



Diest®

“ F O R M A N D O   O R G A N I Z A C I O N E S   L E G E N D A R I A S ”

[www.diestconsulting.com](http://www.diestconsulting.com)

# Diest

Innovation and Business Model Optimization Consultants

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Creating Value for Companies and  
Organizations that would like to transcend.

# *Diest means innovation...*

Over the past 14 years, Diest has been dedicating its efforts on providing tools, support and know-how to companies of all sizes and industries; creating solutions and identifying opportunities. During this time, we developed our consulting model focused on value generation thru innovation.

We make this happen through the implementation of various methods we have designed, invented, developed, implemented, learned and experienced during this time. We appreciate the opportunity to help your company and we are ready to answer any questions that you might have.

Sincerely,



Hugo A. Becerra Espinoza

Diest

Building Legendary Organizations

# What we are?

We are a  
consulting  
company focused  
on creating value  
through  
innovation and  
business  
modeling

# Who are we?

We are a group of companies that provide different business and entrepreneurial activities:



## Diest

- Innovation, commercial models, family business, corporate business, organizational development, talent management, franchises and special project.



## Business Knowledge Institute

- Courses, training, workshops.



## Service Quality Institute

- Customer service training and consulting.



## Yarvis

- Custom-made Software development and outsourcing.

# Our Services

<u>Innovation and Creative synergy</u>	<ul style="list-style-type: none"><li>• Innovation and idea management processes.</li></ul>
<u>Commercial Formula</u>	<ul style="list-style-type: none"><li>• Growth strategy through sales and marketing.</li></ul>
<u>Personnel Alignment and Remuneration Methods (value added methods)</u>	<ul style="list-style-type: none"><li>• Design, development and implementation of results-oriented personnel incentive models.</li></ul>
<u>Institutionalization, Productivity, Organization y Results Oriented culture</u>	<ul style="list-style-type: none"><li>• Development and implementation of various technique and elements in order to construct an institution, increase productivity, organize and structuring.</li></ul>
<u>Family Business and Corporate Governance</u>	<ul style="list-style-type: none"><li>• Creating and developing of family protocol and succession rules implement adequate structure such as the family handbook, the board of directors rules, general manager, etc.</li></ul>
<u>WOW Factor: Exceptional Service</u>	<ul style="list-style-type: none"><li>• Creating and implementing high performance customer service strategies.</li></ul>
<u>Diagnostics</u>	<ul style="list-style-type: none"><li>• We diagnose any area of opportunity to identify root causes and solutions.</li></ul>
<u>Franchising and Franchises</u>	<ul style="list-style-type: none"><li>• Develop all required elements in order to be consistent with a franchise concept, including operational manuals, image manuals, brand management, UFOC, etc.</li></ul>
<u>Training</u>	<ul style="list-style-type: none"><li>• Business and entrepreneurial Training programs.</li></ul>
<u>Strategic Planning</u>	<ul style="list-style-type: none"><li>• Strategic planning, strategic pillars, strategic focus, etc.</li></ul>
<u>Special Projects</u>	<ul style="list-style-type: none"><li>• , Start to finish special project management and development.</li></ul>
<u>Restaurant Business Optimization</u>	<ul style="list-style-type: none"><li>• Specialized consulting program in the restaurant industry</li></ul>

