) Efficiency ingredients.
- b) The four temperaments.
- c) Leadership styles.
- d) Basic leadership elements.
- e) Highly effective people.
- f) Coherent organizations.

III. Killers of efficiency.

- a) Self deception.
- b) Corruption.
- c) Nepotism.
- d) Ignorance.
- e) hierarchical power abuse.
- f) Discrimination.

6. Instructor profile.



Raul received a Bachelor Degree in Chemical Engineering from the Monterrey Institute of Technology in December 1978, being rated as the best student of his class and recognized by the institution “The Best Students of Mexico” in 1979.

He started his professional activities at the Technology Division of Hylsamex, where he worked in executive positions at the Commercial Division, after development in diverse positions in the Engineering and Projects areas. His professional responsibilities enabled him to carry out business activities in more than 40 countries, in collaboration with prestigious companies of Germany, United Kingdom, Japan and the United States.

He worked as Associated Professor in Chemical Engineering for 11 years (1980-1991), at the Monterrey Institute of Technology, being distinguished as one of the 406 Professors with a major influence on the 105 generations graduated from the institute (70 years celebration). He also taught Chemical Engineering courses during one year at the University of Monterrey.

Among his professional experience, he served as Commercial Vice-president in a Mexican Solar Energy Corporation, where he also participated as Shareholder.

He has authored and co-authored numerous technical articles, presenting conferences in prestigious international seminars in more than 11 countries.

He worked as full time-Senior Consultant during one year in Germany, supporting the commercial activities of a German corporation with world prestige in the engineering and construction field. Main activities were focused on marketing and sales of metallurgical plants worldwide.

In the Strategic Development Project for the Mexican company *Multiceras*, he was in charge of the positions of Marketing Manager, Strategic Development Director, as well as Managing Director for a seven month period. This experience enriched significantly his vision and skills in business development.

During a 3 year period (2010-2012), he performed as Managing Director of Empresas Vilher in Guadalajara, Jalisco, directing a talented group of 50 people, in commercialization of specialty ingredients for the food, feed and transformation industries.

Convinced of the importance of keeping a continuous formation, Raul uses reading as his primary knowledge source, in diverse subjects such as philosophy, psychology, human development, history, science, politics, among others.