



ABIERTOS AL CAMBIO

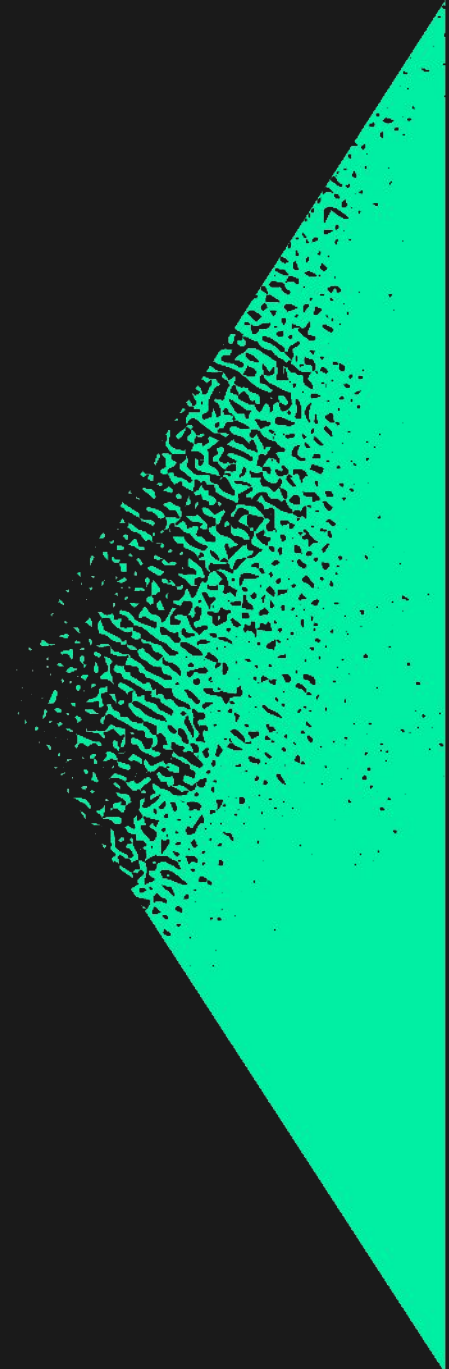
Transformando
la nueva realidad

CONGRESO CREA
REGIÓN SUDESTE



Resistencia al cambio

Cómo abrir el juego y ampliar la mirada







¿qué es el
cambio?

