



A new view on change management

... to transform the way we transform

We can't make Change happen,
but influence for it to happen
organically ... from within.



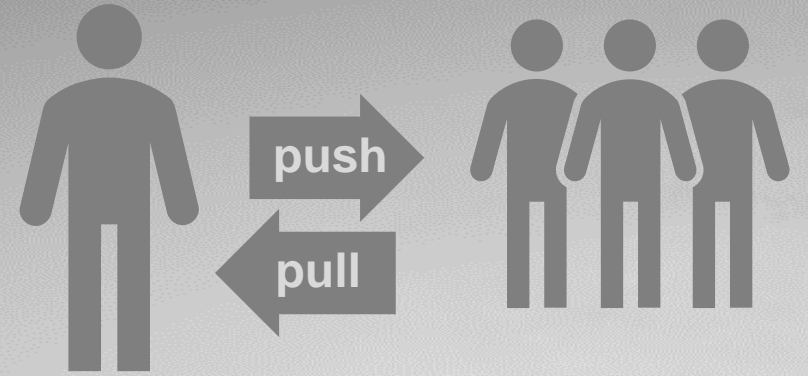


“There is only one way under high heaven to get anybody to do anything. Yes, just one way. And that is by making the other person want to do it.

Remember, there is no other way.”



Dale Carnegie, 1936

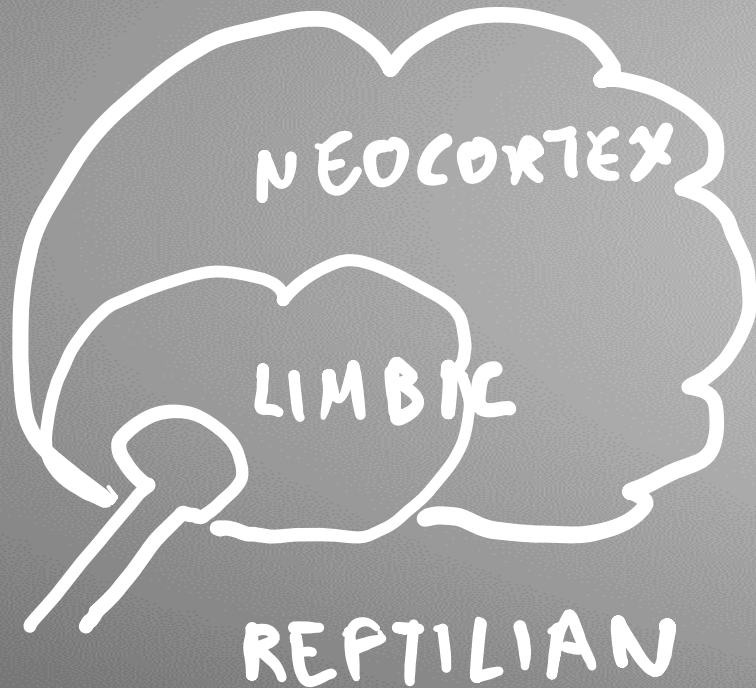


seduction *noun*

/sɪˈdʌk.ʃən/

The **attractive** quality of something.

The act of **persuading** someone to do smtg.



How Do I change?

Do I want to change?

Can I change?



