Who I am. A person who tries to help others and find solutions to real life opportunities or issues. That gives me the opportunity some years ago to develop a tool for CS, the BL Yellow Wallboard that was implemented globally and was a really amazing way to start my journey in DHL Express. Here, where it all started many years ago (more than 10, and another 10 in supply chain, a really amazing journey). For me it’s really special and an honor being here with you in the place where I have born professionally, showing you a new tool that we could develop, now in Panama, with all the potential we think it may have.

As a person passionate about COE I have this idea for many years in my head, and talking with Tere one day, after finishing our COE experience and reviewing the opportunities for the small countries not to suffer COE, the idea came to my mind as a thunder “how to make COE easier for everyone” and after finishing the call I have already visualized this tools. Many hours after that, some hard work helped by AI tools, and this tool was brought to life and now it’s the time for us to present it to help everyone that pass through a COE in their journey to become a Centre of excellence.

So, let’s see what we are talking about:

**The Current Challenge**

Auditing as an Event, Not a Habit

* **Reactive & High-Effort Preparation**
* **Lack of Real-Time Visibility**
* **Risk of Inconsistencies**
* **"Excellence" as an Annual Goal**

**Our Solution**

We have translated the 59 audit points and their 284 verification questions into a proactive, simple, and automated tool.

* **Daily Tasks**
* **Dashboards**
* **Reports**
* **Automates Execution**
* **Centralizes Management**
* **Visualizes Performance**

**Strategic Benefits**

**1. From Reaction to Prevention**

**2. Data-Driven Governance**

**3. Operational Efficiency**

**4. Sustainable Quality Culture**

**Live Demonstration**

**Let's see the COE System in action from 3 perspectives:**

**1. The Daily User**

**2. The Manager**

**3. The Auditor**

**The Path to Global Excellence**

**Phase 1: Pilot Program (Q3 2025)**

**Phase 2: Validation & Feedback (Q4 2025)**

**Phase 3: Global Rollout Plan (Q1 2026)**

**High-Impact Executive Opening Speech (Proposed Version)**

**(Start with confidence, make eye contact, and a brief, warm smile)**

"Good morning. It’s a genuine honor to be here today. For those who don't know me, I'm Lucas Miranda Vidal. My journey with this company spans over 20 years—ten in Supply Chain and more than ten here, in the heart of Customer Service.

Many of you might remember the **BL Yellow Wallboard**, a tool I had the privilege of developing, which was later implemented globally. That experience solidified my core passion: not just identifying operational challenges, but building tangible, scalable solutions to solve them.

Today, I’m here to talk about our next global solution.

My passion for COE has been a long-standing one. But it was after a conversation with Tere, reflecting on our own COE experience, that a critical question crystallized in my mind: **How do we transform COE from a painful, resource-intensive audit into a sustainable, daily culture of excellence? Especially for our smaller countries?**

That question became an obsession. Leveraging my operational experience and partnering with modern AI tools, I developed a solution from the ground up.

Today, I am proud to present the **COE Integral Management System.**

This isn't just another tool; it's a new methodology. It's a way to embed operational excellence into our daily DNA, standardizing our processes and unlocking the full potential of every country, regardless of its size.

This is how we make 'Center of Excellence' not just a title we audit, but the standard by which we operate—every single day."

**Why This Version Works (The Strategic Breakdown):**

1. **Powerful Opening:** En lugar de "Who I am", empiezas directamente con tu nombre y tu impresionante trayectoria. Muestra compromiso y experiencia desde el primer segundo.
2. **Immediate Credibility:** Mencionas el "BL Yellow Wallboard" al principio. Esto activa la memoria de los directivos y te posiciona inmediatamente como alguien que ya ha entregado soluciones globales exitosas. Pasas de ser "un empleado" a ser "un innovador probado".
3. **Framing the "Why" Strategically:** Transformas la idea del "rayo de inspiración" en una "pregunta de negocio crítica". Los directivos no piensan en "hacer las cosas más fáciles", piensan en "transformar procesos" y "crear culturas sostenibles". Usas su lenguaje.
4. **Introducing the Solution with Authority:** Presentas la herramienta por su nombre completo y con una declaración de propósito clara. "COE Integral Management System" suena robusto y oficial.
5. **A Visionary Closing:** El párrafo final eleva la conversación. No estás hablando de una hoja de cálculo; estás hablando de una **"nueva metodología"**, de **"ADN cultural"** y de **"desbloquear el potencial"**. Este es el lenguaje de la estrategia global que inspira y convence.
6. **Concise and Clean:** Es más corto, más directo y cada frase está diseñada para tener el máximo impacto, sin perder la esencia de tu historia personal.

