



# Optimization crash course

What is  
optimization?

# What is optimization?

“A strategy to align and focus a series of high performance value added activities in order to achieve a very attractive and challenging goal”

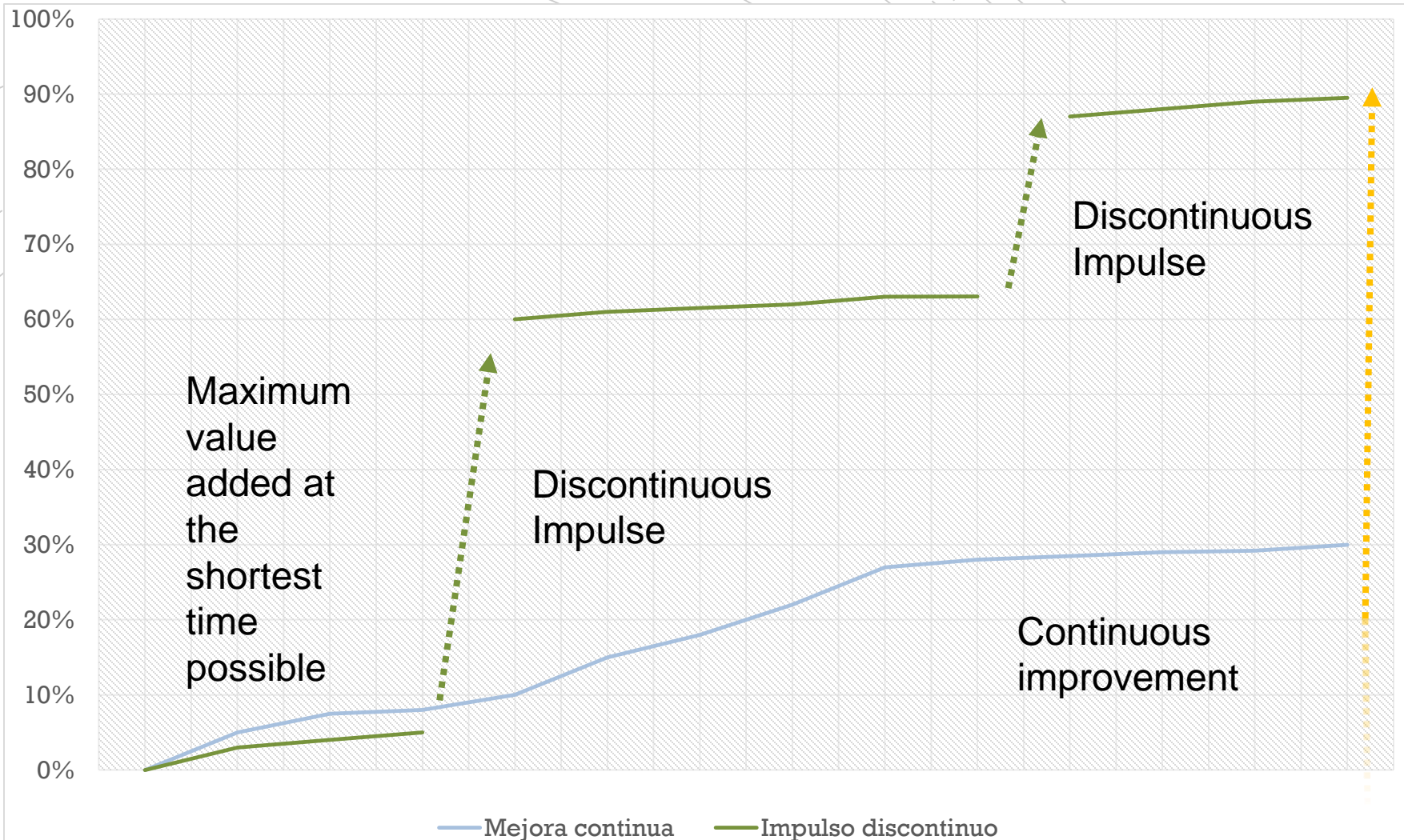
Hugo Becerra

# The Challenge

**Create a  
new  
Future**

