

# #4CX Summit

*Una nueva cultura*

***“RESET: La importancia de los valores en el cx”***

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DANGER  
+  
OPPORTUNITY

**V**olatile  
**U**ncertain  
**C**omplex  
**A**mbiguous

“The New Normal”

**V**ision  
**U**nderstanding  
**C**larity  
**A**gility

“The Solution”







To CUP

To CUP



# TRUST

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To believe that someone is good and honest and will not harm you, or that something is safe and reliable

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**“70% say main job of CEO  
is to build Trust”**

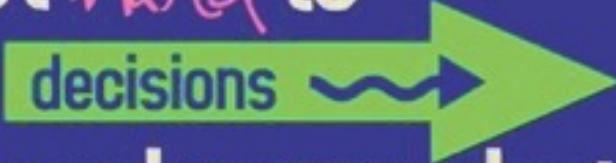
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Edelman Trust Barometer 2018

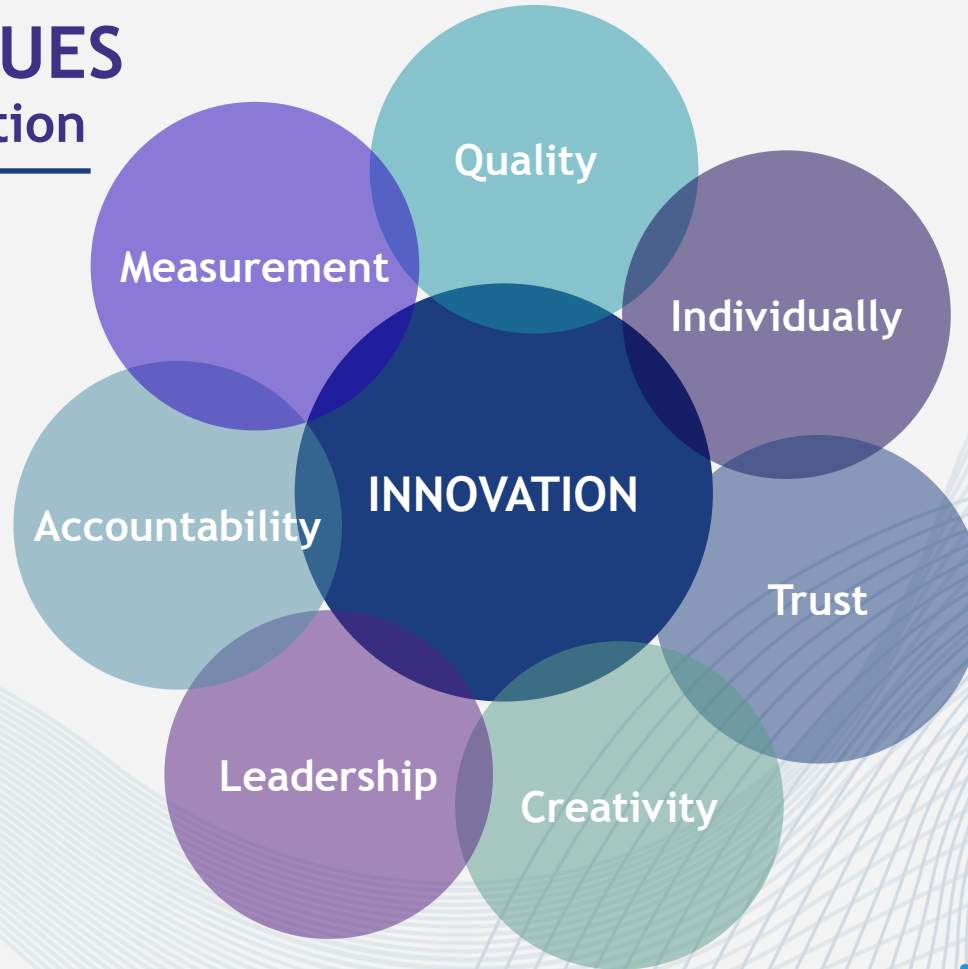
# Trust Triangle:

Leader, Talent, Customer



It's not *hard* to  
make **decisions**    
once you know what  
*your* **VALUES** *are.*  
~ Roy E. Disney

# 7 CORE VALUES to Boost Innovation



Source: *Wired*



# “Innovation”

# Disruptive Innovation

## The KEY



*“Competing Against the Non-Consumer”*

*Clayton Christensen*

# Culture & Wellbeing



= Performance



*What is your **WHY?**  
...Human Led Innovation...*







# SUSTAINABLE DEVELOPMENT GOALS

<p><b>1</b> NO POVERTY</p> 	<p><b>2</b> ZERO HUNGER</p> 	<p><b>3</b> GOOD HEALTH AND WELL-BEING</p> 	<p><b>4</b> QUALITY EDUCATION</p> 	<p><b>5</b> GENDER EQUALITY</p> 	<p><b>6</b> CLEAN WATER AND SANITATION</p> 
<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p> 	<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p> 	<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p><b>10</b> REDUCED INEQUALITIES</p> 	<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 
<p><b>13</b> CLIMATE ACTION</p> 	<p><b>14</b> LIFE BELOW WATER</p> 	<p><b>15</b> LIFE ON LAND</p> 	<p><b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 	<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p> 	 <p><b>SUSTAINABLE DEVELOPMENT GOALS</b></p> 