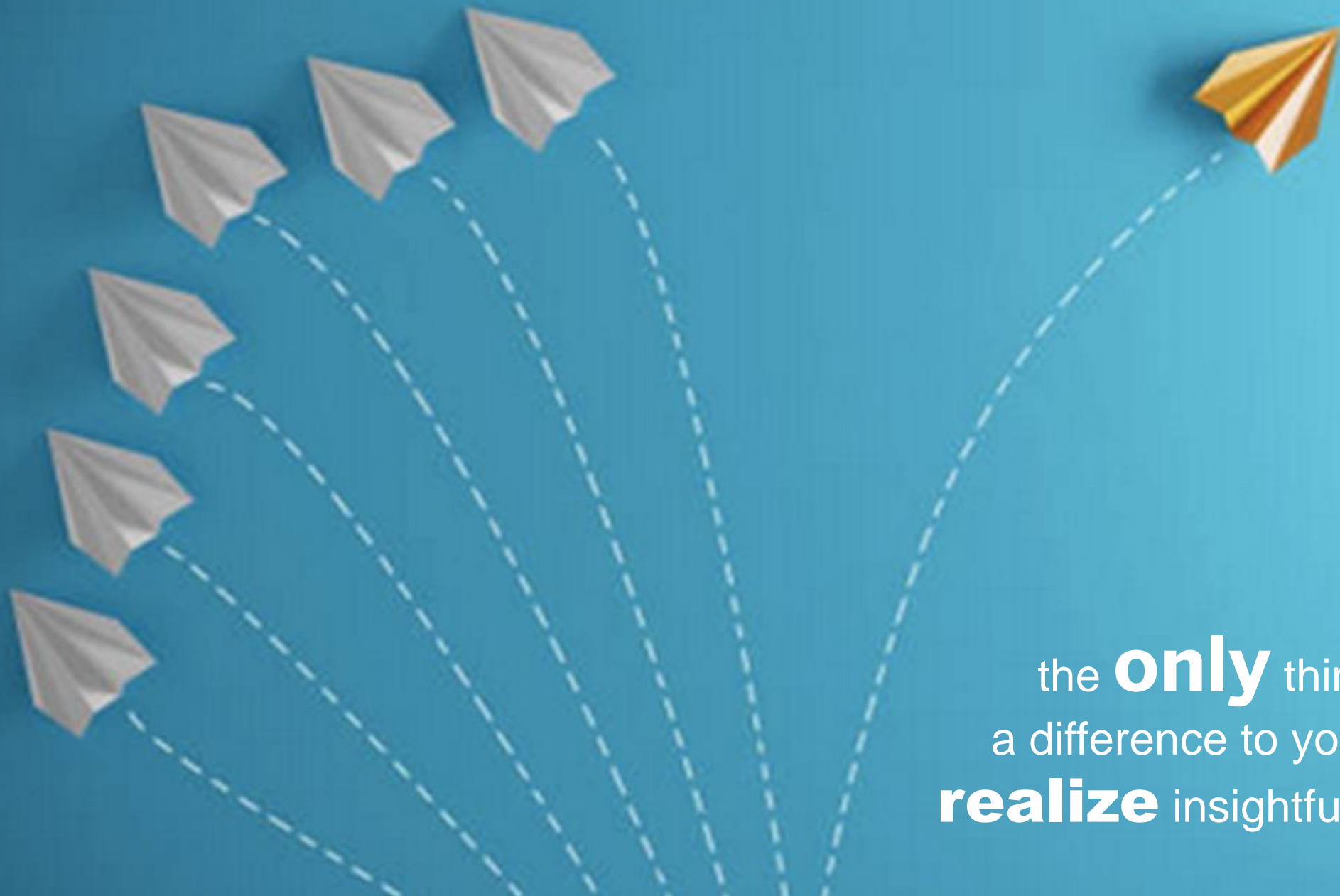
IT'S NOT ABOUT THE NAIL

<https://www.youtube.com/embed/-4EDhdAHrOg?autoplay=1>

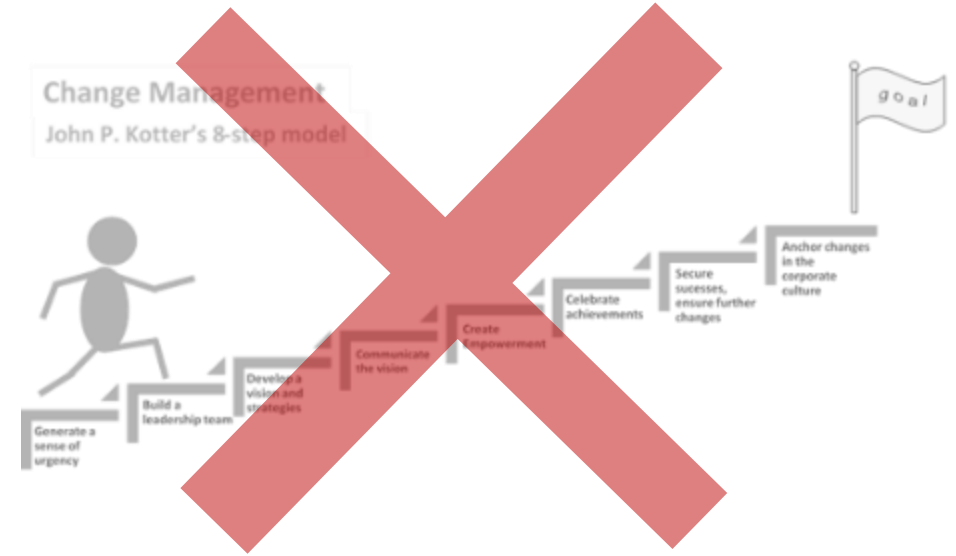
An abstract artwork featuring a dense, chaotic pattern of black and white splatters, drips, and fine lines on a light tan or beige background. The composition is highly textured and expressive, with the dark marks creating a complex web across the entire surface.

What does she need?

[https://www.youtube.com/embed/JXOw0uTY1kQ?
autoplay=1&end=135](https://www.youtube.com/embed/JXOw0uTY1kQ?autoplay=1&end=135)

