

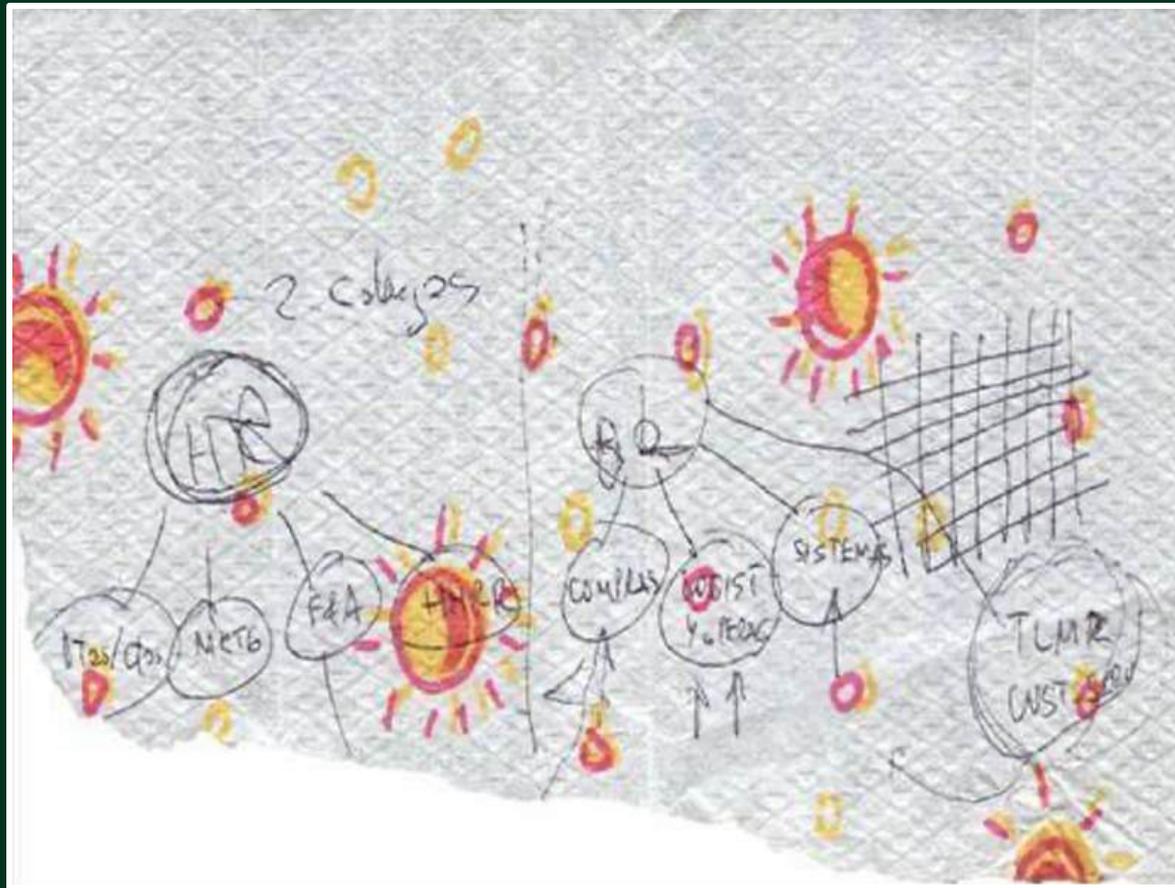
# LIDERAZGO E IA

Leo Piccioli





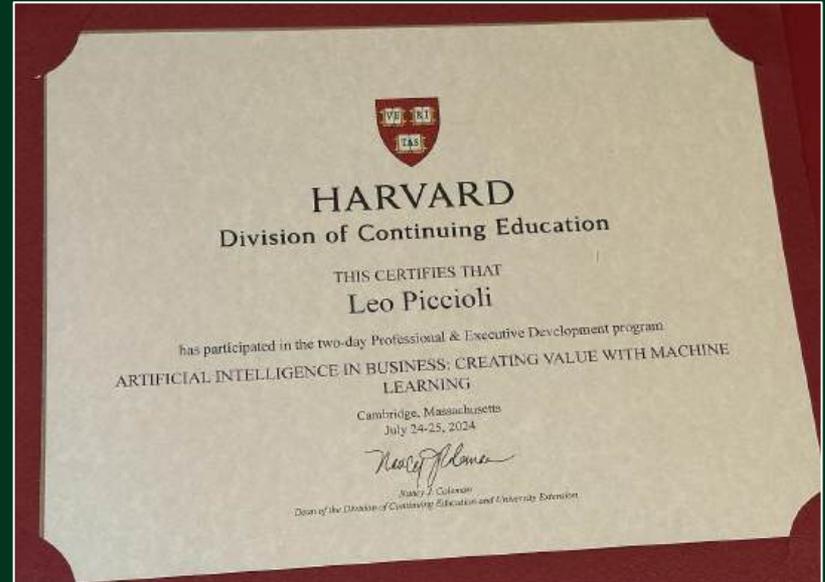
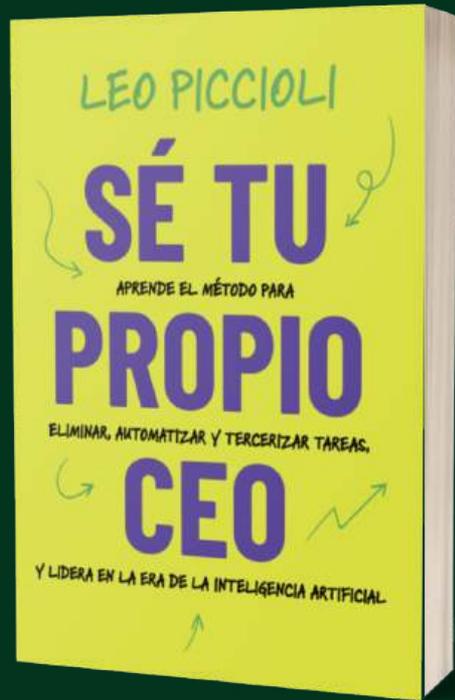
**EX-NERD**  
**EX-ECONOMISTA**  
**EX-EMPRENDEDOR**  
**CEO EN CAMISETA**  
**52**