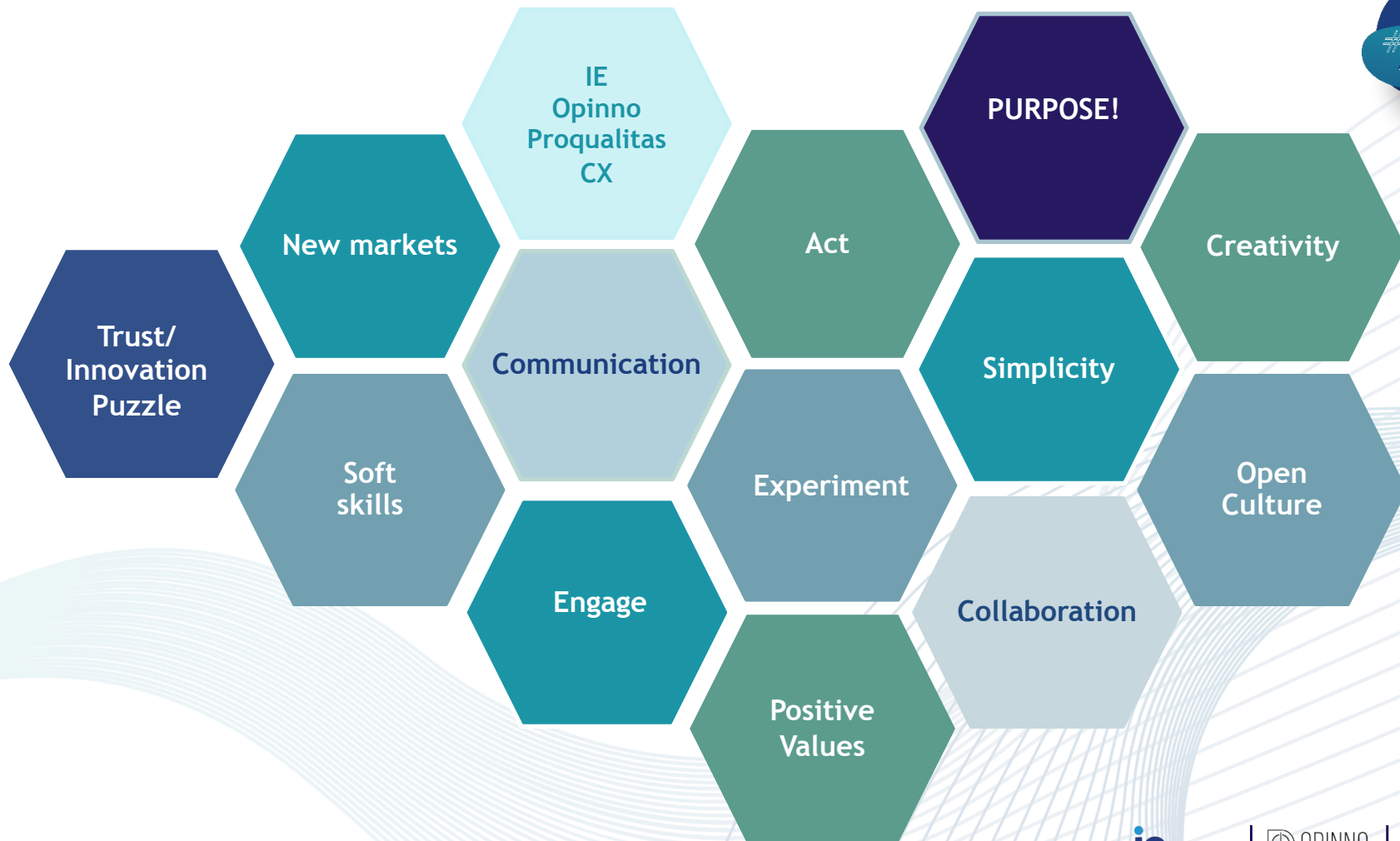
*\*Think:*

*What Skills do you Need to Have to be “CX Relevant” in 5 years time?*

*“Be the Change you Want  
to See in the World”*

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Gandhi





***Gracias! Thanks!  
Q & A.***

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*Una nueva cultura*

**ie**  
Reinventing  
Higher Education

|  OPINNO

|  proqualitas