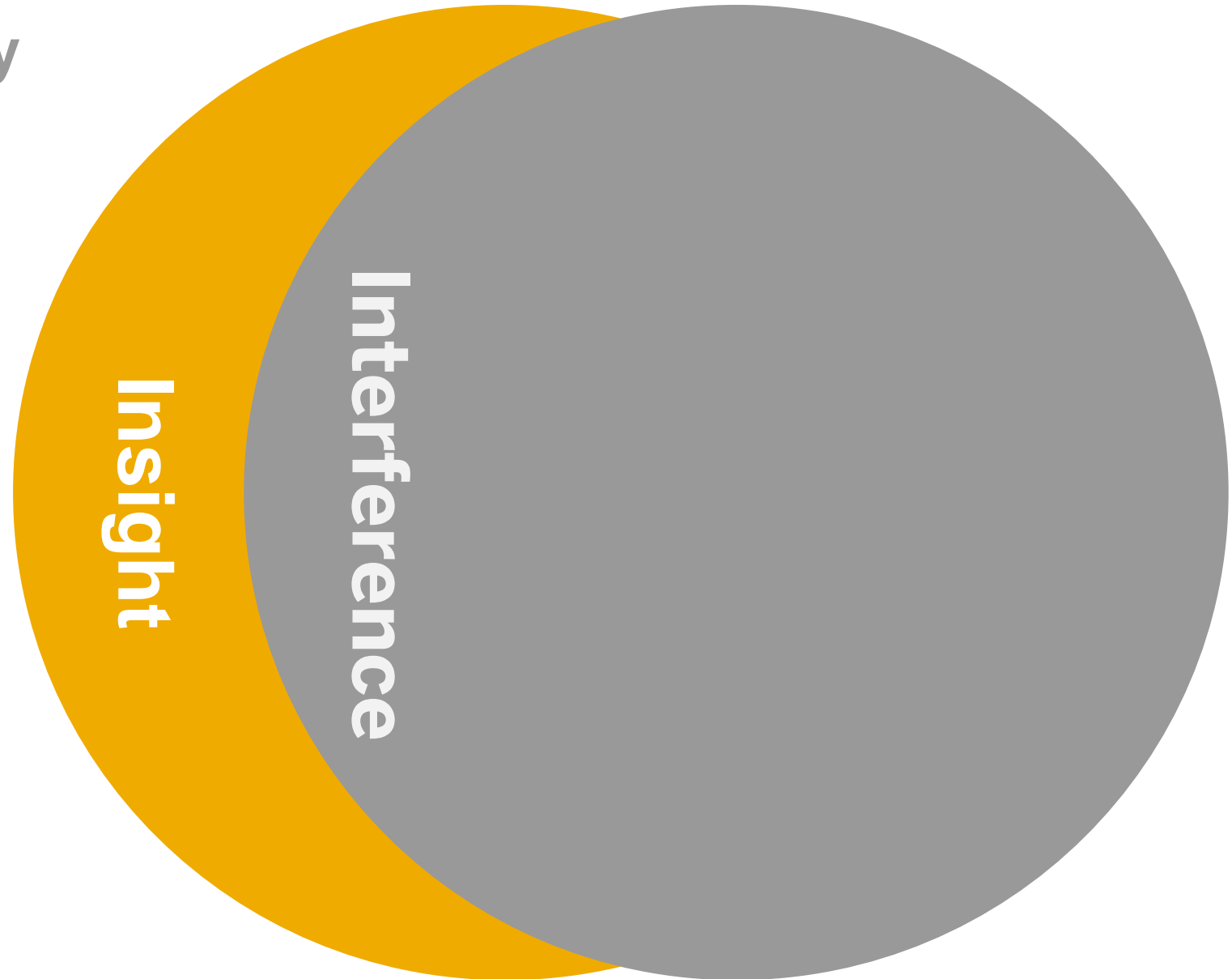


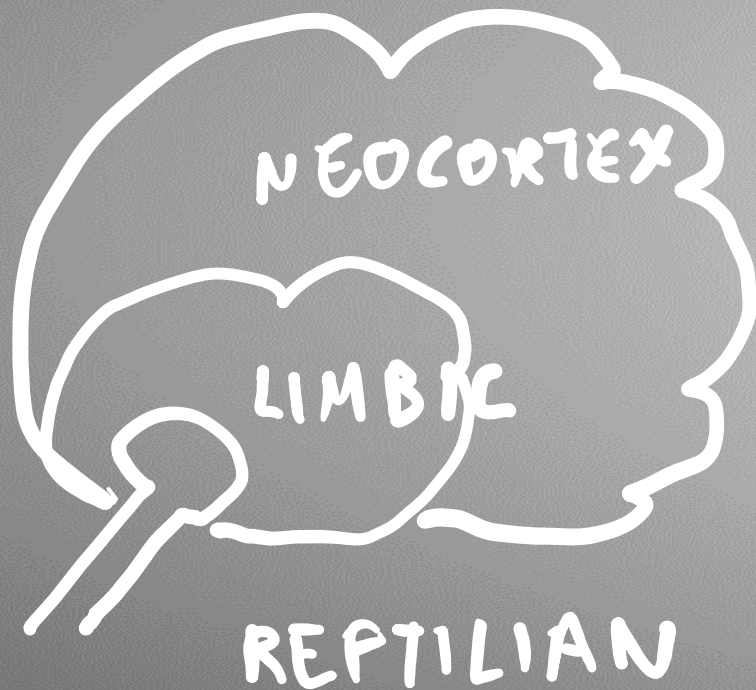
the **only** thing that makes
a difference to you is what you
realize insightfully from within



Change is not a proccess,
real transformation is only **one insight** away.

**Our innate capacity
for INSIGHT**

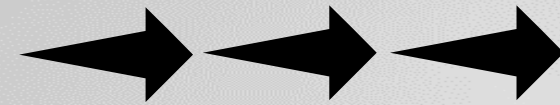




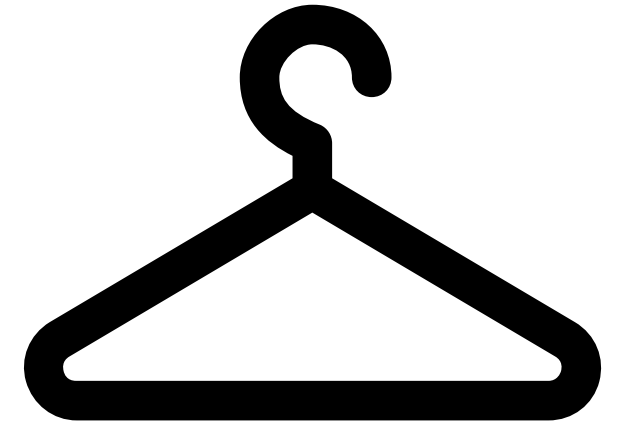
process

vs.

