



10 claves de
futuro que toda
PYME debería
repensar

Apasionado por mejorar este mundo
haciendo cosas que valgan la pena
con la tecnología, el marketing y el
desarrollo del talento...



Ingeniero - Master de Telecomunicación,
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Socio de ENTRESISTEMAS y DeROBOTICA



The image features a dark background with several incandescent light bulbs hanging from above. Most of the bulbs are unlit, appearing as dark, translucent shapes. On the right side of the frame, one bulb is brightly lit, casting a warm, yellowish glow. A semi-transparent blue rounded rectangle is positioned in the lower right area, containing white text.

¿10 claves de
futuro que toda
PYME debería
repensar ?

A top-down view of a cheese platter. It features several wooden cutting boards and blue textured mats arranged on a dark wooden surface. The boards and mats are filled with various types of cheese, including triangular slices, thin shavings, and larger chunks. The text "La noche de los quesos y las lecciones de management" is overlaid in the center in a white, sans-serif font.

La noche de los quesos y las lecciones de management

(I) El mercado
cambia. Todo
cambia.



¿Qué harías tú?

- a) Aguantar todo lo posible**
- b) Cerrar. Y comenzar (o no) de nuevo**
- c) Transformar el negocio**





Transformarse
“Performing while transforming”



(II) Huye de la estrategia de costes “ser barato”

Diferenciación

(II) Huye de la estrategia de costes “ser barato”

Alta segmentación



A photograph of a cheese shop interior. The shelves are filled with various types of cheese, including large wheels of cheese on stands, smaller packaged cheeses, and cheese in baskets. A person is visible in the background behind the counter. An orange text box is overlaid on the upper right portion of the image.

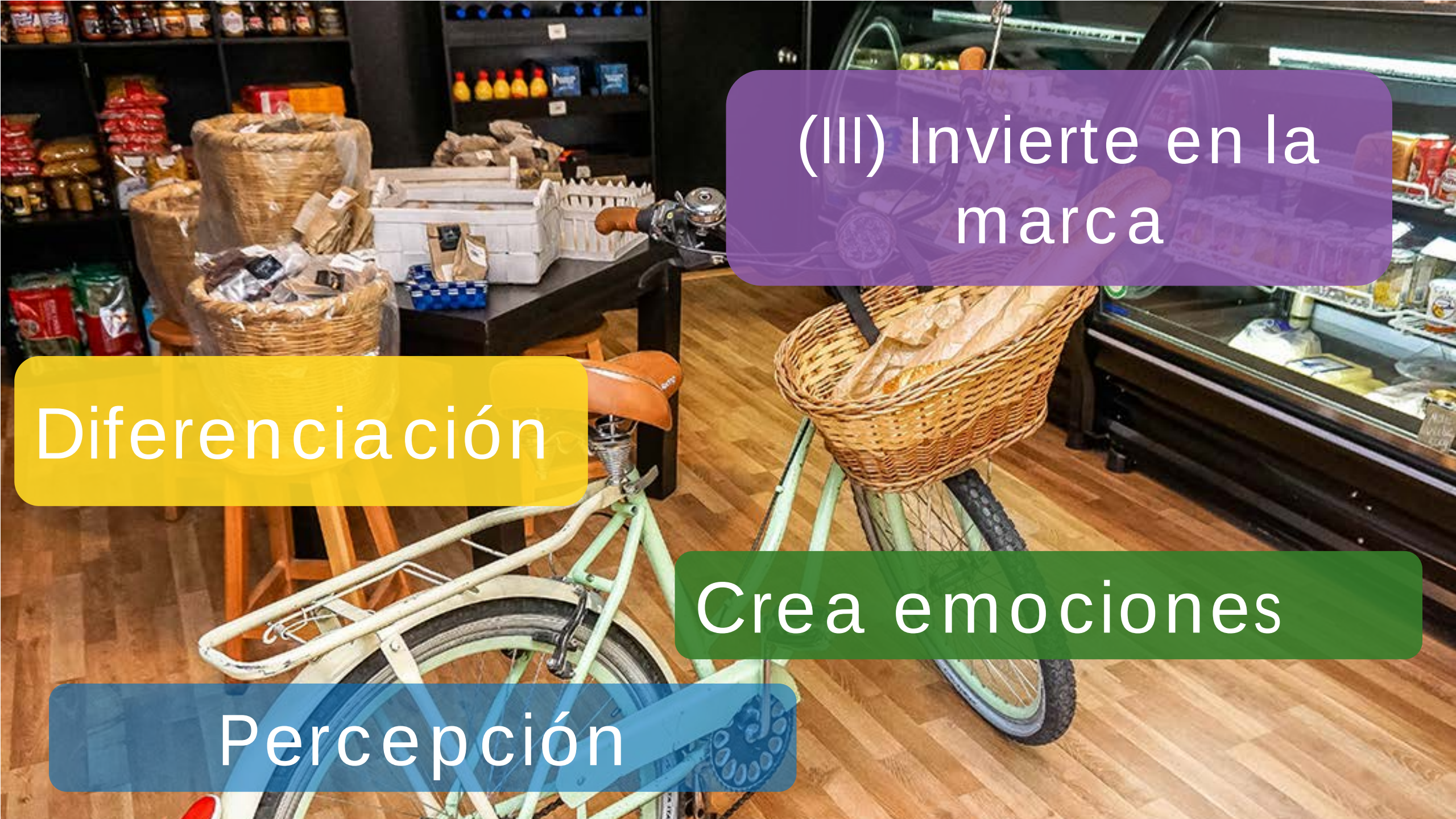
(II) Huye de la estrategia de costes “ser barato”

Especialización



(II) Huye de la estrategia
de costes “ser barato”

Excelencia

A photograph of a grocery store interior. In the foreground, a light green bicycle with a brown leather saddle and a large wicker basket filled with groceries is parked on a wooden floor. The background shows shelves stocked with various food items, including bread, eggs, and packaged goods. A purple semi-transparent box is overlaid on the upper right portion of the image.

