

**“TÚ
eres
parte
del cambio”**



Por:
Ing.Melody Durand Silva

INTRODUCCIÓN




**"Sonrisa de
esperanza
para Ecuador"**





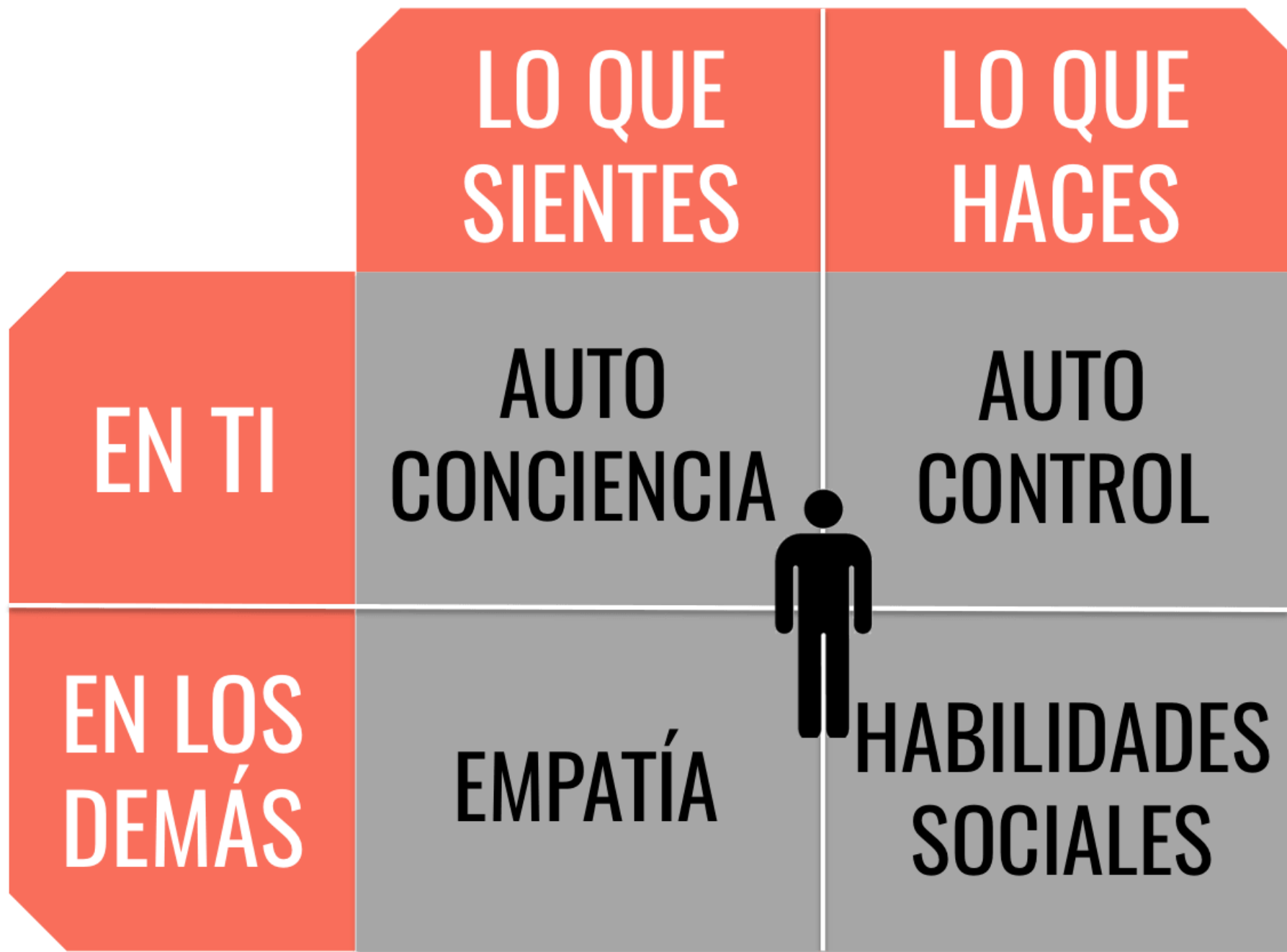


The background is a solid black field. On the left and right sides, there are large, vibrant splashes of paint in various colors including red, orange, yellow, green, blue, and purple. These splashes are irregular and textured, resembling ink or paint being thrown. In the center, the text 'PONGAMOS COLOR A LO QUE HACEMOS' is displayed in a bold, sans-serif font. Each letter is a different color, creating a rainbow effect across the words.

PONGAMOS
COLOR
A LO QUE
HACEMOS

PSICOLOGÍA POSITIVA





**PARA SER UN LÍDER
DEBEMOS INICIAR
POR NOSOTROS**

Existen múltiples estudios que correlacionan la satisfacción en el trabajo con la productividad del colaborador, y ésta con las utilidades finales.

**Se conoce que
aproximadamente el
80% del clima laboral
depende de la
personalidad y estilo de
liderazgo del jefe.**

COMUNICACIÓN



Las

7C's de la comunicación efectiva.