insight



**what is the enemy
to defeat when
managing **change**?**



go to www.menti.com
and use the code

1412 1345

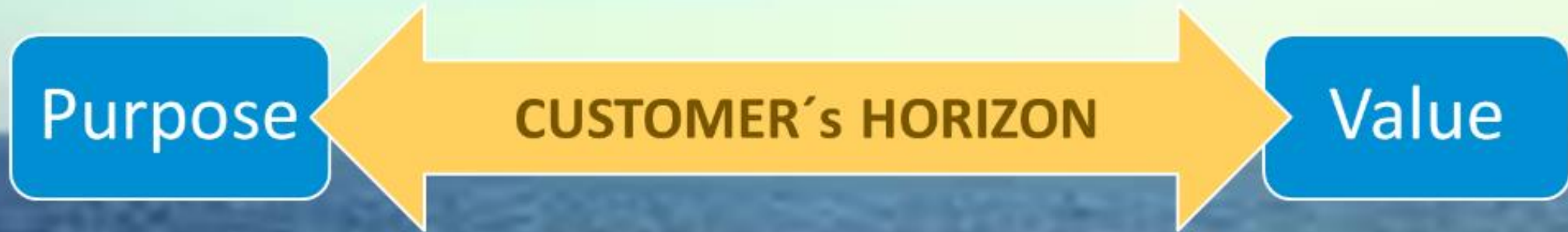
Status Quo

Fear

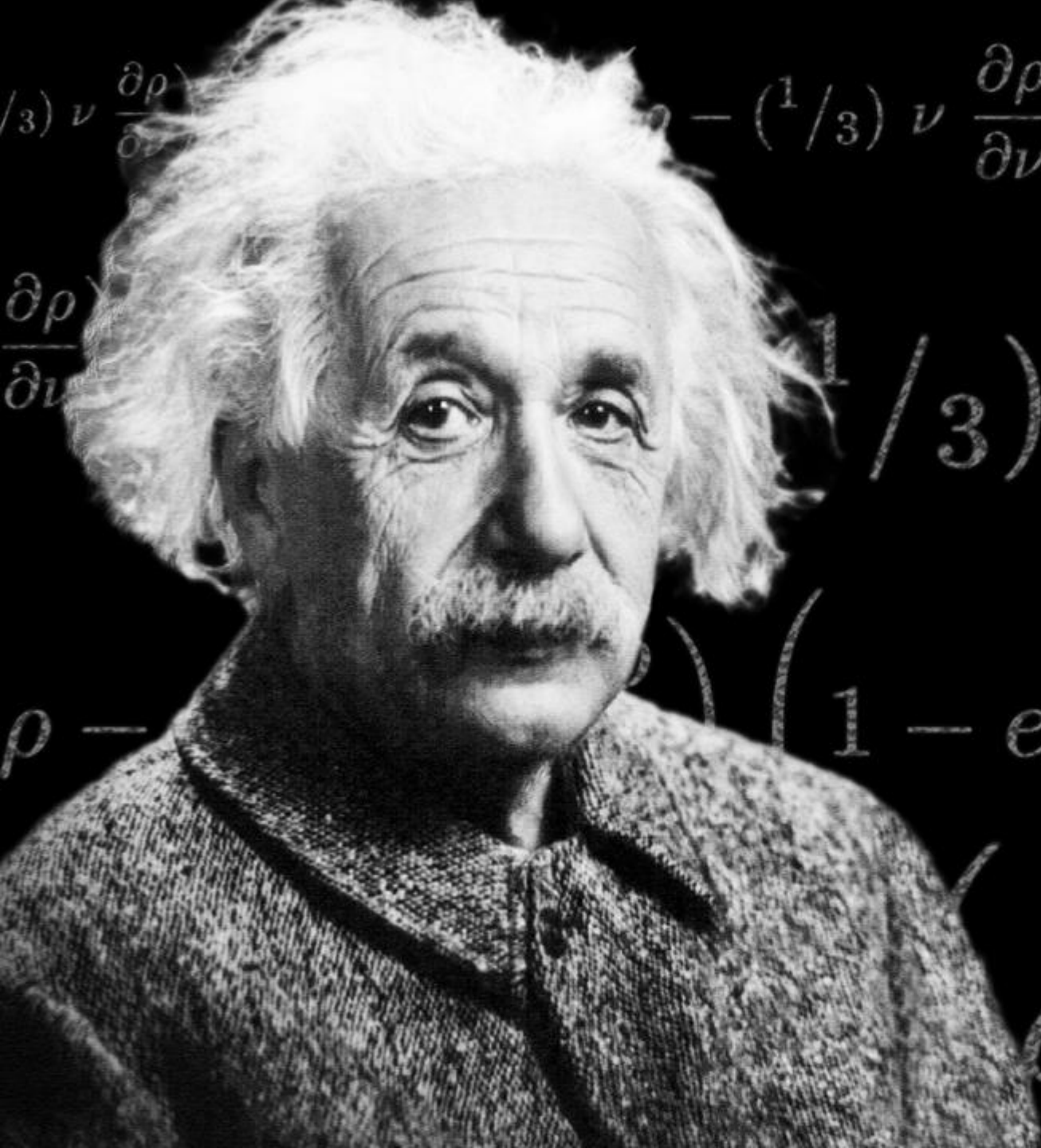


Status Quo





Change = from **Status Quo** to a new **Horizon**



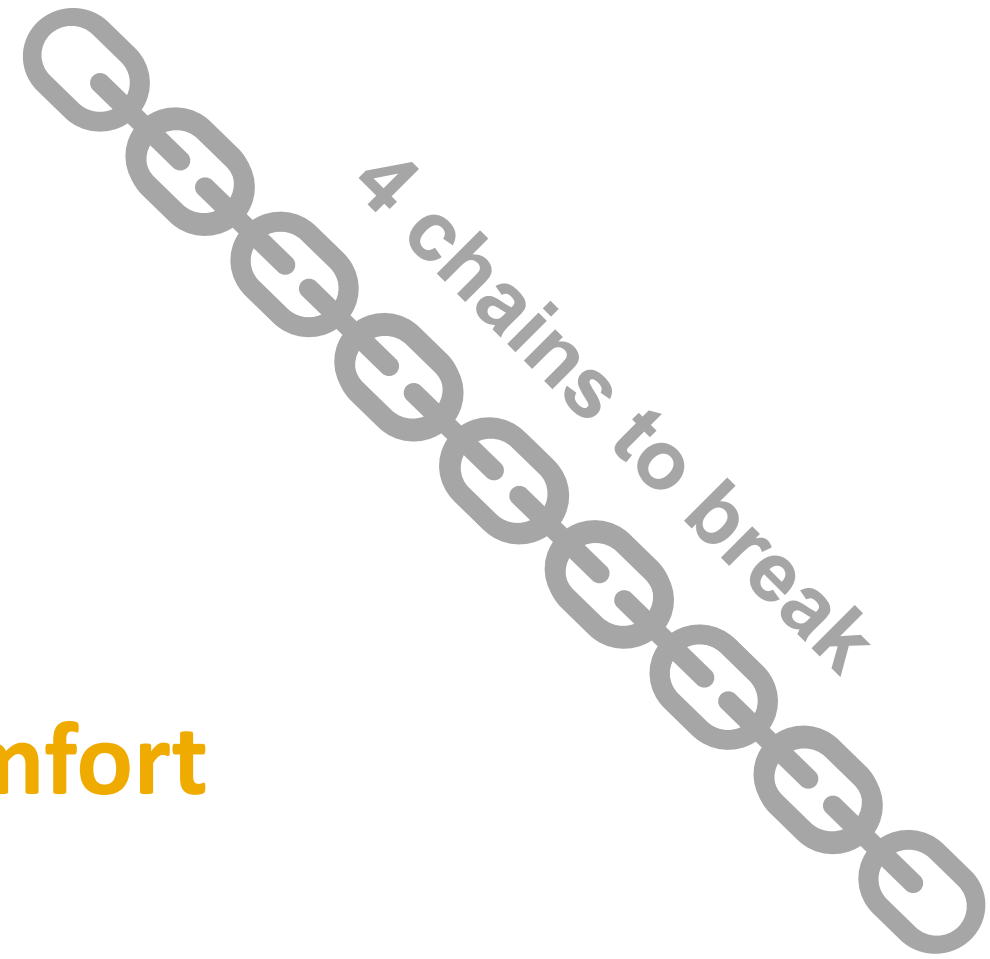
“It is harder to crack
paradigm than
an atom.”

- Albert Einstein

What's a
paradigm?



moving **Status Quo**