# Discontinuous Impulse

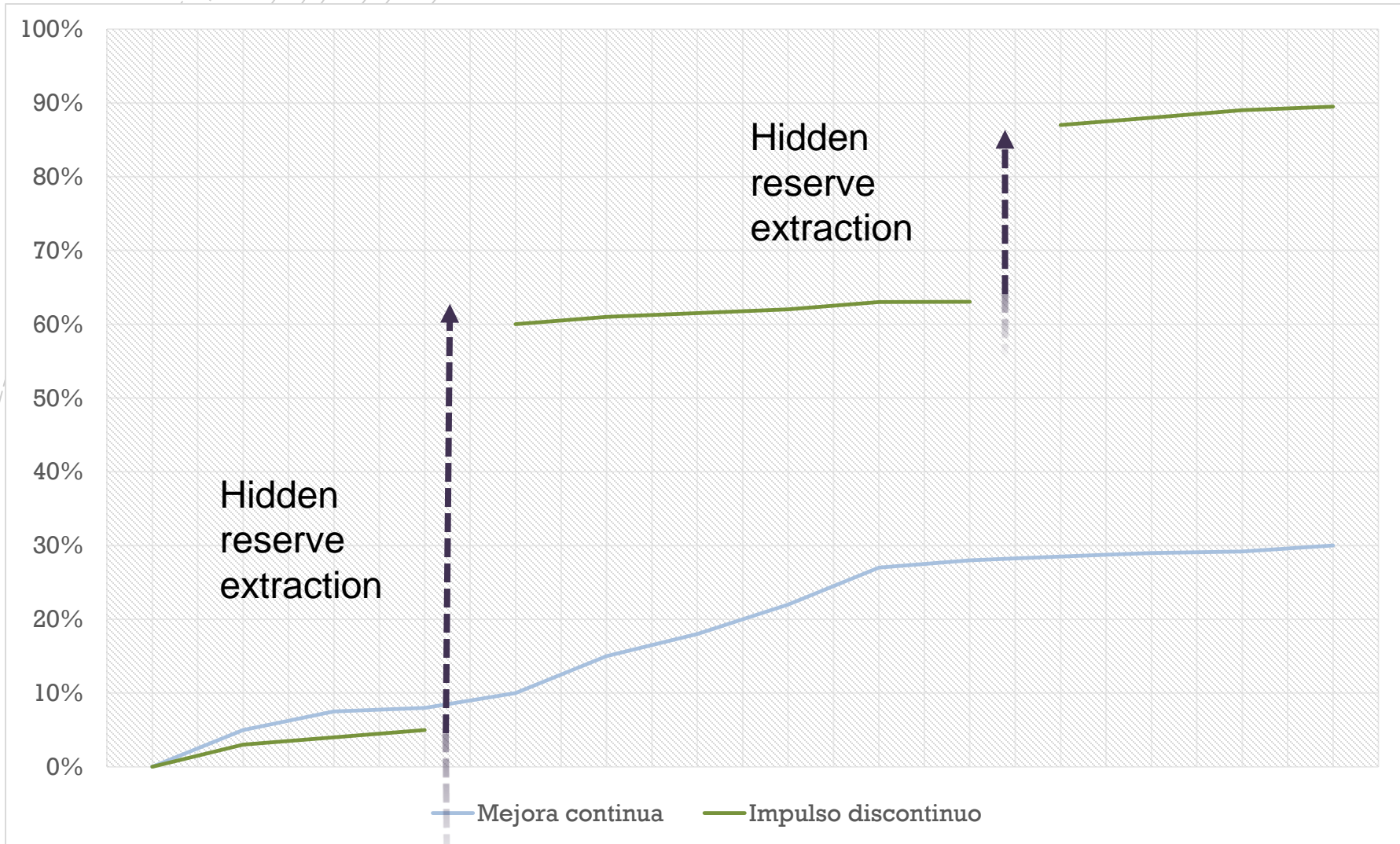
# Continuous improvement vs Discontinuous impulse



**What factors  
causes  
discontinuous  
impulses?**

# Hidden Reserves

# Mining for hidden reserves causes discontinuous impulses



Mining for hidden reserves causes discontinuous impulses

Where are our  
hidden  
reserves???

