



# It's all about people

## Change Agents

100 people  
Voluntary, 20% of time

Methodological  
training

Tribe/Mission based

M1: Support CEMEX Go  
M2: Collaborative work  
M3: Learning  
M4: Process alignment  
M5: Comms

## Employee Value Proposition



Methodological  
training

Start with one area

Viralize the rest

## Team Diversity

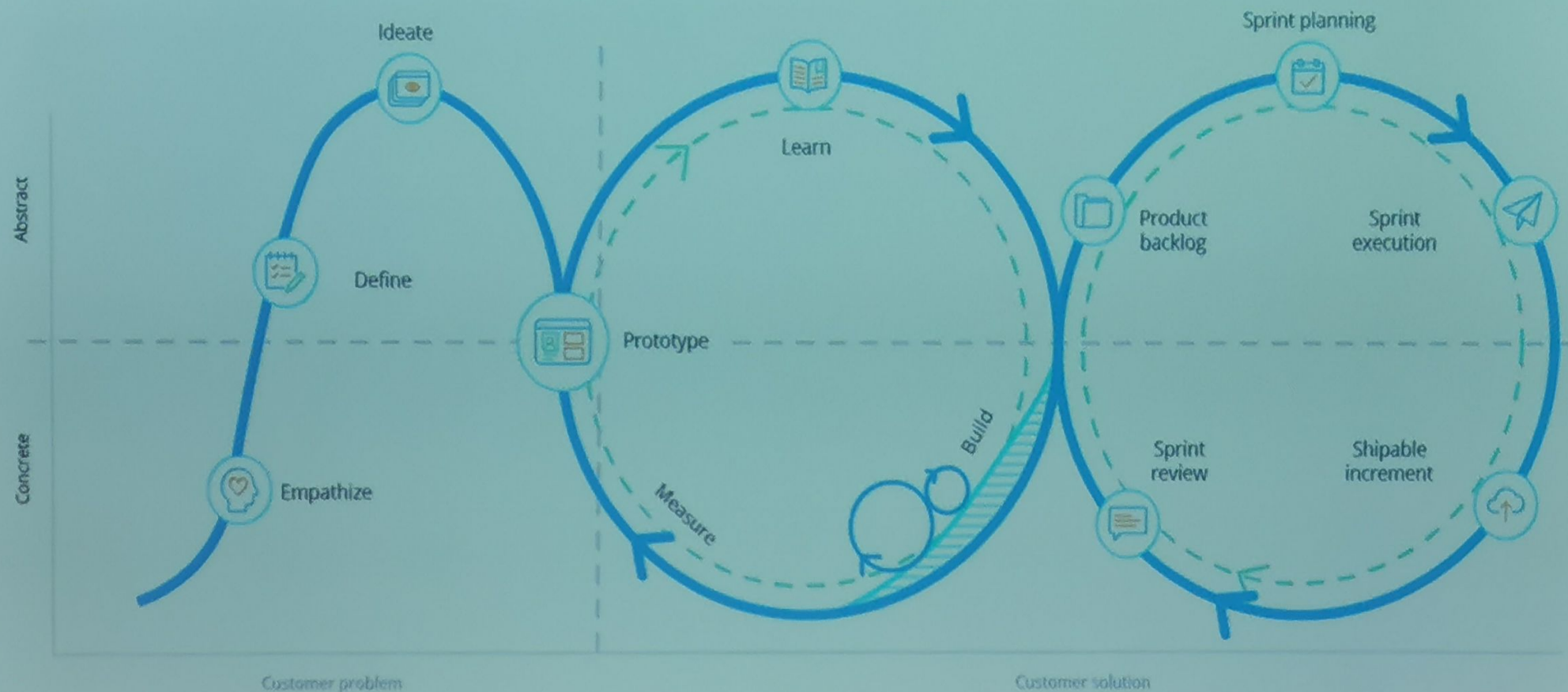
Business vs Digital

Experience

Ideators vs Executors

Gender





Design Thinking

1. Generate

Lean Startup

2. Develop

Agile

3. Transfer

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**Change Agents**

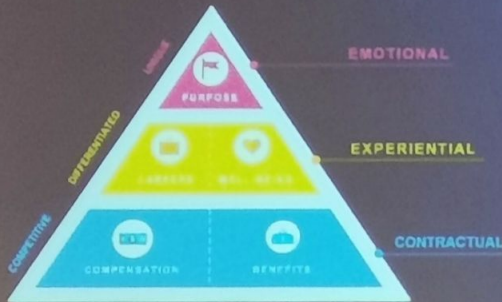
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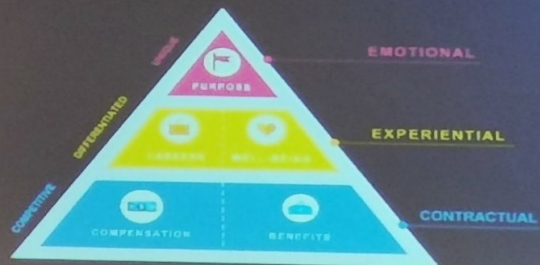
