

EDUARDO P. BRAUN

Management author who redefined leadership for our time by unleashing the power of culture and emotions

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- Creator of a new approach on leadership focused on identifying the 5 key roles of a leader to leverage emotions and results
- Author of " People First Leadership: How the Best Leaders Use Culture and Emotion to Drive Unprecedented Results
- Long time interviewer and moderator at multi-speaker global events like the World Business Forum
- Keynote speaker at world-class universities such as Babson College, Yale School of Management, and IMD Business School
- Contributor to Leader to Leader Journal, The Huffington Post, and Diario La Nación

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Eduardo Braun is a leadership expert, keynote speaker, and author. For more than 15 years Eduardo has traveled the globe and engaged in conversation with world-renowned management leaders, heads of state, and top academics and entrepreneurs, including personalities such as Jack Welch, Bill Clinton, Tony Blair, Gary Hamel, Richard Branson, and Pope Francis, among others.

His new book "People First Leadership" is the result of these conversations, where he shares intimate stories and practical life lessons of successful leaders who use culture and emotion to drive unprecedented results. Eduardo introduces a new vision of leadership where the new CEO -or Chief Emotions Officer- establishes stronger connections that get better results and create a culture of inspiration and success.

An industrial engineer from the University of Buenos Aires, Eduardo has an MBA from the Wharton School, University of Pennsylvania and a vast work experience in the US, Europe and Latin America in companies such as Booz Allen & Hamilton, Etex Group, and The HSM Group -global multimedia management company and organizer of the World Business Forum.

An in-demand speaker on leadership and culture management, Eduardo lives in Buenos Aires, Argentina.

"Eduardo Braun is a global business thinker with an insatiable thirst for learning, capable of transforming complex problems into practical action recommendations." - Jack Welch

TEMAS

Eduardo tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Leadership
- Culture Management
- Innovation
- Corporate Culture

- Communications
- High Performance & Results

PROGRAMAS

Navigating Family Business Challenges: Balancing Growth and Care

A Family Business goes beyond the typical challenges of strategic planning, talent management, and corporate governance. It involves nurturing each family member´s personal and professional development while ensuring the overall well-being of the business.

Striking this delicate balance can be a monumental task. This workshop Will explore strategies to become aware of and overcome these challenges. We aim to equip participants with the tools to make choices that Foster sustainable growth and harmony within their family enterprises.

This program includes:

1. From ensuring strategic viability to maximizing long-term value: How does family ownership contribute to sustainable growth?
2. Nurturing talent: identifying the essential skills for thriving and assessing family contributions.
3. Effective talent management: Balancing individual aspirations and business need within the family.
4. Upholding family values: Fostering personal growth, managing expectations, and defining responsibilities.
5. The family protocol: Crafting governance rules to address both business and family needs, particularly in succession planning.
6. Embracing diverse roles: Exploring the different facts of family members, from shareholders and board members to management and employees.

People First Leadership: How the Best Leaders Use Culture and Emotion to Drive Unprecedented Results

In this insightful keynote, former director of the World Business Forum, Eduardo Braun, introduces a new vision of leadership: The New CEO—someone who puts people, cultures, and emotions first. Through thousands of hours of conversations with world-class leaders, Braun has identified 5 Key Roles leaders can use to inspire people to strive for greater success, and in turn change the world for good.

- What is culture? What makes it the key to success?
- Strategy vs culture or strategy and culture? The Two-Tier Framework
- The 5 Key Roles of Leadership as seen by the world's greatest leaders
- Establishing the Vision; why it is a necessary first step.
- Selecting and managing Talent; building a winning team.
- Implementing Decision Making and empowerment. Why it is a key leadership tool to learn and build self-confidence in your team.
- Communication, the organization’s bloodstream to build trust.
- Creating a high performance Culture in your organization, making sure it is consistent with your Strategy.
- The New CEO: Chief Emotions Officer. How to develop the qualities and skills of a new leader.
- The Culture Plan: next steps

Culture is The Heart of Your Brand

How Great Brands Use Culture and Emotion to Drive Unprecedented Results

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- Selecting and managing Talent; building a winning team.
- Implementing Decision Making and empowerment. Why it is a key leadership tool to learn and build self-confidence in your team.
- Communication, the organization’s bloodstream to build trust.
- Creating a high performance Culture in your organization, making sure it is consistent with your Strategy.
- Culture is the Heart of your Brand: Why your culture has to be consistent with your brand promise and product positioning. Culture as your Brand Identity
- Examples of great Brand’s culture consistency

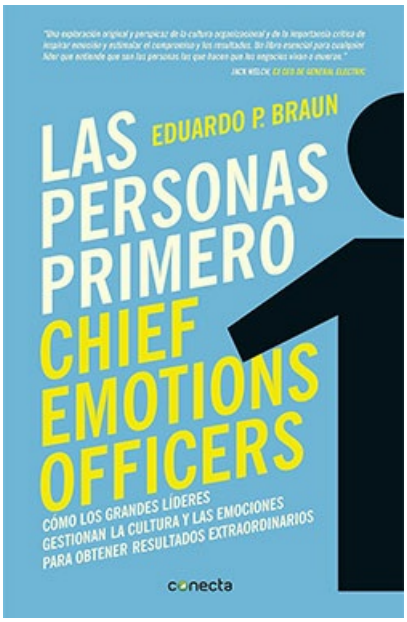
Leading through a Culture of Innovation

Using Culture and Emotion to Create Innovation and Drive Unprecedented Results

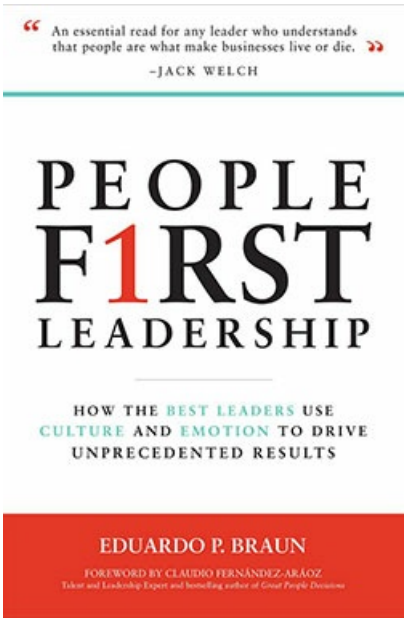
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- Communication, the organization's bloodstream to build trust.
- Creating a high performance Culture in your organization, making sure it is consistent with your Strategy.
- A new Paradigm: Innovation as Culture and not as a process.
- Values and Behaviors in a Culture of Innovation.
- Success Stories: Pixar, Google, and Zappos.com

PUBLICACIONES

Libros



LAS PERSONAS PRIMERO



PEOPLE FIRST LEADERSHIP

CONDICIONES

- **Travels from:** Buenos Aires, Argentina
- **Fee Range:** Please Inquire