# Mining for hidden reserves causes discontinuous impulses

- Strategies
  - Processes
  - Behaviors
  - Paradigms
  - Market
  - Consumers
  - Costumers
  - Underused Assets
  - Statistics / numbers
  - Daily activities
  - Execution
  - Communication
  - Organizational structures
  - Leadership
- Everywhere!!!!

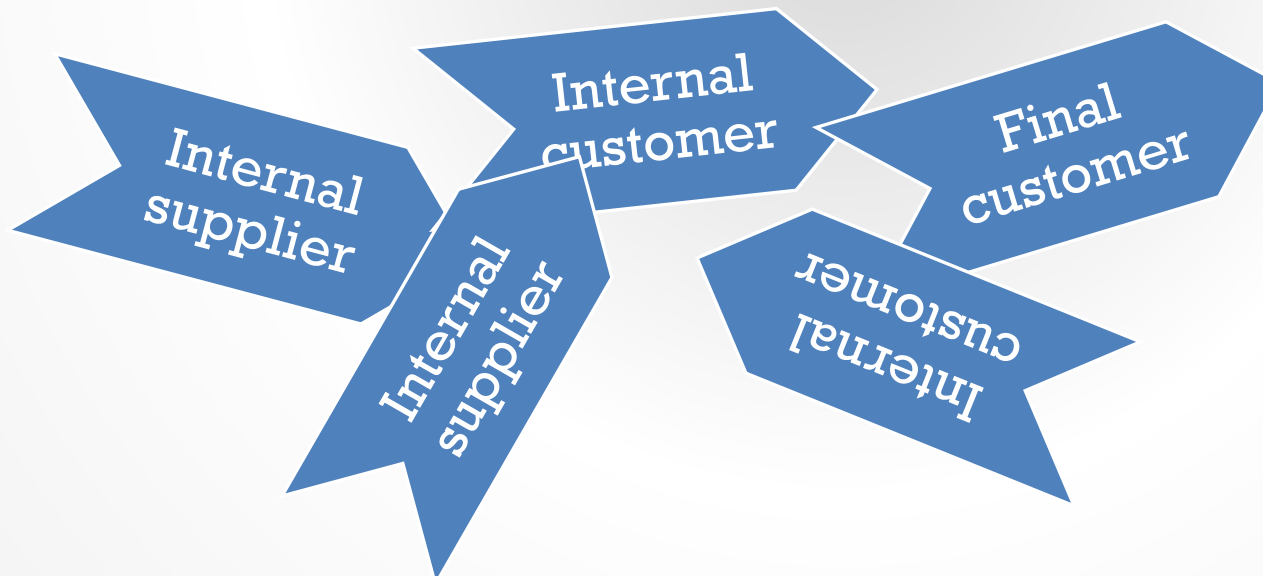
# Focus and Alignment

# Value chain alignment

What is expected to happen:



What really happens:





**Align internal  
value chains  
erase  
inefficiencies**

**Focus only on  
doing high  
value activities  
generates  
great results**

**Sometimes we  
do  
extraordinary  
things in the  
wrong place**

**We must do  
extraordinary  
things in the  
right place!!**

# Creative Synergy\*

# Creative Synergy\*

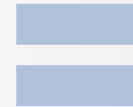
Rule 1:  
Build Ideas  
on top of  
other ideas