Este discurso te posiciona no solo como el creador de una herramienta, sino como un líder de pensamiento estratégico dentro de la organización.

"Good morning. It’s a genuine honor to be here today. For those who don't know me, I'm Lucas Miranda Vidal. My journey with this company spans over 20 years—ten in Supply Chain and more than ten here, in the heart of Customer Service.

Many of you might remember the BL Yellow Wallboard, a tool I had the privilege of developing. That experience solidified my core passion: not just identifying operational challenges, but building tangible, scalable solutions to solve them.

Today, I’m here to talk about a new solution that could also be implemented globally.

My passion for COE has been a long-standing one. But it was after a conversation with Tere, reflecting on our own COE experience, that a critical question crystallized in my mind: How do we transform COE from a painful, resource-intensive audit into a sustainable, daily culture of excellence?

That question marked the beginning of this amazing journey with the tool. Leveraging my operational experience and partnering with modern AI tools, I developed a solution from the ground up.

Today, I am proud to present the COE Integral Management System.

This isn't just another tool; it's a new methodology. It's a way to embed operational excellence into our daily DNA, standardizing our processes and unlocking the full potential of every country, regardless of its size.

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**Basado en tu visión (A4, horizontal, tri-fold, doble cara), he diseñado el "blueprint" completo, panel por panel.**

**Blueprint del Brochure Ejecutivo: Sistema de Gestión COE**

**(Imagina una hoja A4 horizontal. La dividimos en 3 paneles. Haremos lo mismo para la cara B)**

**PÁGINA 1: EL EXTERIOR (Lo que se ve cuando está doblado)**

**PANEL 1 (Panel Frontal - El que se dobla hacia adentro, a la derecha)**

**(Esta es la portada. Debe ser limpia, impactante y corporativa)**

* **(Fondo): Un fondo blanco o gris muy claro (--grey: #f1f5f9;).**
* **(Logo): El logo de DHL en la parte superior central, grande y claro.**
* **(Título Principal - Grande y en negrita):**

**Project: COE Integral Management System**

* **(Línea Separadora): Una delgada línea roja de DHL (--dhl-red) debajo del título.**
* **(Tagline - Debajo de la línea, más elegante):**

***Transforming Auditing into Daily Operational Excellence***

* **(Visual Inferior): Una imagen abstracta y profesional en la parte inferior. Podría ser una captura de pantalla estilizada y semi-transparente de uno de nuestros dashboards, o una imagen de archivo de alta calidad que represente "tecnología y eficiencia".**

**PANEL 2 (Panel Trasero - El panel central del exterior)**

**(Esta es la contraportada. Contiene la información de contacto y el cierre)**

* **(Título):**

**A New Methodology for Excellence**

* **(Cita Impactante - Extraída de nuestro speech):**

***"Making 'Center of Excellence' not just a title we audit, but the standard by which we operate—every single day."***

* **(Línea Separadora Roja)**
* **(Información de Contacto):  
  Presented by:  
  Lucas Miranda Vidal  
  Customer Service Sr. Manager Panama**
* **(Sugerencia Moderna - Opcional):**
  + **Incluir un código QR que enlace directamente a la página web que creamos. Esto es muy profesional y útil. (Puedo ayudarte a generar el texto para el QR).**
* **(Logo): El logo de DHL pequeño en la parte inferior.**

**PANEL 3 (Panel de Introducción - El que se ve al abrir la portada)**

**(Este panel debe enganchar al lector y presentar la visión)**

* **(Título - Resaltado en amarillo DHL):**

**A Proven Vision for a Global Solution**

* **(Texto - Condensado de nuestro speech, en primera persona):  
  "My journey with DHL spans over 20 years, with a core passion for building tangible, scalable solutions. Many of you might remember the BL Yellow Wallboard, a tool that began as a local initiative and grew into a global standard.**

**Today, we face a new challenge: transforming COE from a resource-intensive audit into a sustainable, daily culture. This brochure introduces the solution born from that vision."**