# Our Promise to you

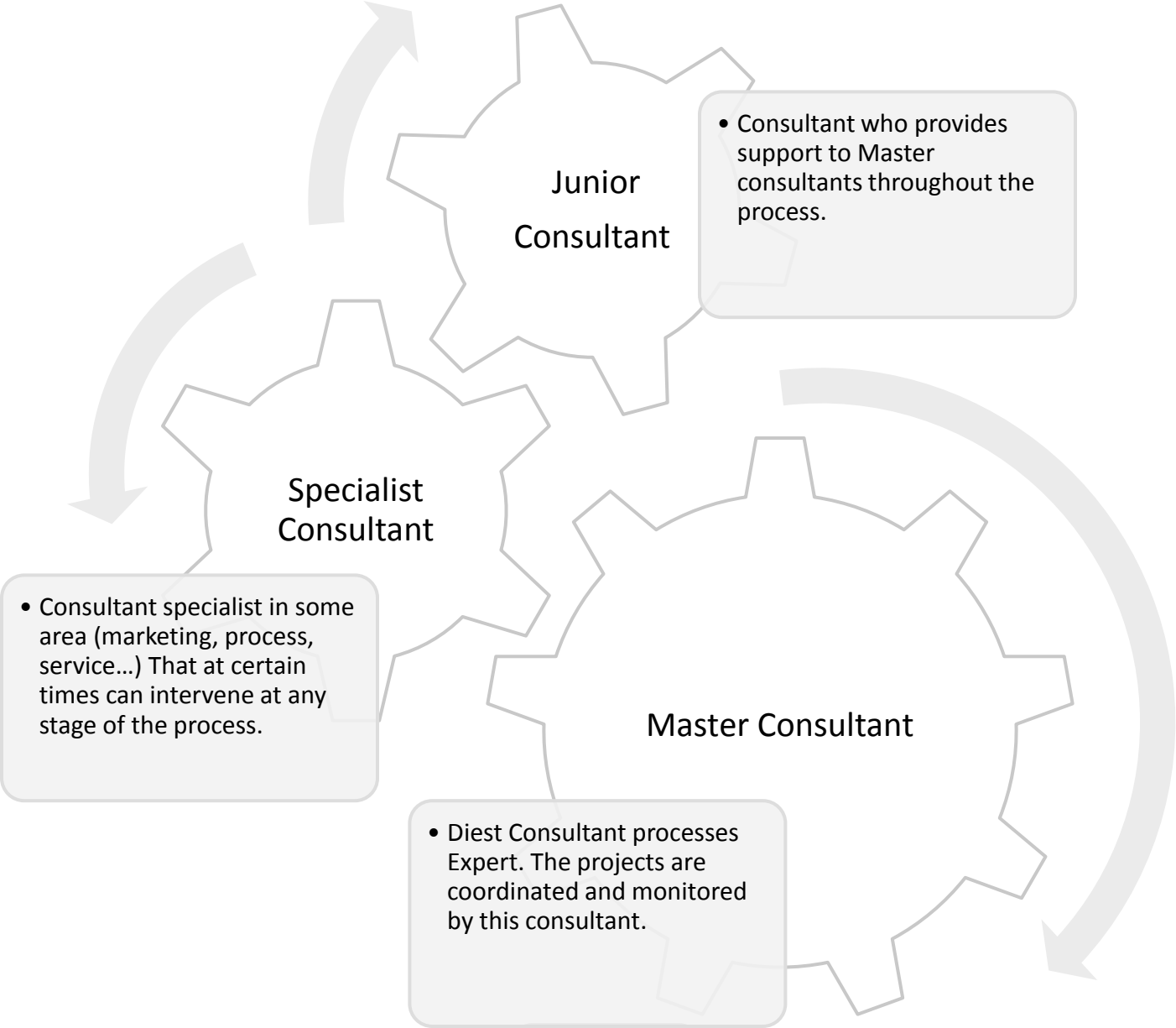
- Supply all foundations in order to build a Legendary Organization.
- Increase value.
- Implement customer satisfaction and loyalty.
- Increase personnel loyalty and commitment.
- Establish a strong but flexible and adaptable institution.
- Supply, design, coordinate and implement the best practices possible.

# Work process



- Our work is done through a series of meetings with leaders or involved personnel.
- Types of meetings could be: follow-up, decision-making, strategy, implementation, auditing and training meetings.

# Our team



# Our role and our promise of value

As consultants our  
role is:

- Provide the necessary knowledge (know-how) to achieve the necessary objectives through our technical and business models.
- Support the generation of a culture oriented on accountability, learning and executing.
- Constant Support on projects.

Our promise of  
value:

- Propose innovative ideas.
- Maintain a code of ethics at all times.
- Maintain confidentiality of the projects.
- We will be available when required under a programmed agenda and depending on the selected consulting program.
- We will share our know-how without restrictions.
- We will teach leaders on how to innovate and lead change.

# Consulting Programs

## Coaching

- We met with project leaders regularly under a pre-scheduled agenda.
- Meetings are typically held every 15 days.
- Support to the different actors in the projects to be developed.

## Integrated Consulting

- We met with project leaders regularly under a pre-scheduled agenda.
- Meetings are typically held every 15 days.
- Active participation on performance meetings, and / or management meetings of the company.
- Pre-scheduled special meetings for a particular issue.
- Support the different actors in the projects to be developed.