Rule 2:  
If you oppose  
you propose,  
follow rule #1



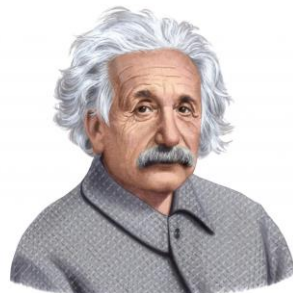
Rule 3:  
Think win-  
win



High Value  
added ideas

# Successful Mindset

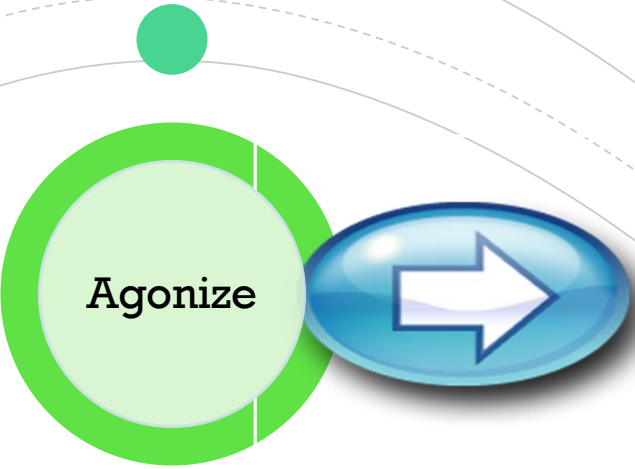
“The mind is like a  
parachute, it only works if it  
is open”  
‘Albert Einstein



# 3 ways



Successful mindset



You confuse experience with labor seniority



You are not taking any risks, any challenges, so you already give up

**A successful  
mindset?, Where  
should I start?**

A young woman with long brown hair, wearing a white tank top and white pants, is captured mid-jump in a field of yellow daisies. Her arms are raised in a 'V' shape, and her head is tilted back, conveying a sense of joy and freedom. The background is a clear, bright blue sky. The text 'What is attitude?' is overlaid in a large, white, sans-serif font across the center of the image.

What is  
attitude?

“Attitude is the way you respond  
to life each day, every day”



How should I  
you respond  
to life each  
day, every  
day?



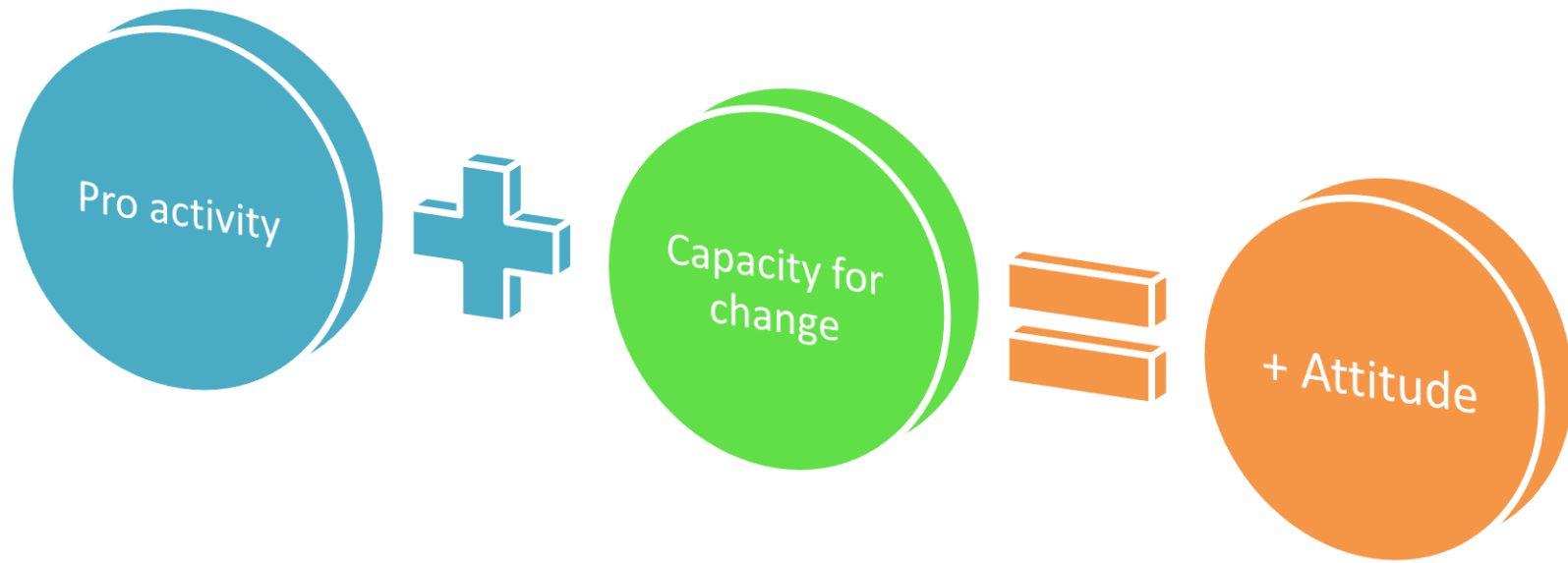
# What is +positive attitude?