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# Digital Transformation Model

Great customer experience

New business models

Customer  
obsession



New disruptive  
Business Models

Value propositions based on  
digital processes and tech



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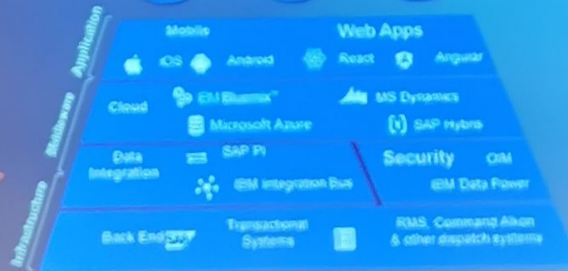
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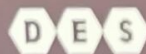


Digital Architecture



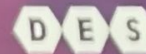
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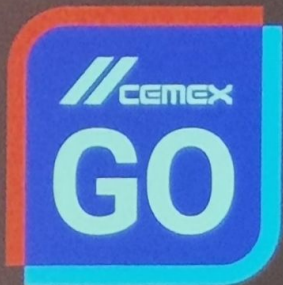
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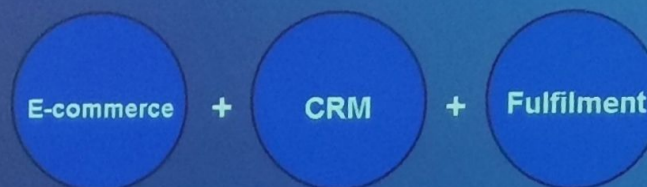


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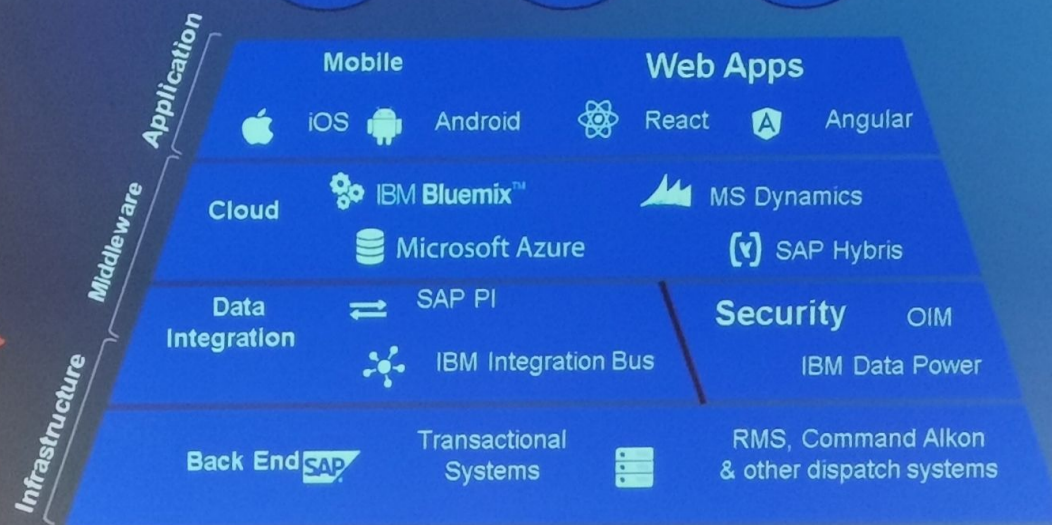