2 formas de
percibir el
cambio





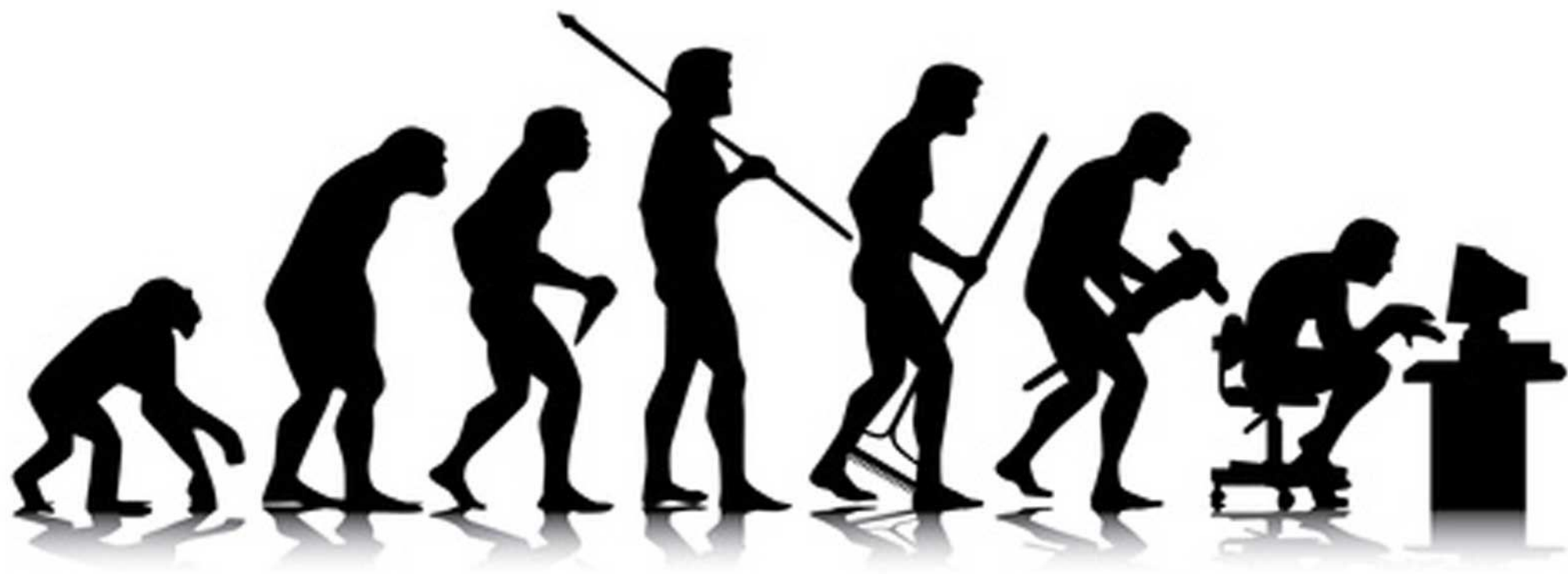


?





¿todo
cambio
es bueno?



¿cuándo
es **bueno**?

El cambio es bueno
cuando me permite
**mantenerme saludable
y/o crecer**

¿entonces no
deberíamos ser
todos ya
abiertos al
cambio?