“The capacity  
to choose  
right”

Hugo Becerra



# The attitude formula

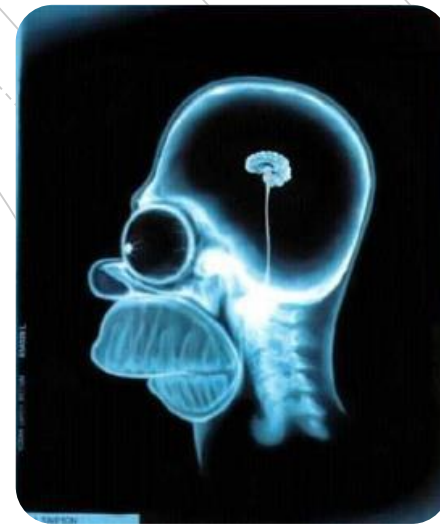


# Reactive vs. Proactive

Proactive



Reactive

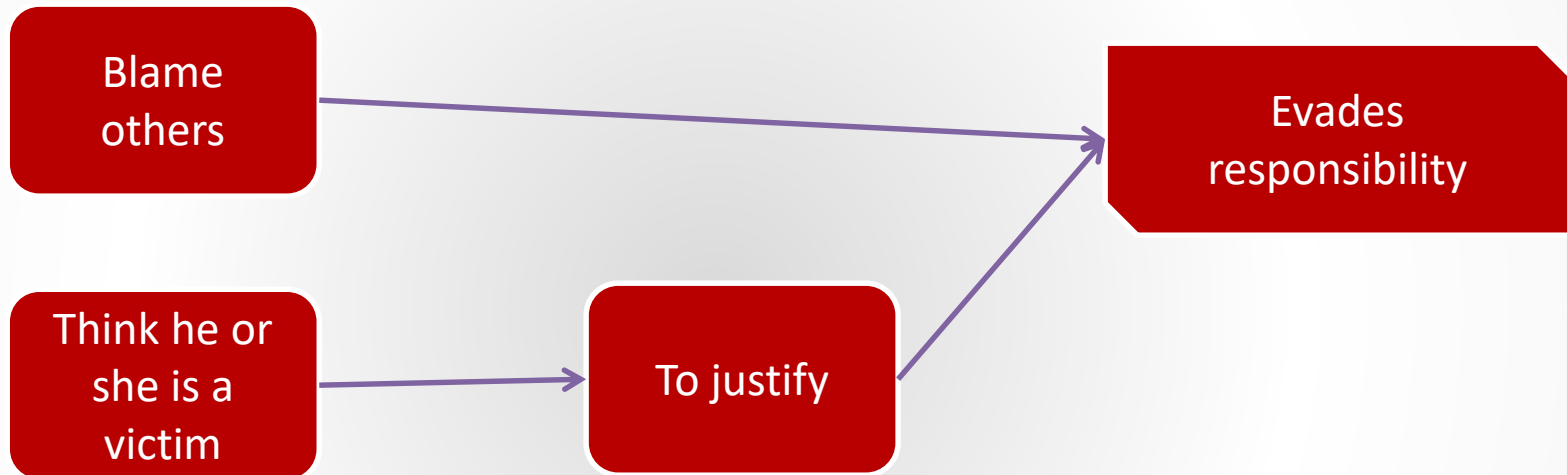


# Reactive vs. Proactive

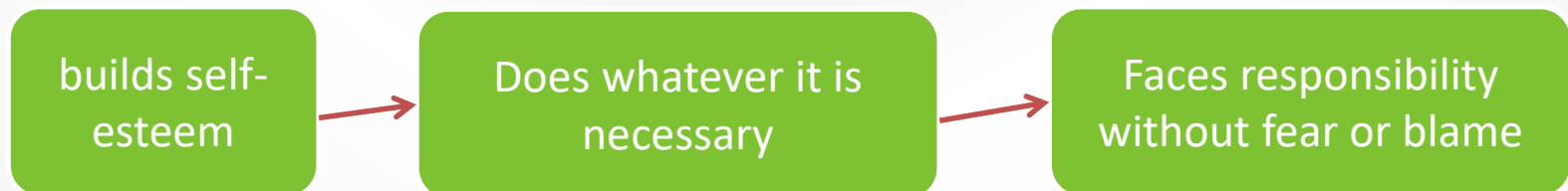



# Reactive vs. Proactive

## Reactive

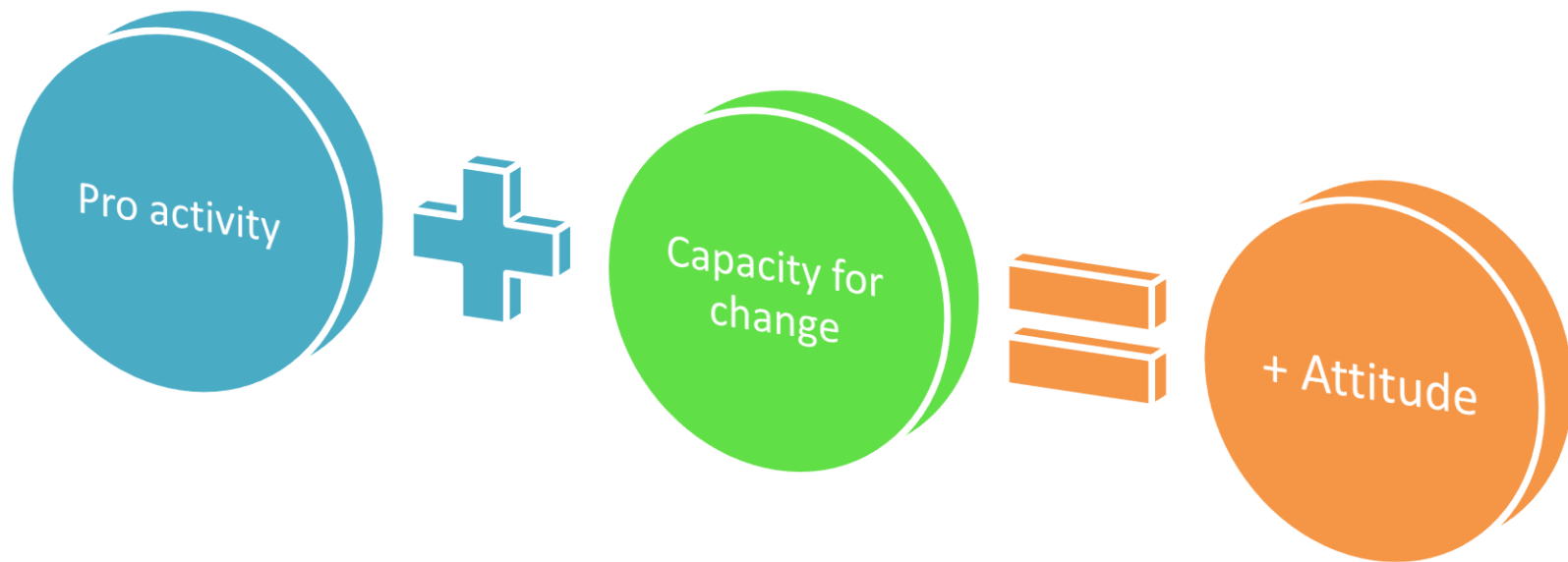


## Proactive



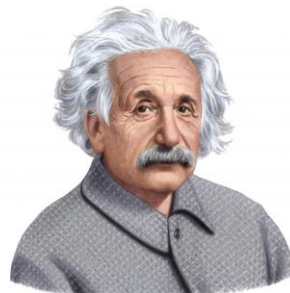
- 
- A faded background image of three business professionals in suits. On the left, a man is raising his right fist in a celebratory gesture. In the center, a woman is giving a thumbs-up. On the right, a man is smiling and gesturing with his hands. The overall tone is positive and energetic.
