HiCue speakers
Higher Content & Inspiration



JOAN LAPORTA

Twice President of F.C Barcelona (2003 - 2010; 2021-2027)

- Assembled what many consider the best soccer team in history
- Architect of one of the most outstanding cases of organizational transformation
- Made bold decisions such as the appointment of Pep Guardiola as Manager
- His effective leadership was essential for the transformation of the sports club

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Joan Laporta, leader of F.C Barcelona on two occasions, was the star and architect of one of the most outstanding cases of organizational transformation, business and sporting success.

After being elected President of the Club in 2003, Joan Laporta brought with him a new generation of young and dynamic leaders who generated a real revolution by articulating the expression "virtuous circle", strengthening the Club economically and socially, and potentiating the values with which Barça has traditionally been identified: Catalan identity, public-spiritedness, solidarity and universality.

It is difficult to find a better success story or a more powerful brand than the one that Laporta built for F.C Barcelona during his seven years at the helm of the institution; In sports, Barça won two Champions Leagues, four La Liga championships, one Copa del Rey, one Club World Cup, one European Super Cup, three Spanish Super Cups and three Catalan Cups.

In the economic and social field, the Club's budget increased from 170 to 455 million euros, and the social mass from 106,000 to 173,000 members. It is worth highlighting the fact that the four professional sections of the Club (football, basketball, handball and roller hockey) were proclaimed European champions under the management of Laporta.

Laporta has been a standard-bearer in the fight against violence in stadiums, making F.C Barcelona internationally recognized as a banner in favor of peace, solidarity, democracy, and both individual and collective freedoms - essences that have traditionally identified to the Club.

Laporta signed several collaboration agreements with UNICEF and UNESCO, and promoted the opening of the International Network of Solidarity Centers (XICS) through the F.C Barcelona Foundation - an organization of which he was President between 2003 and 2010. With the historic signing of the According to UNICEF in New York (2006), F.C Barcelona undertook to collaborate financially with the entity and wear its emblem on the football team's shirt.

Educated within Catalanism and Barcelonian values, Laporta is a firm defender of the freedoms of Catalonia, projecting to the world the image of a supportive and uncomplicatedly Catalan Barça. After his time as President of the Club, he decided to step into the world of politics as President of the Democràcia Catalana party, promoter of the Solidaritat Catalana per la Independència.

Joan Laporta has a Law Degree from the University of Barcelona, a Master's in Company Law and Tax Experts from the Instituto de Estudios Superiores Abat Oliba in Barcelona.

TEMAS

- Leadership
- Change
- Social marketing
- Corporate Social Responsibility
- Success story: F.C Barcelona
- Organizational transformation

PROGRAMAS

The Barça case

Joan Laporta presents the keys to a successful business model in a dynamic and inspiring way. Using high-impact images and pertinent examples, the former president of F.C Barcelona shares the main lessons of his management - particularly in terms of achievement orientation, values, teamwork, communication, responsibility and social marketing, motivation and inspiring principles.

CONDICIONES

- **Travels from:** España
- **Fee Range:** Please Inquire