# ANCORA IMPARO.

Michelangelo Buonarroti





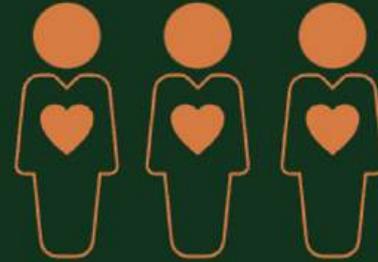
**EL CEMENTERIO  
ESTÁ LLENO  
DE IMPRESCINDIBLES.**

**LA TECNOLOGÍA  
SIEMPRE TRIUNFA.**

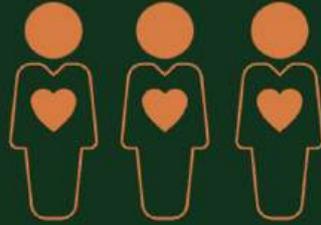
**TODO LO REPETITIVO  
SERÁ AUTOMATIZADO.**



**TRABAJO REPETITIVO  
VALE CADA VEZ  
MENOS**



**TRABAJO DE HUMANO  
VALE CADA VEZ  
MÁS**



ELIMINAR

AUTOMATIZAR

TERCERIZAR

E

A

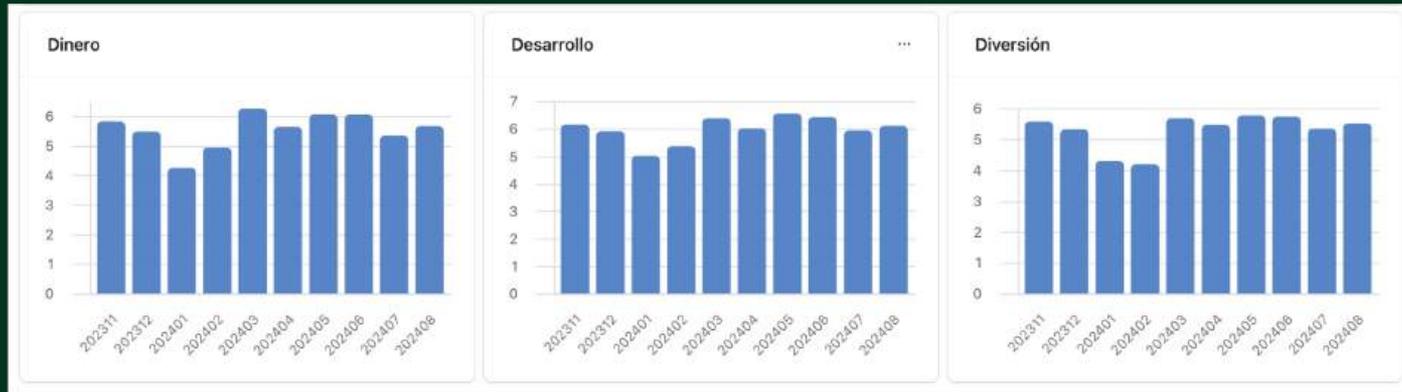
T



**EN LA FÁBRICA  
PRODUCIMOS COSMÉTICOS,  
EN LAS TIENDAS,  
VENDEMOS ESPERANZA.**

Charles Revson

# DINERO DESARROLLO DIVERSIÓN



[leopiccioli.com/3d](https://leopiccioli.com/3d)

**CONTRATAR LENTO  
DESPEDIR RÁPIDO.**

**GRACIAS.**

$$\left[ (1+0.01)^{250} - 1 \right] = 11.03$$

**LÍDER QUE NO CAMBIA  
ES UN OXÍMORON.**

$$C = I \times P \times V$$

## H1

---

**“Mejora continua”**

---

**A diario**

---

**1% mejor**

---

**Disciplina**

---

**Supervisor**

---

## H2

---

**“Pequeños saltos”**

---

**Cada mes**

---

**10% mejor**

---

**Mercado**

---

**Gerente**

---

## H3

---

**“Disrupción”**

---

**Cada quarter**

---

**10x**

---

**Tendencias**

---

**Country Manager &  
above**

---



**GRACIAS.**

**TUDO CORTO PLAZO ES  
UN LARGO PLAZO AL  
QUE LLEGAMOS TARDE.**

# 8 TRENDS

The World of Work is changing beyond the «double digital threat»; we can understand and lead Change or succumb to it.

**ACTION LIST**

- Higher quality entry products (prefer best motorcycle over cheapest car)
- Emphasize installment price over total cost
- Sell lifestyles concept
- Share company origin
- Communicate in stores about global presence
- Solve warranties issue: use as differential?
- Website for first-time users
- Nano and popup stores

- Faster product availability (cabinet, vending, nano stores, mobile warehouse)
- Protect against new incumbents in SMEs (BestBuy, Amazon)
- CPC services on the go
- Stores closer to WCE residential areas
- Separate product cost from Delivery
- Smaller vehicles
- Better products, higher margins
- Entrepreneur program
- Home delivery
- Mobile website

**SUBTRENDS**

- Every place is a workplace
- Entrepreneurs surging
- Reduction of office use
- Company defines S.A. employees orders and resolved products
- Less cubicles, more meetings
- Companies' warehouses closed
- Geographic decentralization
- Lower AOP, more tickets
- Rise of the SMEs
- Ubiquity

- Same website for all countries, working in any device
- Products for meetings, training and group working
- Stronger alliances with vendors
- Strategic alliances with other networks (banks, internet, etc.)
- How to share office products
- Vertical focus: tourism
- Innovation teams
- Develop Global Matrix
- One Regional team
- Forums and congresses to help

- Products to take better care of employees
- Products for training and meetings
- Less products for archiving, stamps
- First tier for complaints: automated, second: human
- Vertical market: creative
- Operational experience
- Focus on UX companywide
- Usability for stores
- Vertical market: consultants
- Entrepreneurship
- Low cost products for low value activities
- OS as a service
- Outsourcing
- Arbitrage Ecommerce

- Millions of new customers
- Installments as decision driver
- Show-off culture
- Revalorization of American brands
- More people visiting the US
- Affluent spending more to differentiate