- Pro activity is to have initiative and being accountable of our actions

# The attitude formula



“If you seek different results,  
don't do the same”

-Albert Einstein





“Change implies to abandon some of the mastered and comfortable ways of doing things”

# Your inner super villain

Discontinuous impulse zone

opportunities

Growth zone

opportunities

This is your inner super villain



Comfort  
Zone

opportunities

opportunities

opportunities

opportunities

Hidden reserve zone

Success zone

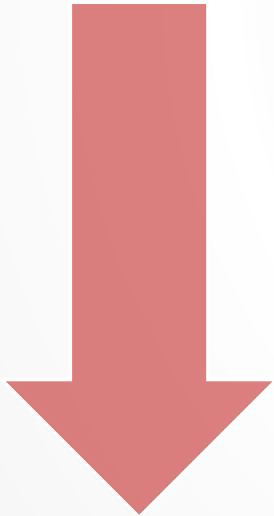
Value added



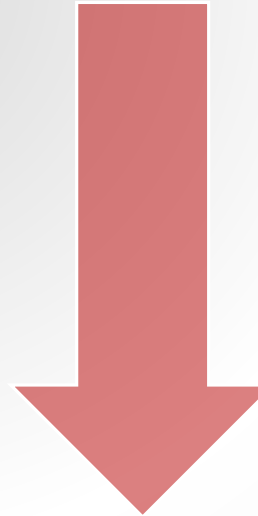
**Maximum  
possible**



**Amplify your  
opportunities**



**Minimum  
required**



**Loss of  
opportunities**

Where should  
we do the  
maximum  
possible?

Why do we or  
our personnel  
need  
supervision?

“Because we are  
doing things  
below the  
minimum  
required”

# Our Plan for optimization

## DISCONTINUOUS IMPROVEMENT

CREATIVE SYNERGY

### REVIEW

- Review how things are done
- Review current metrics

### RE DESIGN KPIS

- Re design current kpis
- Define new kpis
- Find hidden reserves

### IMPLEMENT KPIS SYSTEM

- Find hidden reserves
- Action Plans
- KPI meetings
- 1 on 1 meetings
- KPI adjustments

### INTEGRATED JOB DESCRIPTIONS

- Expected behaviors
- Expected Knowledge development
- Expected role and function performance
- Find hidden reserves

