

Build the Future now.

Holistic *Expansion* Methodology

McKinsey warns us that those who are not valuing **new approaches** are living on borrowed time (1)

Great Place to Work concludes that companies with **efficient Executive Teams** are multiplying the results (2)

Harvard Business Review, assessing which companies have successfully developed after a crisis with a global impact, concludes that they are the

ones who know how to carry out a **Progressive Strategy for the Future**: initial cost cutting without affecting customers or employees and then selective investment in marketing, innovation and new assets.

Key Success Factors:

Review & High-Performance Executive Team & Strategy for the Future

Right now, in your business:

Everything adds 100% value:

- Has the **Strategy** been reviewed globally to combine defensive and offensive aspects and generate a fully customized Strategy for the Future that values new approaches in the new environment?
- Does the **Executive Team** act as an efficient, High Performance Team, with everyone working hand in hand, not in “silos” and are the priorities clear?

If so, you can take advantage of opportunities in an agile and dynamic way in a context of high-potential executive and strategic **alignment**, as recommended by McKinsey, Great Place to Work and HBR. Congratulations!

Do you want to go further?

- The **Strategy** is only based on what has been successful for you in the past, with some tweaks, without having done a thorough global review.
- The **Executive Team** could be more aligned and develop the skills needed to become a High-Performance Team.

You believe that now is the time required by all great teams in all good organizations **to stop** to assess new approaches, to review whether work is being done in the right direction (Strategy) and to join forces (Leadership) to make the pieces fit together so that results can be multiplied.

How to assess new approaches: alone or with external support?

In such a complex and dynamic environment, both the Strategy and the Leadership skills require an update that will not achieve maximum value if done only internally.

Leave the comfort zone, break internal taboos, generate new perspectives... and even dedicate the necessary time to it ... without putting patches or wasting time, are key aspects of the review, which I would say are only possible with good external support.

This good external support can be:

➤ **Partial External Support:**

We call Partial Support when it is based on only a small part of the two key levers of the company: Strategy or Leadership skills.

Sometimes it is necessary when there is a specific problem with a manager or a critical problem in the functioning of the Executive Team that paralyzes the development of the company, or when there is no internal know-how of the topic to be addressed ...

It is in these situations that it is advisable to use, depending on the subject, a good

- **Specialized Coach**
- **Specialized Consultant**

to help overcome the situation.

➤ **Holistic External Support:**

Holistic Support is that which addresses in an integrated way both the Strategic Review to create a **Prospective Future Strategy**, and the Leadership Skills of the Executive Team to transform it into a **High-Performance Team**, which goes ahead and ensures the successful implementation of the Strategy.

This support, to be of real value, requires:

- 1- Extensive **successful executive experience** of the external Advisor (“having had first-hand experience”), which must be combined with
- 2- **Coaching skills** and
- 3- **Strategic Consultancy skills** and
- 4- Integration of international **best practices** to be efficient.

It is not a common profile in consultants, but it is 100% recommended for the vast majority of global strategic review processes, as it allows issues to be addressed in all their complexity and dimensions.

Obviously, it’s an approach that can only be done with Senior Advisors, not junior consultants - they waste time and value.

Choosing a good Advisor that combines the three Executive, Coach and Consultant approaches and that incorporates best practices with tangible results, becomes a critical process to ensure good results in the short and long term.

Holistic Expansion Methodology

Build the Future now.

The Holistic Expansion Methodology was developed by Cinta Lacasa & Co at the beginning of the lockdown to provide a focused and simple response to what the new context demands: a **comprehensive review of both the Strategy and the Executive Leadership Skills**, in an integrated way that is simple, efficient, and tangible. To build the Future now.

The Methodology wants to help you achieve:

Consolidation: making “the pieces fit”. Strategy and Leadership can’t work on their own! It is necessary to understand the fundamentals of the company in a global way, without gaps and all at once, to generate a good Future Strategy and a HighPerformance Executive Team aligned with it.

Expansive Mindset: The future is based on the present. A company with a mindset that does not know how to look further (in portfolio, in the international field, in business model, in cost optimization, in service, in quality ...) is digging its own grave.

Holistic View: In the company, **the whole must be more than the sum of its parts**. And this does not happen by chance: it is necessary to apply the right methodology and energy to achieve it, overcoming “silos” and partial visions that do not add to the sum total.

To achieve this Cinta Lacasa works by integrating her

- **Extensive executive experience** at an international level and in multiple areas of the company (Marketing, Innovation, Industrial, Business, Boards of Directors) together with her
- **scientific-technical** training and best practices
- in **Leadership Skills** and
- in **Strategy**.

She therefore incorporates the three key skills needed for a good Advisor:



Strategy:



Leadership skills:



CO-ACTIVE®
TRAINING INSTITUTE



Scientific-technical:



Facultat de Farmàcia
i Ciències de l'Alimentació

Holistic *Expansion* Metodology Programs:

Not all companies are the same, nor are they at the same stage, nor do they require the same approach.

To be able to adapt to the needs of each company in its current vital moment, the Holistic Expansion methodology is offered with five different approaches, all based on the work on Strategy and Executive Leadership Skills, the only two key levers to multiply results:

- **Holistic Expansion *Global***. complete framework program with Future Strategy output in the form of Strategy in One Page and the Executive Team working as a High-Performance Team
- **Holistic Expansion *Focus***. When there is a specific issue in the company that requires in-depth work on the two key levers.
- **Holistic Expansion *Start-Up***. focused on how start-ups work.
- **Holistic Expansion *NGO***. adapted to the specific needs of NGOs.
- **Holistic Expansion *Plus***. program with tailor-made elements for when the organization, in addition to the Global program, requires support in implementing the Strategy; to have an executive Advisor; participation in the Board of Directors ...

Conclusions:

We are in an overly complex storm.

To bring the ship safely to port should be the great responsibility of the whole Executive Team, its main passion and motivation. And it requires assessing new approaches globally.

The Holistic Expansion methodology gives you the great value you need: integrating the strategy review with the transformation of the Leadership Team into a High-Performance Executive Team.

It is an integrated, simple, efficient, and tangible way to work on the two key levers to multiply results.

Without putting patches or wasting time. Designed to **build the future now**.

*If you are interested in working on the two key levers, you can contact me to assess how I can help you with the **Holistic Expansion** Methodology at cintalacasa@cintalacasaandco.com*

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If we see that it is not what you need now, I will strategically advise you on what might be of value to you.

- (1) The Future of Work after Covid 19, McKinsey Feb'21
- (2) 5 Key elements of Highly Effective Executive teams, Great Place to Work March'21
- (3) Roaring out of recession, HBR March'10