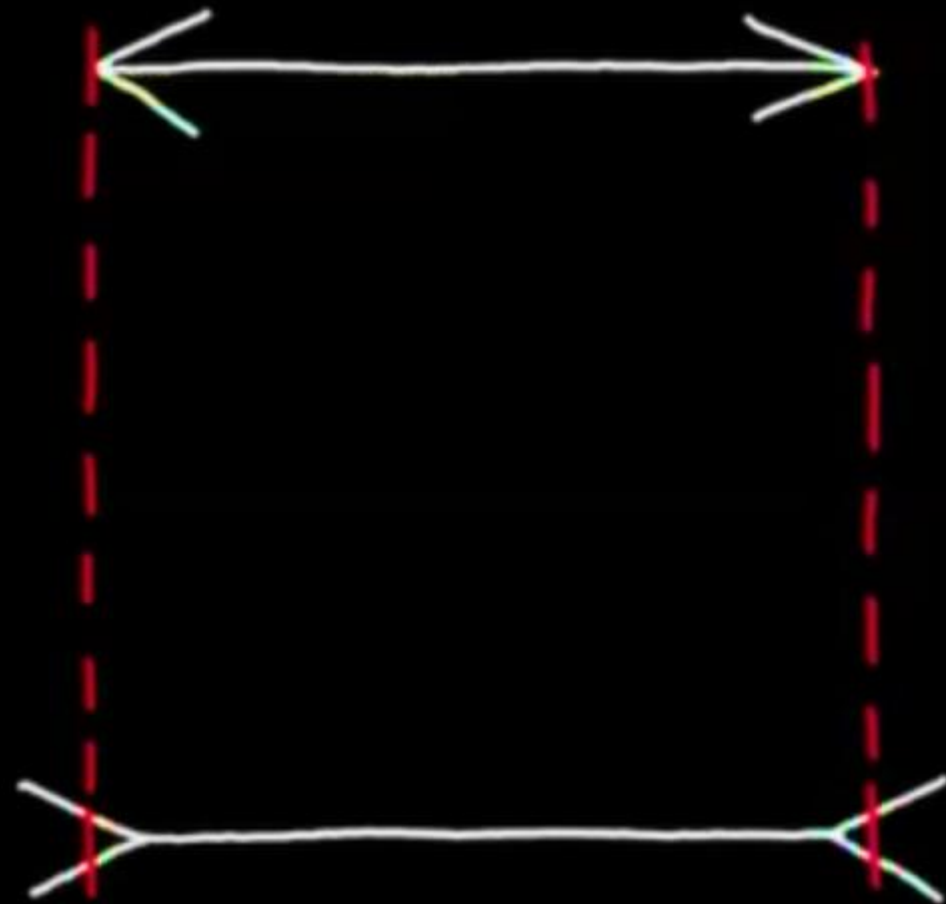
Stability **Mild discomfort**

Sameness **Constrast**

Anticipated Regret **Security**

Cost of Change **Cost of doing nothing**

The toughest challenge ... SAMENESS



A powerful tool for pursuing
your customer's HORIZON



competence learning curve





Fear

**“evolutive change activates a
progressive adaptation,
but **disruptive change** activates
resistance, not only intellectual,
but mainly **emotional**.”**