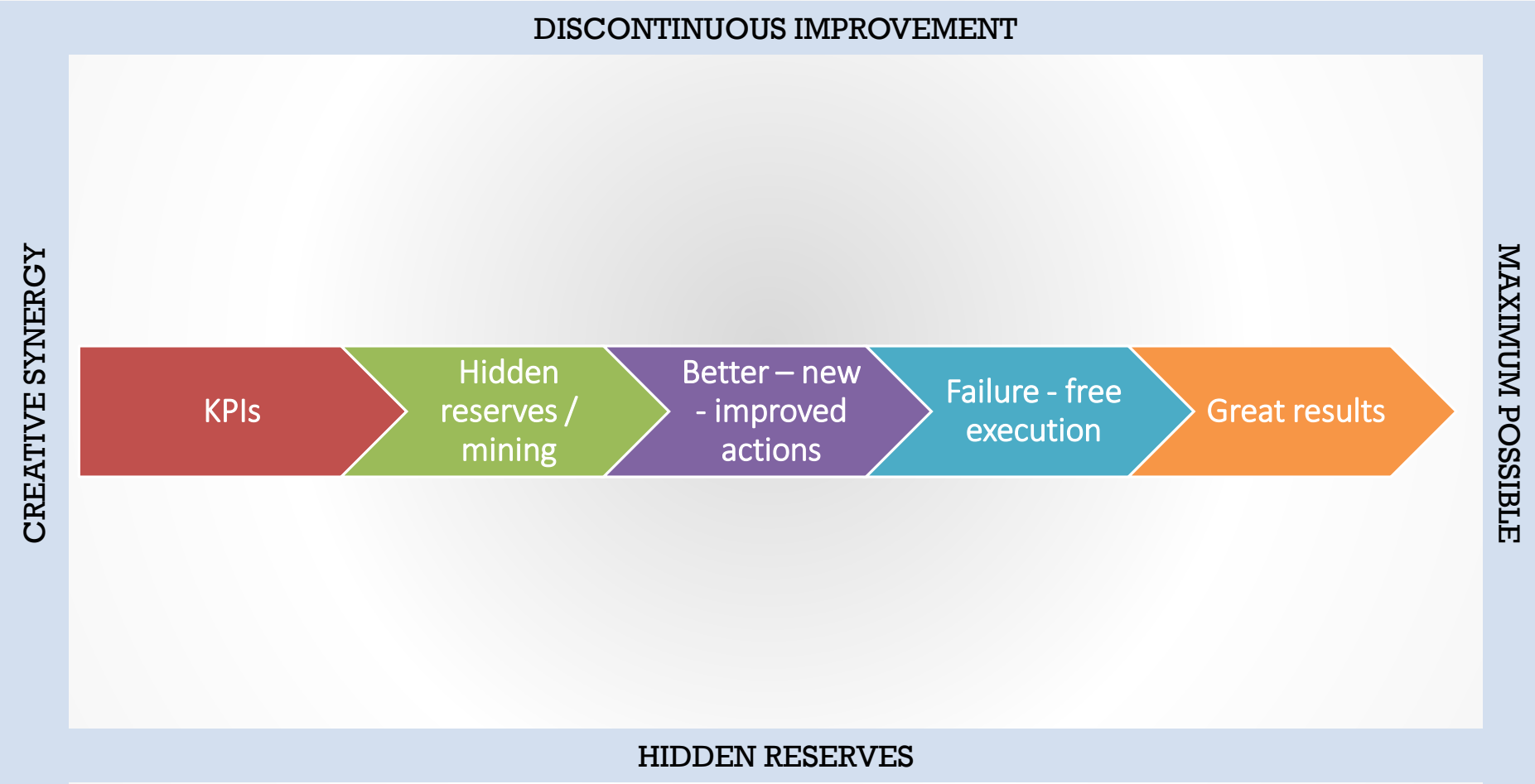
### REVIEW OF CURRENT BONUSES SYSTEM

- Review alignment
- Improve system
- Find hidden reserves

MAXIMUM POSSIBLE

HIDDEN RESERVES

# Our Plan for optimization



A photograph of three people jumping joyfully on a grassy hill under a clear blue sky. The person on the left is wearing a black and white patterned top and black pants. The person in the middle is wearing a black long-sleeved shirt, a black hat, and blue jeans. The person on the right is wearing a red and black striped long-sleeved shirt and blue jeans. All three have their arms raised in the air, suggesting a moment of triumph or celebration.

# Success

Both, **Success** and **failure**, are direct consequences of  
our attitude

# Thank you very much!

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