Nos cuesta cambiar



Energía

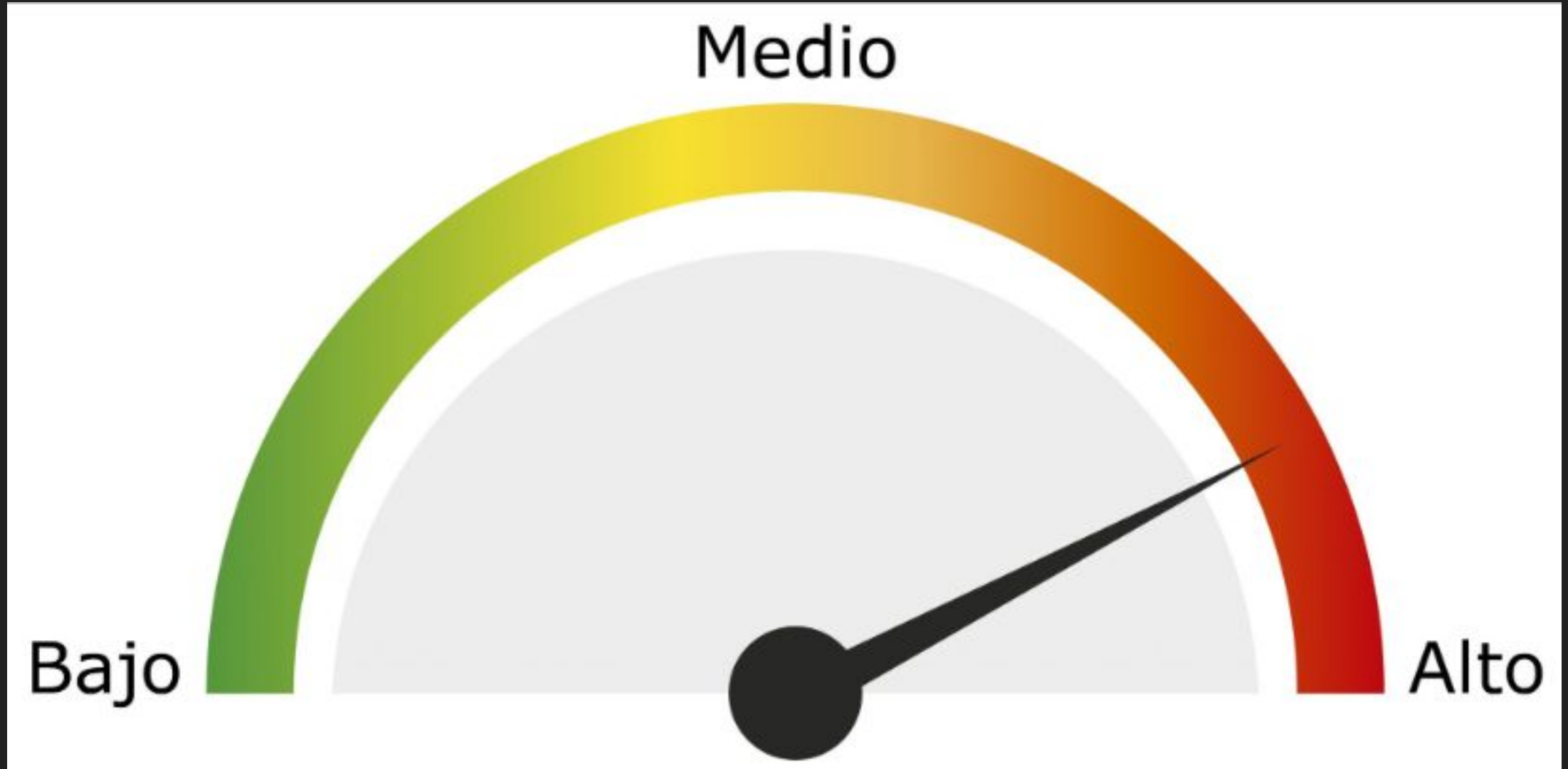
Tiempo y dinero



20	2011.06.30	2 752	3 122	6 897
21	2011.09.30	2 814 605	3 388 824	7 157
22	2011.12.31	2 824 826	3 495 163	7 599
23	2012.03.31	3 411	4 120 714	1 818
24	2012.06.30	1 501	4 174 484	7
25	2012.09.30	0 022	4 530	
26	2012.12.31	0 005	0 179	
27				
28				
29				

9 000 000
8 000 000
7 000 000

Riesgo



A man with a beard, wearing a denim jacket, is sitting at a table in a kitchen. He has his hands pressed against his forehead and eyes, suggesting a state of stress, frustration, or emotional distress. The background shows a typical kitchen with shelves, a window, and various items. The lighting is soft and natural, coming from the window on the left.

Atención y emoción

Incomodidad



A long-exposure photograph of a multi-lane highway at night. The image is dominated by bright, curved light trails from vehicles, creating a sense of motion and speed. The trails are primarily white and yellow, contrasting sharply with the dark blue and black background of the night sky and road. The road curves into the distance, with a guardrail visible on the left side. The overall composition is dynamic and visually striking.

Motere

¿cuál es el
COSTO de NO cambiar?

¿cuál es el RIESGO
de NO cambiar?

2 formas de
encarar el
cambio



¿me muevo
para
no perder?

¿o me
nuevo para
ganar?