## Integral Consulting with Training

- In addition to the points outlined in the Integral consulting program, this program includes the training required in order to close knowledge gaps identified during project implementation.

# More Information

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Services

# Innovation and Creative Synergy

## Innovation and Creative Synergy

Through our model we implement the **Dynamic of Perspectives™** and **Creative Synergy™** processes to develop business models and practices that provide innovative and dramatic differences in order to increase the value generation capacity of the company and their market leadership. Develop this project if you want to:

- Generate maximum profits
- Have Internal Innovation (all areas within the company)
- Market Innovation
- Reduce costs
- Strengthen areas and critical processes
- Innovate process and how things are done
- Eliminate deficiencies
- Reduce bureaucracy
- Simplify
- Invent products or services



# Brand-Market leadership and Commercial Formula

## Brand-Market leadership and Commercial Formula

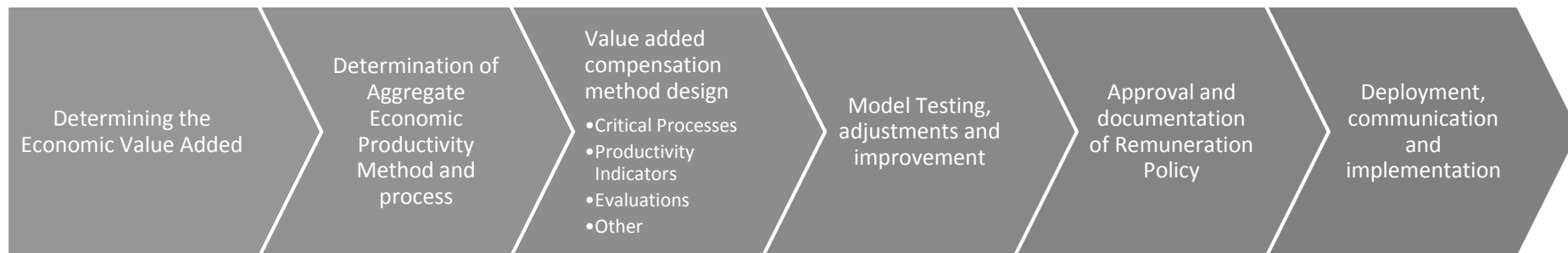
- Develop and define competitive strengths and powerful selling ideas to help create new value in your market.
- Institutionalize and innovate the marketing process.
- Develop a branding strategy to strengthen and increase brand value and achieve top of mind.
- Set your CRM program to consolidate an aggressive global strategy.
- Design your public relations strategy.
- Design your sales strategy and emotional process.
- Design your service strategy and post-sale care.



# Alignment and Value Added Compensation Methods

## Alignment and Value Added Compensation Methods

- Develop the **AEP™**, our revenue and productivity compensation method that aligns productivity, economic value added, strategies, results, finances and people.
- Our method is designed to generate maximum value for your company, involving staff in every way, from value generation to objective fulfillment.
- We incorporate the concept of Cost of Capital to ensure expected Return on capital; and, at the same time, we propose economic benefits for staff who make it happen.