(III) Invierte en la
marca

Diferenciación

Crea emociones

Percepción



(III) Invierte en
innovación

The background image shows a rustic restaurant interior. On the left, there are shelves filled with various bottles of wine and spirits. A small lamp sits on a counter. In the center, a menu board is mounted on the wall, listing items like 'LE PAVIER', 'FIAUTA', and 'TORRES'. Below the menu, there's a counter with a coffee machine, a toaster, and other kitchen equipment. The walls are made of brick, and the overall atmosphere is warm and inviting.

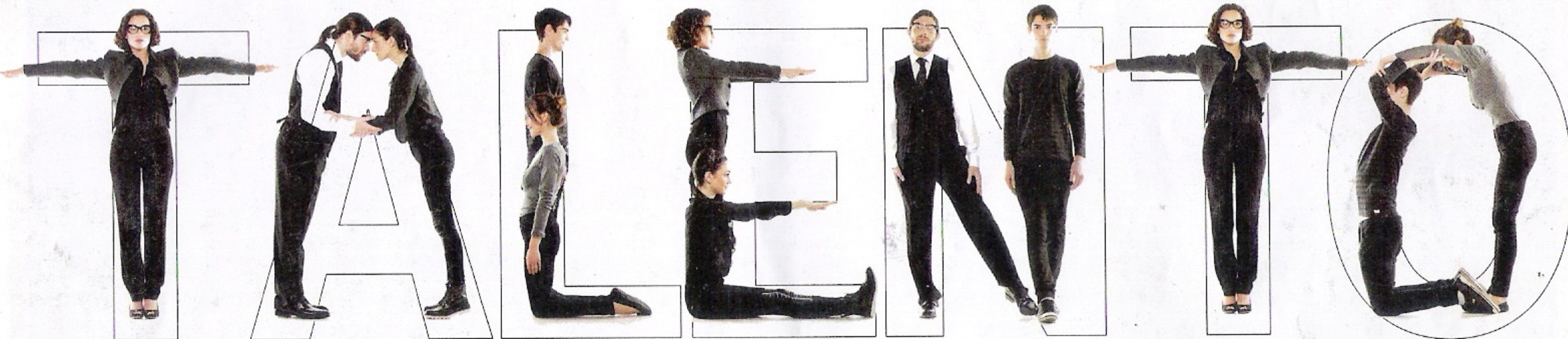
(III) Invierte en DISEÑO

“Se compra por los los 5 sentidos”

DISEÑO en todo

El vehículo a la marca

(III) Invierte en Talento



SE BUSCA

Tanto invertir... ¿tanto?

- a) Haz las cosas bien y no te tendrás que preocupar de los números**
- b) Con mucha austeridad y prudencia**
- c) Con control, cash-Flow y presupuestos**



A close-up photograph of two hands, likely belonging to a child, dropping silver coins into a clear glass piggy bank. The piggy bank is partially filled with coins, and the background is a plain, light color. The text "(IV) La cuenta de explotación manda" is overlaid on the bottom half of the image in a white font on an orange background.

(IV) La cuenta de explotación manda

A person in a dark blue suit and tie is pointing their right index finger towards a group of white icons. The icons represent people in business attire, with one icon in the center being larger than the others. The background is a solid blue color.

(V) Ten a tu cliente
en el foco

(V) Ten a tu cliente
en el foco





(VI) Un cliente que evoluciona

Diversidad
Sostenibilidad
Transparencia
Salud
Social
Digital

...

A person in a futuristic, dark-colored spacesuit with white accents stands on a dark, rocky surface, looking out over a futuristic cityscape. The city features tall, illuminated skyscrapers and a large, glowing sphere. In the background, a large, blue, hazy planet dominates the sky. The scene is set against a backdrop of a colorful, cloudy sky with a bright light source creating a lens flare effect.

(VII) Un empleado
que evoluciona

Exige una misión,
visión, valores, metas y
objetivos...

Vigilando todo lo anterior...

- a) Somos imparables**
- b) Seríamos imparables. ... si
estuviéramos solos**
- c) Seríamos imparables. ... si
ejecutáramos excelentemente**



(VIII) La competencia
está en todas partes



(VIII) La competencia
está en todas partes



(IX) La digitalización
es obligatoria

Tecnología para la
productividad

Creatividad + i

Com+Colab+lideraz



(IX) El ecommerce es obligatorio

Auto-exigente

COLLECTION

Organic Fruit

Horticultural

Kitchen Spices

Vegetables

Kitchenware

SHOP

Shop Grid

Shop List

Shop masonry

Shop Grid sidebar

Shop Grid 4 columns

FEATURED

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EngoTheme

Support

Buy this theme

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View all product



ORGANIC VEGETABLES

View all product



Efficiencias

Nuevos modelos



We are **FRESH FOOD**



(X) El mundo es el
nuevo mercado



(X y pico)
Sé valiente hoy



GRACIAS

Puedes saber más de mi en:

WWW.ENCAMINA.COM

WWW.ENTRESISTEMAS.COM y

WWW.DeROBOTICA.COM