el mundo
cambió

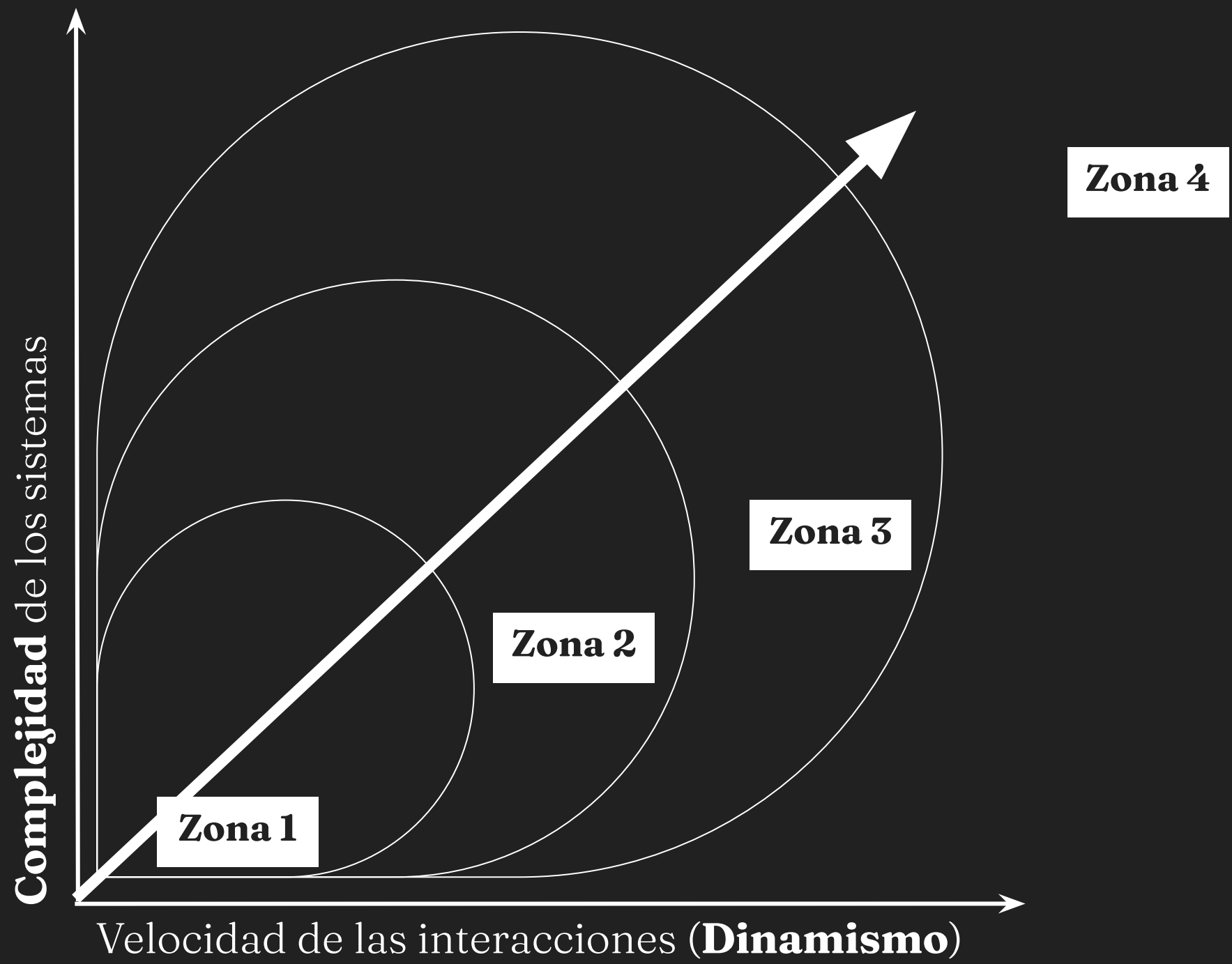


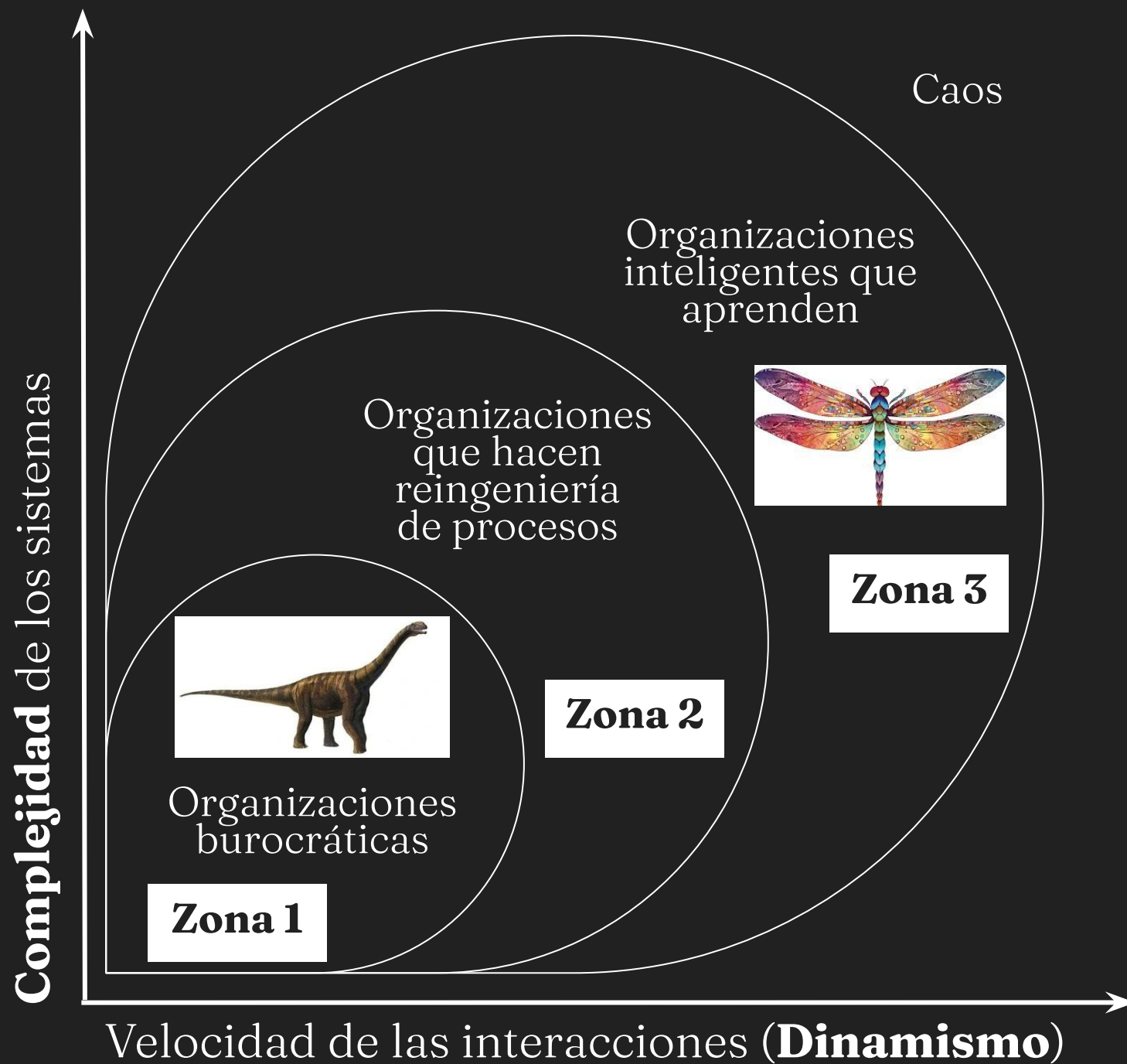
cambiaron las
organizaciones?



Complexity
+
Dynamics

Dinaxity





**Si la velocidad de aprendizaje
de una organización
es menor
a la dinaxity de su entorno,
no sobrevivirá**



A vibrant landscape photograph showing a lush green field in the foreground, a line of trees in the middle ground, and a bright blue sky with scattered white clouds. The scene is captured in a wide-angle shot, emphasizing the expanse of the field and sky. The text '¿Y el campo?' is overlaid in white at the bottom center.

¿Y el campo?

¿RESISTENCIA

O

RESILIENCIA?







Tradiciones

A close-up photograph of a person's hand, palm up, holding a large quantity of golden-brown wheat grains. Some grains are falling from the hand into the air, creating a dynamic sense of movement. The background is a vast, green agricultural field under a clear blue sky, with a line of trees visible in the distance. The overall image conveys themes of agriculture, nature, and sustenance.

Mantener viva la
esencia

Y si está viva
CAMBIA



MUCHAS
GRACIAS



CONGRESO CREA
REGIÓN SUDESTE