# Productivity, Organization and Results

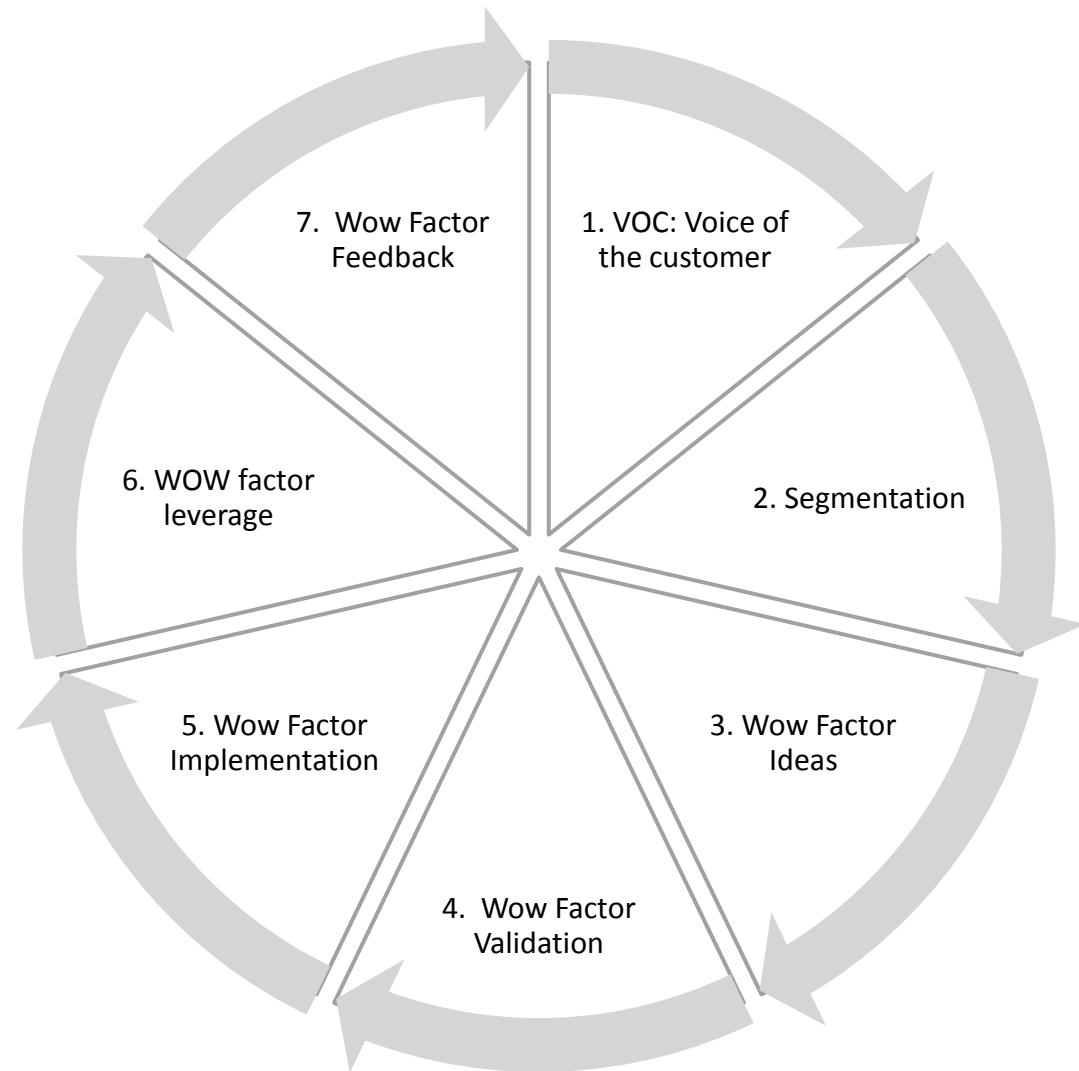
## Productivity, Organization and Results

- Optimization for value generation of **critical processes**.
- Develop **Performance boards** and **Key Value Generation Metrics** for all business areas, including processes, meeting system, recognition system, etc.
- Develop a **123 Leadership Development System** and **20/70/10 Talent Evaluation System**.
- Establish all your organizational structure that will support growth.
- Design required **policies and procedures**.
- Prepare your company with best practices on **recruitment and selection** processes.
- Develop **operational manuals** and implementation tools.
- **Institutionalize** in order to establish a professional managed company
- Establish **360 performance evaluations**.
- Revise or document your **processes**, establish **quality standards** and have **responsibility matrixes**.
- Develop your strategy on **talent management**.

# WOW Factor for Exceptional Service

## WOW Factor for Exceptional Service

- WOW Factor develops the most difficult to copy strategy: **the emotional loyalty strategy.**
- Therefore we developed the **WOW factor** model, designed to help companies see the customer service as a strategy and not as a department or attitude to be developed by staff.
- Emotional loyalty strategy builds long term customer preference and hence provides a strategic shield, making difficult for competition to “steal” customers.



# Corporate and Family Business Management - Organization

- Structure your corporate board, the family board and the appropriate corporate management structure.
- Govern your company in an institutional way to ensure the implementation of best practices that will give vision, direction, focus, clarity, transparency, talent management, strategy and direction for your company.
- Resolve concerns such as succession, retention and generational value creation.
- Separate family from business efficiently to ensure the future of both. Remember that only 30% of companies reach the 2nd generation and only 15% reaches the 3rd generation.

## Ensure succession

- Family Council.
- Board of directors.
- Executive committees.
- General Management Structure.
- Corporate government interrelations and policies design.
- Board member training.