- Dr. Mario Alonso Puig

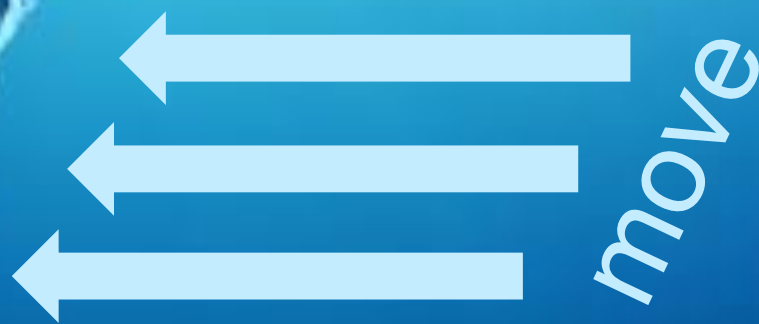
IQ

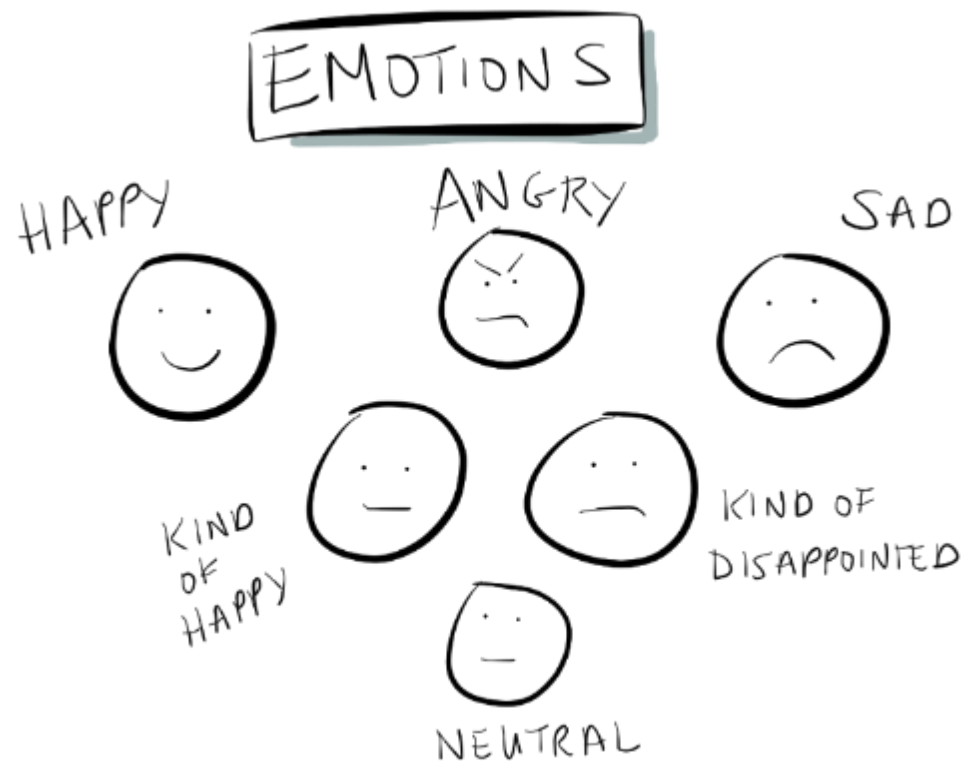
Conscious

meet them here

EQ

Unconscious



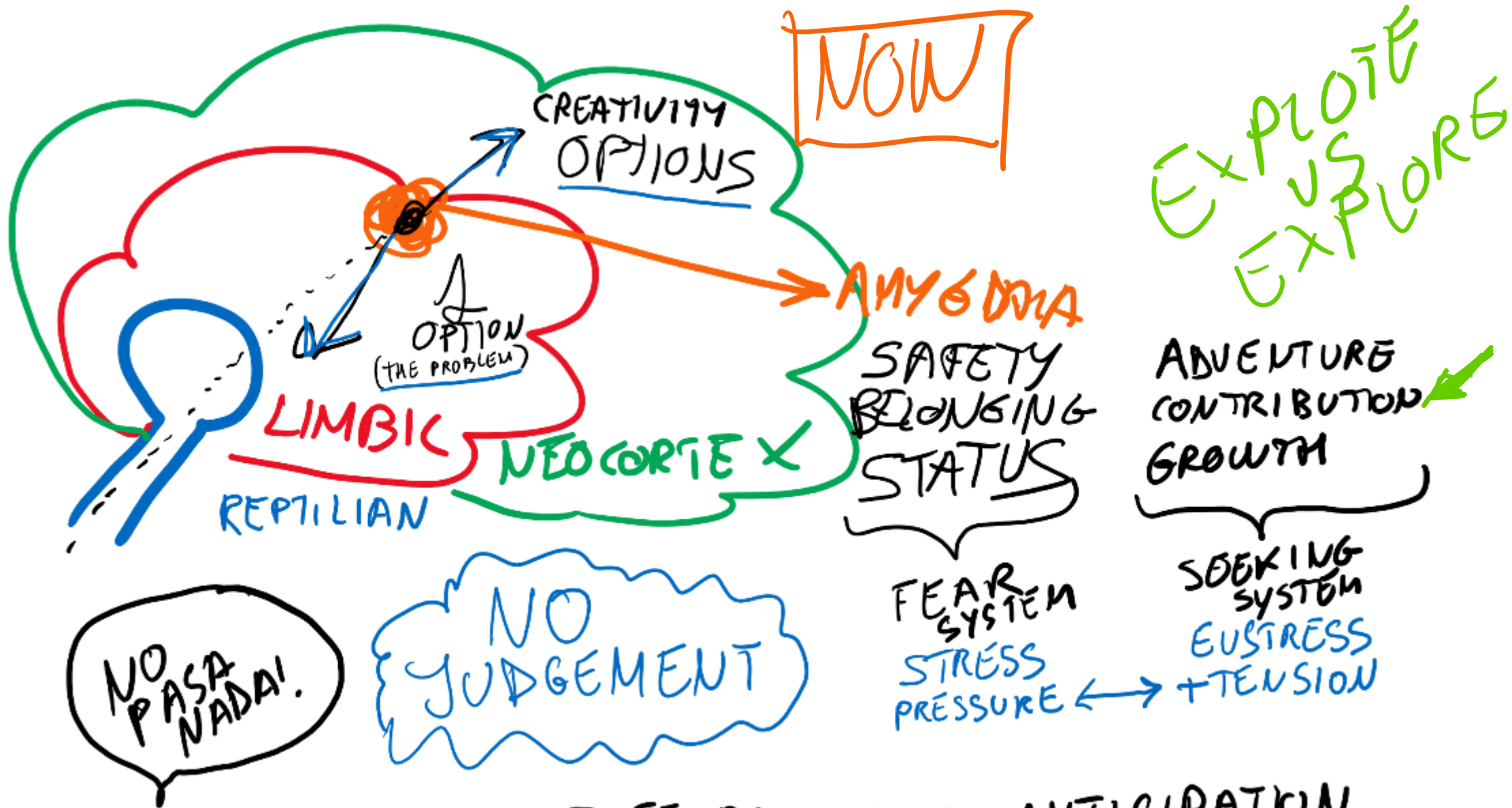


EQ

arealme.com/eq/en/ (English)
arealme.com/eq/de/ (Deutsch)
arealme.com/eq/fr/ (Francais)