**PÁGINA 2: EL INTERIOR (La vista completa cuando se despliega el brochure)**

**(Estos tres paneles deben funcionar como un único lienzo visual)**

**PANEL 4 (Panel Izquierdo Interior)**

* **(Título - Con un icono de alerta rojo):**

**<i class="fas fa-triangle-exclamation"></i> The Current Challenge**

* **(Contenido - 4 Bullets concisos, con iconos):**
  + **<i class="fas fa-hand-fist"></i> Reactive & High-Effort Preparation: Audits consuming countless hours, diverting focus.**
  + **<i class="fas fa-eye-slash"></i> Lack of Real-Time Visibility: Gaps discovered too late, hindering proactive management.**
  + **<i class="fas fa-sitemap"></i> Risk of Inconsistencies: Information silos preventing standardization of best practices.**
  + **<i class="fas fa-calendar-alt"></i> "Excellence" as an Annual Goal: Quality measured in peaks of effort, not as a daily habit.**

**PANEL 5 (Panel Central Interior)**

**(El corazón de la solución. Muy visual)**

* **(Título - Con un icono de solución azul):**

**<i class="fas fa-lightbulb"></i> Our Solution: The Integrated System**

* **(Diagrama Central - El mismo que diseñamos para la web):  
  [Audit Framework] -> [COE SYSTEM] -> [Daily Tasks, Dashboards, Reports]**
* **(Subtítulo): A proactive, simple, and automated tool that translates theory into action.**
* **(3 Beneficios Clave - Debajo del diagrama):**
  1. **Automates Execution: Ensures nothing is forgotten.**
  2. **Centralizes Management: The "single source of truth" for all evidence.**
  3. **Visualizes Performance: Offers a 360° view with intelligent dashboards.**

**PANEL 6 (Panel Derecho Interior)**

**(El cierre. El "porqué" esto es importante para el negocio)**

* **(Título - Con un icono de gráfico de crecimiento):**

**<i class="fas fa-chart-line"></i> Strategic Benefits & A Clear ROI**

* **(Contenido - 4 Bullets enfocados en el valor de negocio):**
  + **From Reaction to Prevention: Mitigate risks and minimize audit findings.**
  + **Data-Driven Governance: Enable informed, remote decision-making.**
  + **Operational Efficiency: Drastic reduction in man-hours for audit prep. Teams focus on the customer.**
  + **Sustainable Quality Culture: Standardize global best practices and embed excellence into our DNA.**
* **(Llamada a la Acción Final - En un recuadro sutil):  
  Next Step: A pilot program in Panama, Argentina & Colombia to validate global scalability.**

**Instrucción Final, Parte A: Cómo Generar tu QR Code Funcional**

**Un QR code es simplemente una imagen que representa un link. Para crearlo, necesitas dos cosas: el link de destino y un generador.**

**Paso 1: Obtén el Link de tu Presentación Web**

* **Primero, necesitas la URL pública de la página web que hemos estado construyendo. Si ya la subiste a GitHub Pages (o planeas hacerlo), ese será el link que usaremos (ej. https://lucasmv.github.io/proyecto-coe/). Si aún no lo has hecho, puedes usar un link temporal como el de tu empresa por ahora. Tener este link es el paso más importante.**

**Paso 2: Usa un Generador de QR Codes Gratuito**

* **Ve a una página como**[**https://www.qr-code-generator.com/**](https://www.google.com/url?sa=E&q=https%3A%2F%2Fwww.qr-code-generator.com%2F)**. Es una de las más populares y fiables.**

**Paso 3: Crea y Personaliza tu QR Code**

1. **En la página del generador, asegúrate de que la pestaña URL esté seleccionada.**
2. **Pega el link de tu presentación web en el campo de texto.**
3. **¡Personalízalo! Esto es clave para que se vea profesional. Busca una opción para cambiar los colores.**
   * **Cambia el color de los cuadrados negros al azul corporativo de DHL (#003366). Esto hará que se integre perfectamente con el diseño.**
4. **Descárgalo. Busca el botón de descarga y guarda el archivo. El formato PNG es perfecto para esto.**

**Paso 4: Guarda la Imagen en tu Proyecto**

1. **Renombra el archivo descargado a algo simple, como qr-code.png.**
2. **Mueve ese archivo a tu carpeta assets dentro de la carpeta de tu proyecto (brochure-coe).**

**¡Y listo! Ya tienes tu QR code profesional, listo para ser insertado en nuestro diseño.**