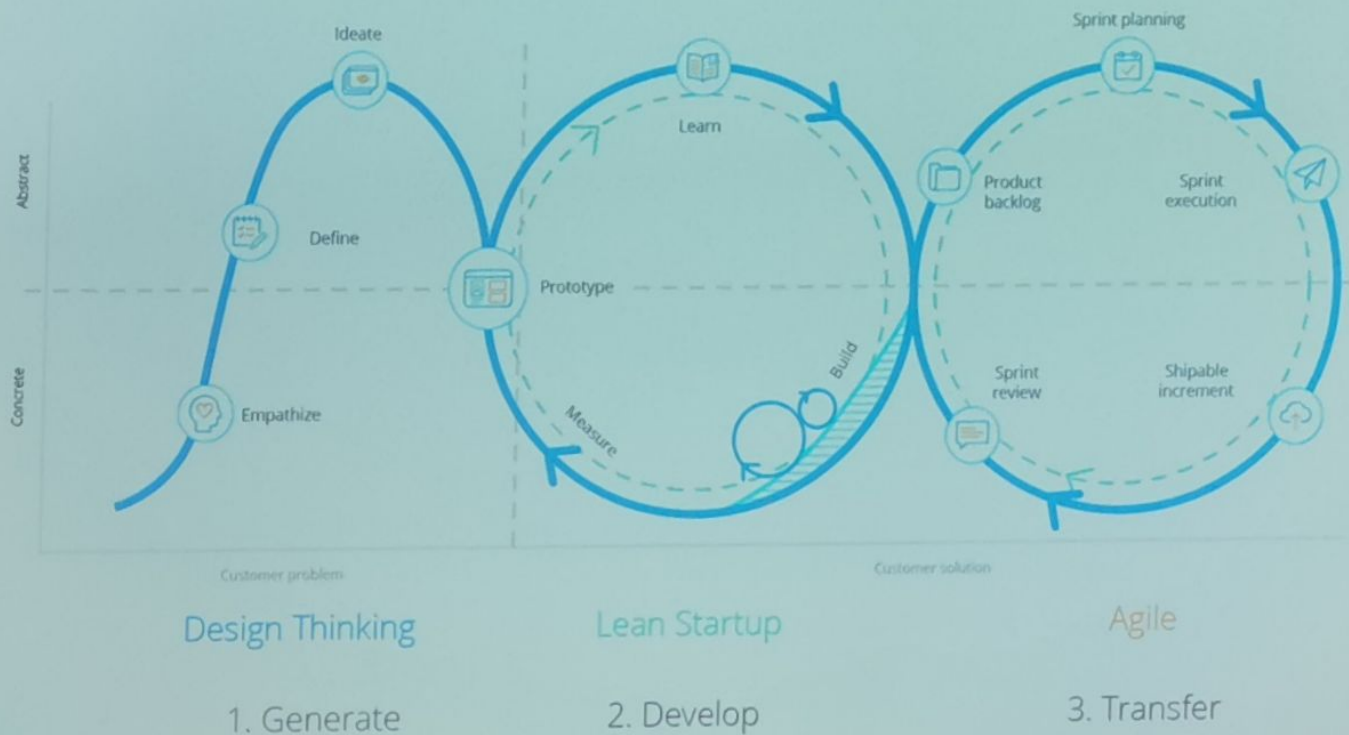


Digital  
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Digital Architecture





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