arealme.com/eq/es/ (Spanish)



Fear
the emotional
invisible barrier



BALZAC: OUR WORST FEARS LIE IN ANTICIPATION



*“In any given moment we have two options:
to step forward into growth, or to step back into safety.”*

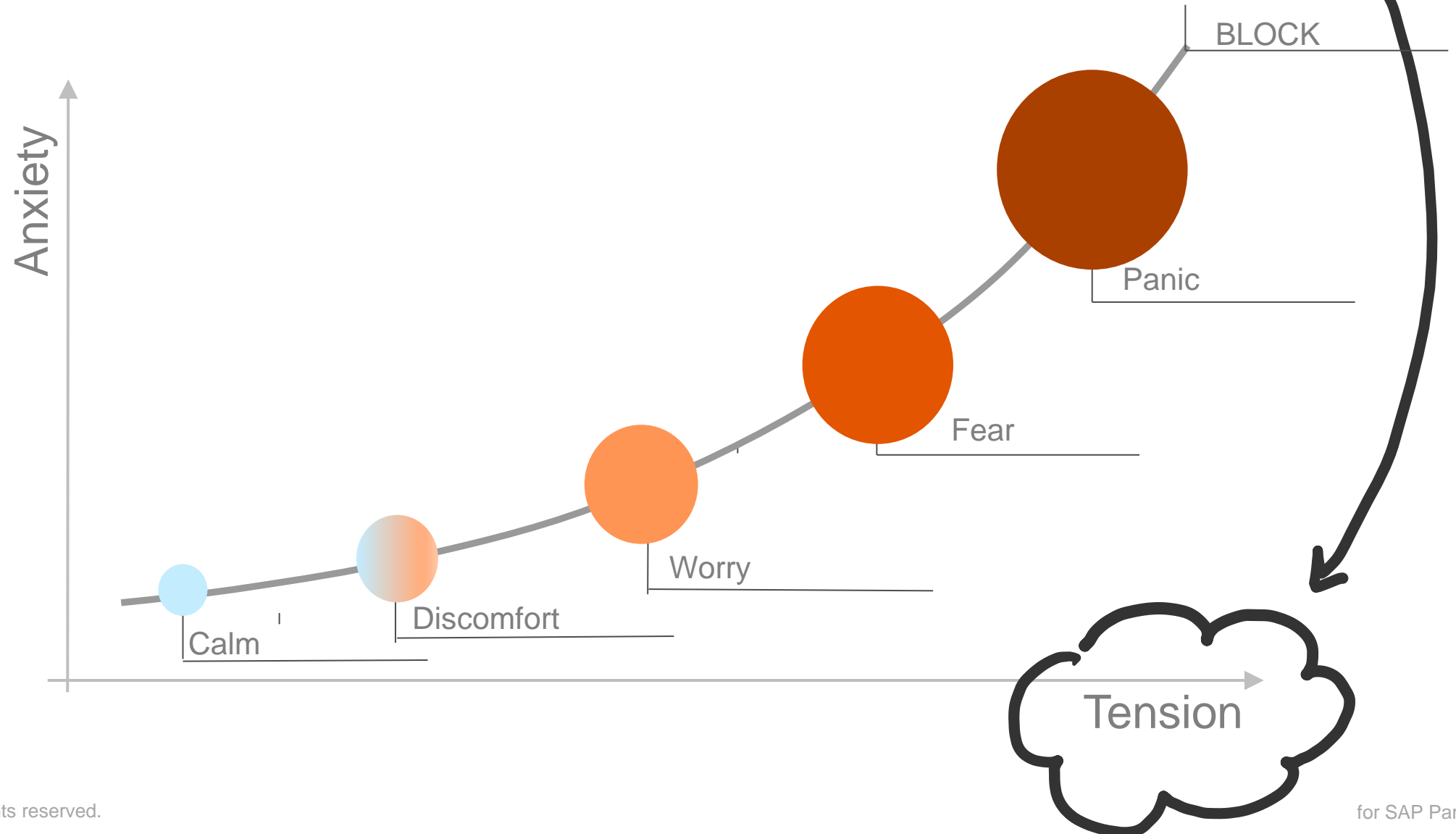
Distress vs Eustress



5000 applications!