**WORKPLACE**

**COLLABORATION**

**C-CLASS**

**AUTOMATION**

**RESPONSIBILITY**

**WOMEN**

**TRX/TRX**

**ONESELF**

- Share CSR programs
- Alliances with similar-minded companies
- Foster entrepreneurship
- Involve associates
- Everyone is a messenger → train
- Web 2.0 embrace
- Support corporate ethics groups
- Protect customers lists with differentiation
- Recruiting 2.0
- Invest in Employment Brand
- Smaller stores
- Reduce deliveries
- Scheduled deliveries
- Separate product cost from delivery
- More CPC services for efficient printing
- Cloud Printing
- In Emerging Markets, Value Provider (cannot lead on Price)

- Recycling & Reusing
- Long Term Thinking (Ecology)
- Less Driving
- Less printing
- Ethics: No more secrets
- Authenticity/Transparency
- Community care
- We pay all taxes and duties

- Less visits
- Home office
- Telecommuting
- Commodities: Inflation
- Recycling
- Higher transport costs (People and Things)
- Retailers → more smaller stores
- Lower communication costs
- Investments to reduce spend
- Higher value perception of delivery
- Companies moving closer to WCE residences

- More women deciding
- Higher focus on Value and Ecology
- Colors & Shapes
- More women using office supplies
- More women working at Staples
- New products created for women (e.g. Credit cards)
- Work-life Balance
- Home office
- Entrepreneurship
- No loyalty to companies
- No loyalty to sectors
- Loyalty to values
- Death of own cubicle
- Bye bye DiBERT
- Telecommuting
- Changes in decision makers
- More hires, more people leaving
- More meetings
- Car is the new cubicle

- Change assortment
- Premium lines «Me, Martha Stewart
- Communicate quality products
- Use CSR & CSAT as key messages
- Alliances with other networks
- Open stores with focus on experience
- Affirmative action
- Equal opportunity
- Family day, child care, flexible time policies

- Separate product cost from Shipping
- Products for meetings and training
- Open stores close to WCE residences
- Company paying, home delivery
- Finance long term investments (printers, lighting, better products) to reduce visits
- Reduce mail (printed marketing, invoices)
- Electronic price tags
- Teleconference equipments
- Discontinue CDs, DVDs, Pendrives
- Cloud computing embrace (internal and as product)

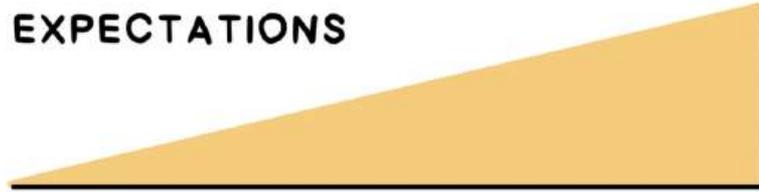
- Entrepreneurship Program
- Products for Entrepreneurs and new hires
- Personalized products (this is MY stapler)
- Products for meetings and training
- Alliances with Jobs networks
- Open stores close to WCE residences
- Products you would use at home (higher quality)
- Company paying, home delivery
- Mobile website
- CRM follow's people
- LinkedIn Profile more and more important

**Developed by Staples Latam**

**EN EL PAÍS DE LOS  
CORTOPLACISTAS,  
QUIEN MIRA AL LARGO  
PLAZO ES EL REY.**



**EXPECTATIONS**



**REALITY**

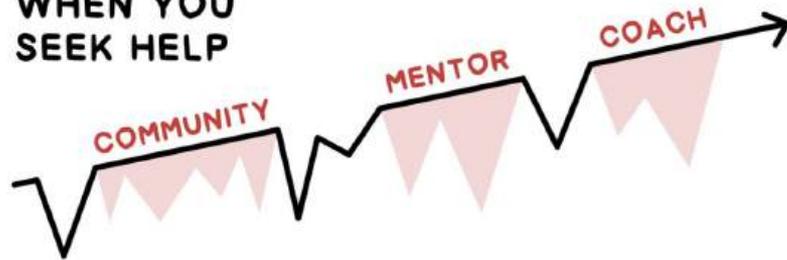


**WHY MOST PEOPLE GIVE UP**

WHEN YOU  
GO ALONE



WHEN YOU  
SEEK HELP



**EL QUE QUIERE  
CAMBIAR EL MUNDO  
TODAVÍA NO TIENE EL PODER,  
Y EL QUE TIENE EL PODER  
YA NO QUIERE CAMBIARLO.**

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