## Corporate Government structures

# IQ Diagnostics

## **IQ Diagnostics: Legendary Organization**

- Found what you need to transcend and lead the market.
- A complete diagnosis will let you know your vulnerable areas critical strengths and value curves.

## **IQ Diagnostics: Perception**

- Learn and find opportunity areas from your customers and stakeholders point of view.

## **IQ Diagnostics: Market Research**

- We investigate by using different tools your market position, brand strength, what the market thinks of your company's products and services, if a new product or service will succeed, and so on.

## **IQ Diagnostics: Value Added Calculation**

- Is your company creating value?, How it can be maximized?

## **IQ Diagnostics: Work Environment and Leadership**

- We develop the analysis needed to keep your workforce motivated and productive.
- Rap Sessions
- Internal surveys
- Focus groups
- Leader diagnostic: are they operators or drivers of change?

## **IQ Diagnostics: Sales and marketing**

- Is your business aligned to create value through its sales and marketing?

## **Specials IQ Diagnostics**

- Do you want to discover the causes of something that afflicts your business?.
- We design tailor diagnostics, from customer surveys to productive processes.

# Franchising

## Franchising

- Tell us if you need to create the infrastructure needed to build your franchise system
- We advice on market available franchises (want to acquire one?)
- Simply follow the franchising procedure in order to adjust and professionalize your existing business but do not want to franchise yet.



# Training and Talent Development

## Talent Development

We have several services in the area of talent development:

- Competence Analysis.
- Development of company's comprehensive internal training program.
- Design of internal certifications program.
- Development of life, development and career plans.

## Training

We have different types of training:

- Courses and workshops
- Custom-made courses
- Module training

# Continuing education courses

Topic	Duration
Value Generation	4 hours
Commercial formula Fundamentals	4 hours
WOW Factor	5 hours
Meet the customer	4 hours
Branding	4 hours
Sales Plan	4 hours
Performance boards	4 hours
Commercial structuring	4 hours
Sales Methods Certification	20 hours + test
Create and Institution not just a company	4, 8 and 16 hours

Topic	Duration
Family Business success formula and tools	4, 8 and 16 hours
Professional sales executive Workshop	8 hours
Innovation in and out of your Business	4, 8 and 16 hours
Service First	12 hours
Creativity and innovation	4 hours
Leadership	1 - 3 days
Power Branding	4, 8 and 16 hours
Performance Evaluations	4 and 8 hours
Recruitment	4 hours
Key Indicators for Value and Performance boards	8 and 16 hours