CLARA ... para que se entienda. (E) ambigüedades

CONCISA ... para ahorrar tiempo. (E) decorar

CONCRETA ... para centrar la idea. (E) abstracciones

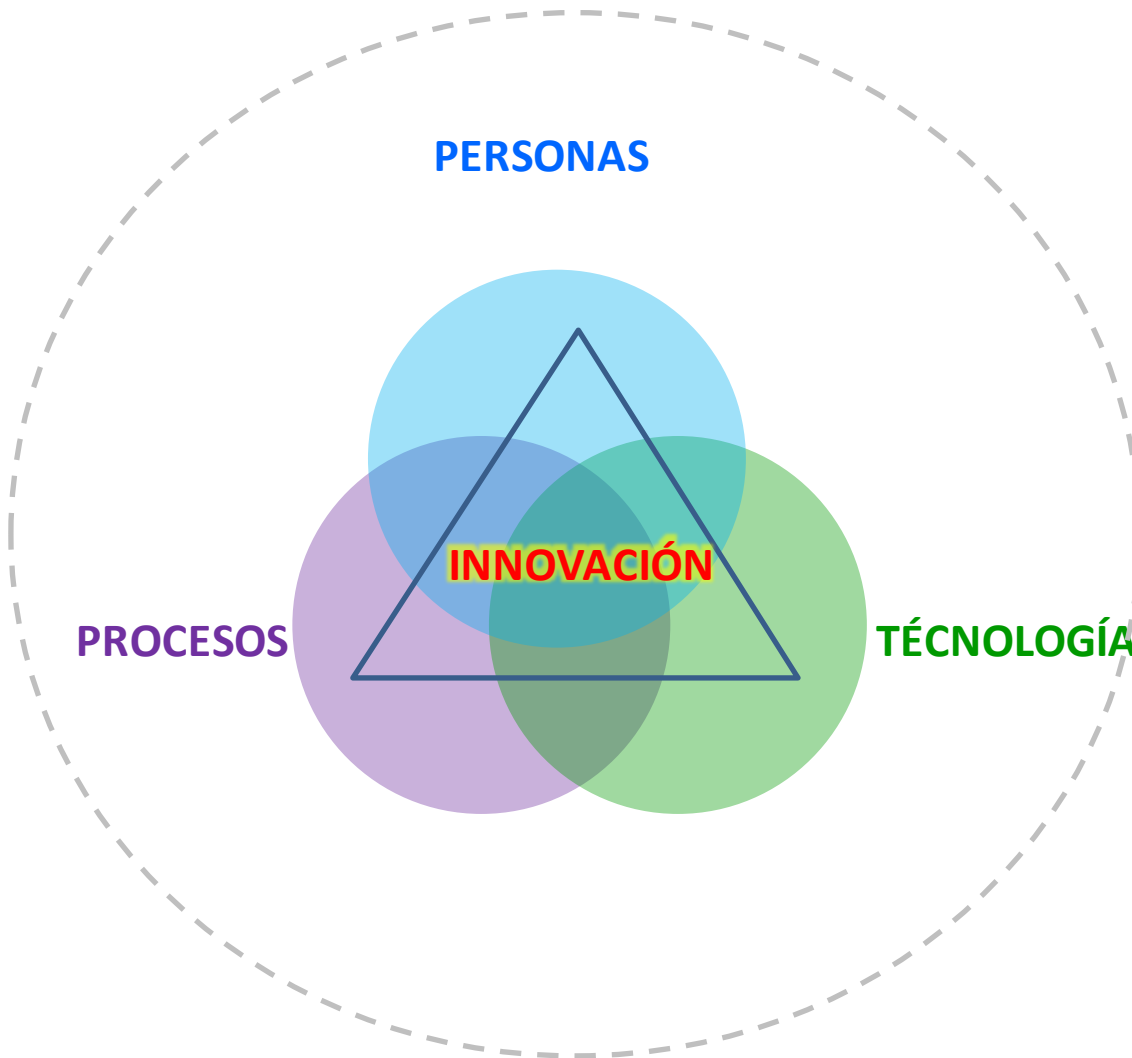
CORRECTA ... para generar confianza. (E) inexactitudes

COHERENTE ... para que tenga sentido. (E) disonancias

COMPLETA ... para obtener la respuesta deseada. (E) predecir

CORTÉS ... porque la amabilidad abre puertas.
(E) agresividad

Triángulo de los servicios



A photograph of the German national football team celebrating their victory at the 2014 FIFA World Cup. The players are wearing white jerseys with red and black accents, featuring the Adidas logo and the German national crest. They are all wearing gold medals around their necks. The central player is holding the FIFA World Cup trophy high above his head with both hands, and he has a look of intense joy and shouting. Other players around him are also cheering, with some raising their arms. The background is filled with a dense shower of golden confetti, creating a festive and celebratory atmosphere. In the top right corner, there is a black rectangular box containing the word "SINERGIA" in white, bold, sans-serif capital letters.

SINERGIA

**“El mundo cambia cuando
decidimos ser parte
del cambio”**

¡Muchas Gracias!

Nombre: Melody Durand Silva

Email: melody.durand.silva@gmail.com

Teléfono: (+51) 991-610-070



www.linkedin.com/in/melodydurandsilva



[@MelodyDurandS](https://twitter.com/MelodyDurandS)