

21 years research & development in Learning and Change

Organizational profitability is jeopardized by recurrent problems without permanent solutions.

There is consensus on the fact that the human factor is the main source, 80%, of internal obstacles and problems in Organizations.

**SOLVE THOSE  
PROBLEMS THAT  
PREVENT YOUR  
BENEFITS**

**Profitability:** Organizational condition in which profits or benefits are gotten over the costs.

- **Profits:** are related to money-based Organizations (mostly private owned)
- **Benefits:** are related to social-based Organizations (mostly public owned)

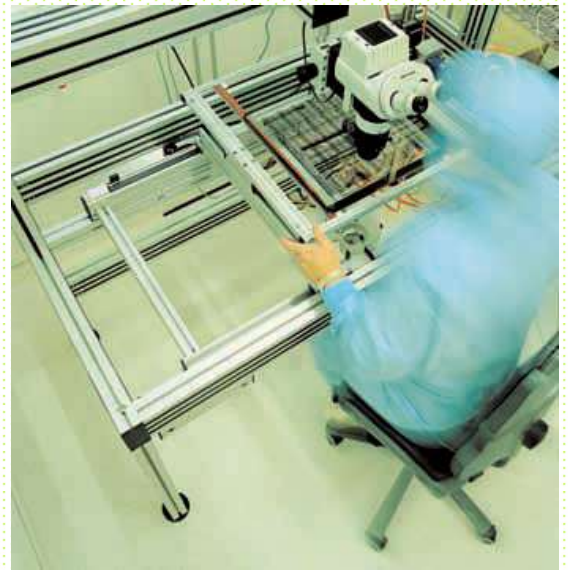
**CER©** is a technological solution (*software and coaching*) that offers precise assistance in the development of human generic competences of the personnel to approach and solve specific and recurrent problems that impact the profitability (gains or benefits) of the organization.

**CER©** identifies the nature of the problems and promotes the improvement or selected change process in the affected area.



## CER© Contributions

- Allows the Organization to identify the source of problems and relates them to the level of development of personnel's generic competencies such as: leadership, systemic thinking, innovation, among others.
- Specifies the area or department affected with the problem and its economic impact.
- Identifies the persons responsible of contributing logical - creative solutions.
- Points out the objectives affected by the creative solutions and the indicators to measure the effectiveness of the actions engaged.



- Points out the deficiencies: (human, processes and technological) that condition the problems and affect profitability.
- Recommends unique contributions geared to solve problems through human competences development.



***CER© helps to solve those specific problems recurrently affecting your Organization.***

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## ***What do you obtain from CER©?***

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**CER©** deliverables are:

- Generic Competencies evaluation of Organization personnel.
- Accountability of personnel of the organization's results.
- Advance of personnel in solving the problems or the organization by the management indicators.



**CER©** requires certain minimum previous information is available such as: indicators and objectives. Our specialist will help you with this information if necessary.

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