Franchising 8 hours

Go to Services

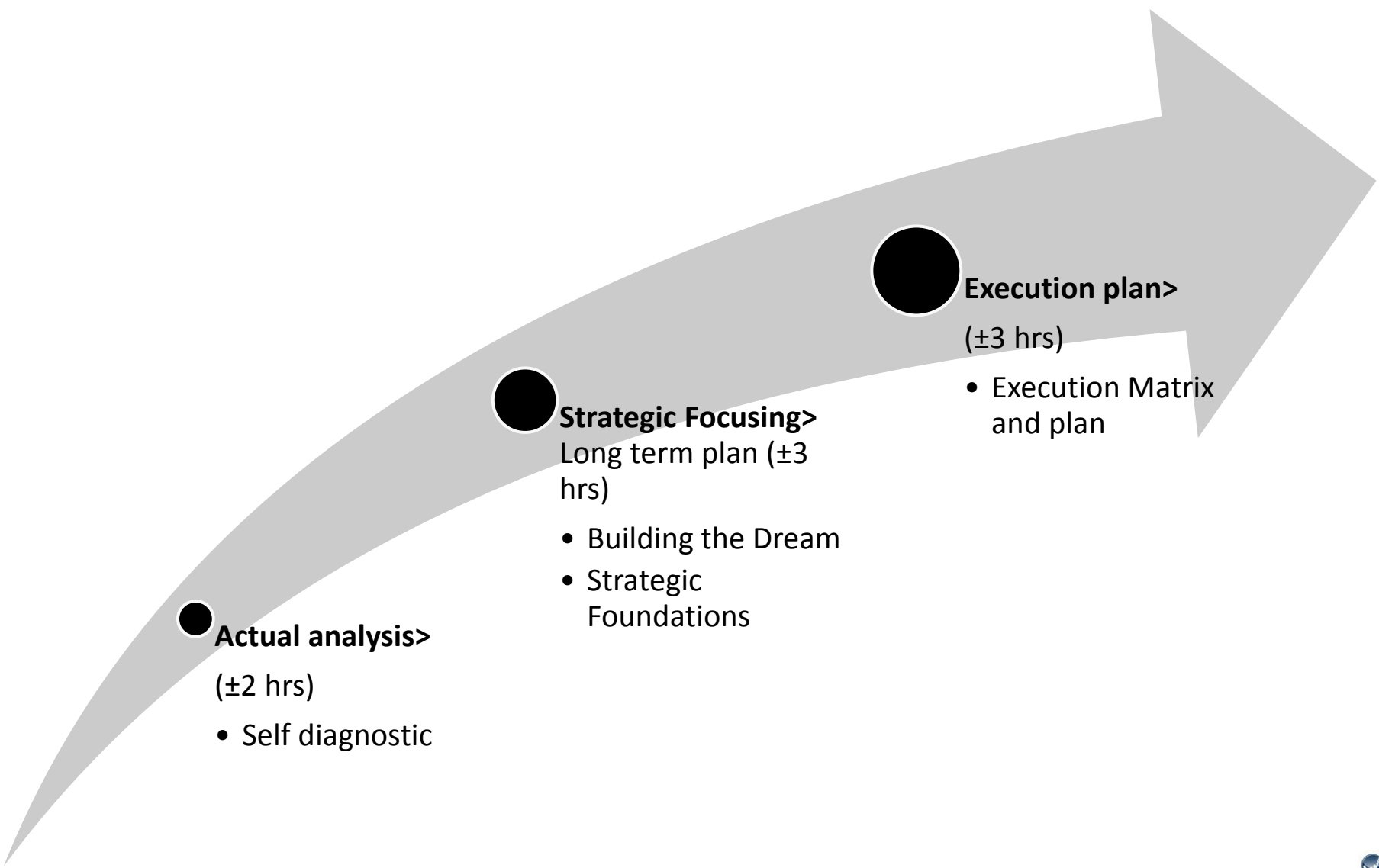
Topic	Duration
Legendary Leader Fundamentals	8, 16 and 20 hours
Attitude!	4 Hours
Dream Inc., the legendary company	4 and 8 hours
The human touch	4 hours
iTeam	4 and 8 hours
Change	4 and 8 hours
Decision taking utilizing Accounting information	4 hours
Leadership Skills: service teams	5 hours
Selling	4, 8 and 16 hours
Organizational formula	4, 8 and 16 hours
Job descriptions	4 hours
Comprehensive program of sales and marketing	20 hours

# Custom made courses and training programs

- We can generate courses tailored to your need
- For example, we developed a course on "management savings" for ESS (Johnson & Johnson), "Salesperson Development" for Yvasa and Grupo Sol, and a Training Program for Notaria 32.

