

What is LEADERSHIP?

Leadership is doing the hard things but doing the right things so that everything feels within a safe zone. It is sacrificing ourselves so that those who are by our side can deal with each other and create an environment of trust. In this way people will do more by having this feeling.

"A Society Grows Great When Men Plant Trees Whose Shade They Know They Shall Never Sit In."

Why should I apply leadership in my life?

To improve the safety of people who are in difficult situations. For this person to observe that with a little perseverance and intelligence, everyone's situation can really change.

Why should I apply leadership in my job?

To integrate people who do not feel within the company. To make them see that without them the company would not be where it is and that thanks to everyone's collaboration we can go very far.