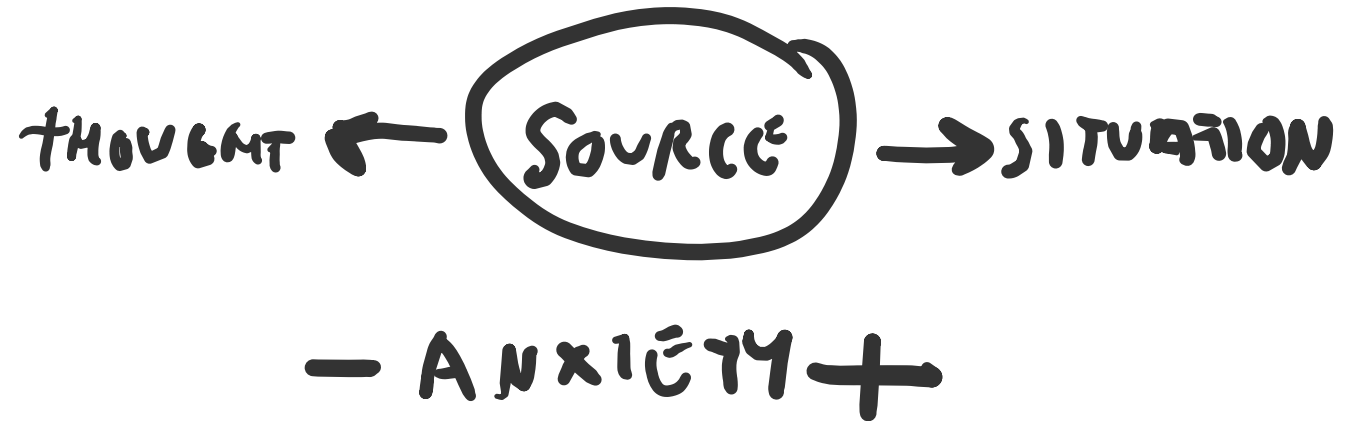
Feeling evolution

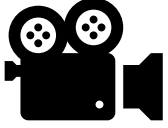
Tension arouses when we think that our wellbeing is at stake



“what causes anxiety is not the problem itself, is that we worry sick **thinking about the problem”**

— Dr. Dicken Bettinger



past →  < future

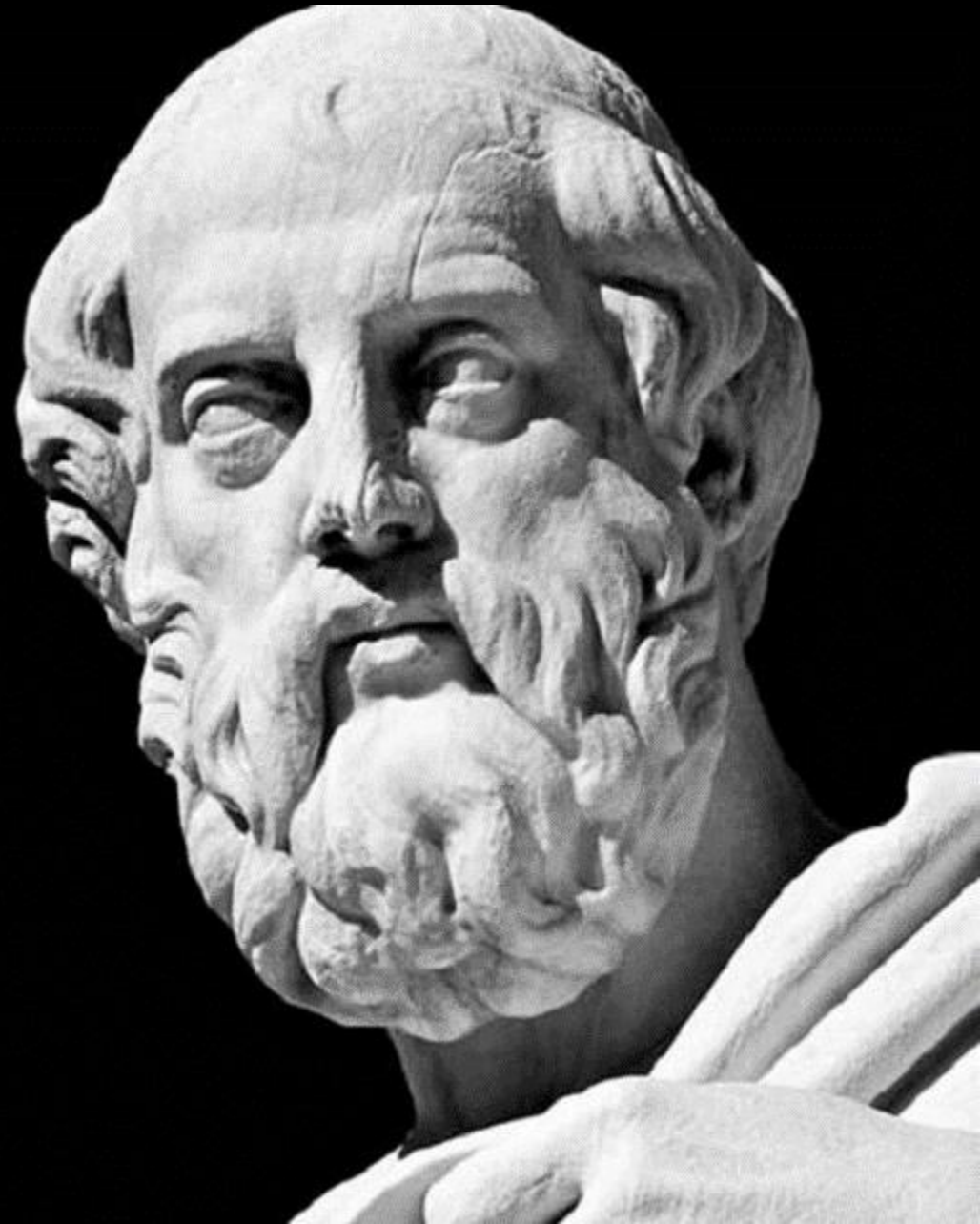
**“Our greatest fears
lie in anticipation.”**

— Honoré de Balzac

No pasa nada!!! — Manuel Lopez

“Courage is knowing
what not to fear”

Plato



We can't make Change happen,
but influence for it to happen
organically ... from within.



Thank you.

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