# SP1

## Strategic Planning in one day

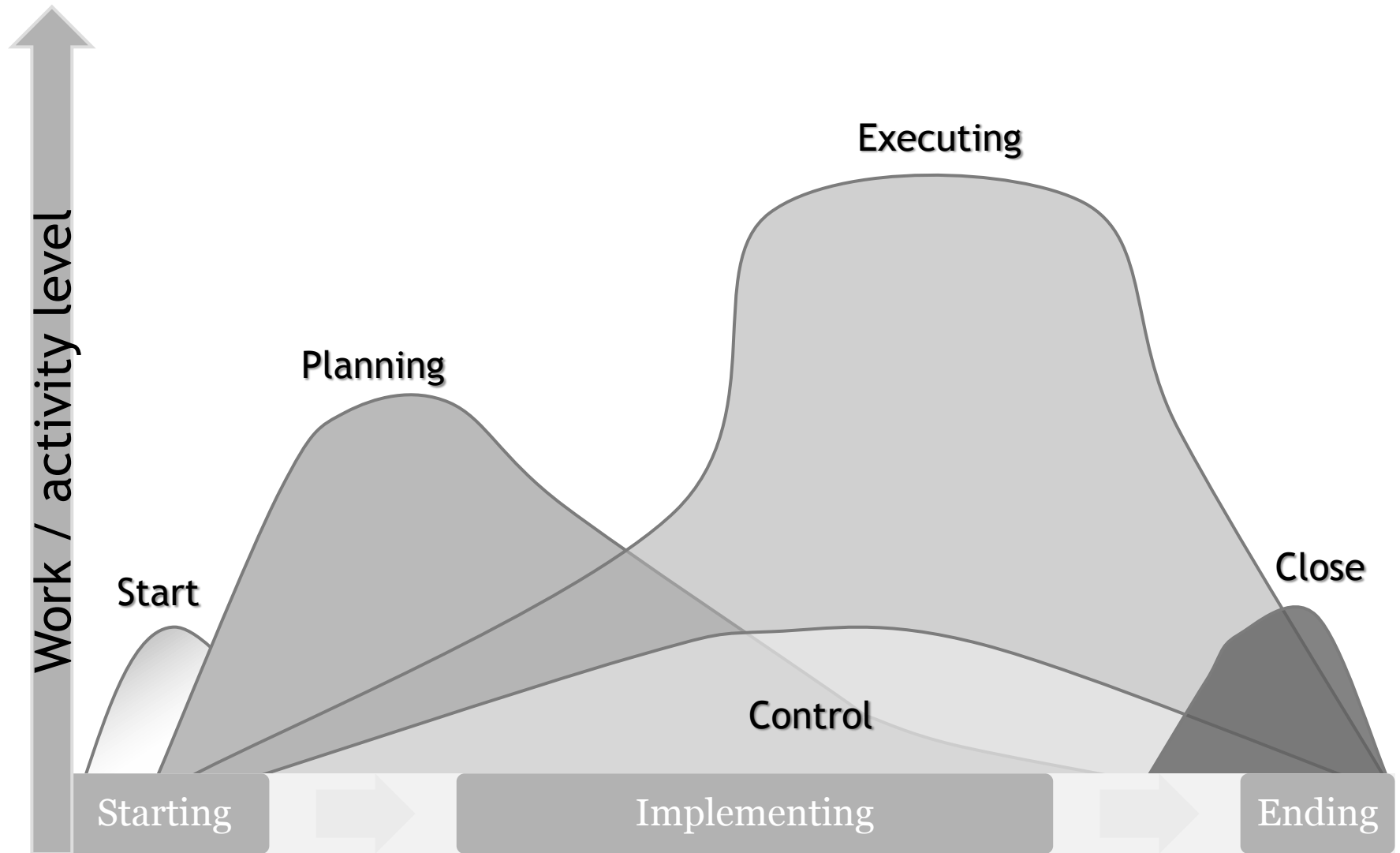
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- **Actual analysis>**  
(±2 hrs)
    - Self diagnostic

- **Strategic Focusing>**  
Long term plan (±3 hrs)
  - Building the Dream
  - Strategic Foundations

- **Execution plan>**  
(±3 hrs)
  - Execution Matrix and plan

# Special Projects

We help you implement any type of project following our model



# Restaurant Business Optimization Model

We know that the main challenges of a restaurant are Service, Sales, cost management, processes and marketing. Therefore, we offer our specialized restaurant consulting services:

- Financial Analysis and management.
- Prices, Cost management and budgeting.
- Menu and recipes.
- Work descriptions and roles.
- Processes and Personnel management.
- Processes and Operational Manuals.
- Restaurant Software
- Customer Service Design and implementation.
- Marketing and sales.

## Customer – market Analysis

- Voice of customer analysis.
- Service expectations.
- Positioning and target market management and strategy.
- Commercial and sales processes.

## Finance and administration

- Financial Analysis
- Cost control and reduction.
- Financial reports and metrics.
- Operational reports and metrics.
- Inventory management.
- Purchasing management.
- Profitability
- Re-investing.

## Operations

- Menu.
- Recipes.
- Job descriptions and roles.
- Operations manual.
- Schedule management.
- Scoreboard (KPIs, etc)
- Commissions, gratuities etc.
- Personnel involvement
- Operational audit.

## Customer Service

- Loyalty program.
- Customer Service Excellency program.
- Customer Service experience design.

## Growth strategy

- Growth model design.
- Franchising
- Organic Growth.
- Business model.

## Software

- Restaurant management software.
- POS.
- Cost management.
- Purchases management.
- Inventory management
- Recipes and menu.
- Custom-made modifications

# Thank You!

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