

Rocking Talent

PURPOSEFUL LEGACY

STEPHEN LYTLE

ASSISTANT VICE PRESIDENT
PEOPLE AND CULTURE
EVARA HEALTH

GAME CHANGERS

CLAUDIA CARRAL ALLOUCHE
SAP

FRANCISCO NAZAR
ENERGIZER HOLDINGS

DIANA ABREU
HEMMERSBACH

**WELLS
FARGO**



p. 36

PURPOSEFUL LEGACY

STEPHEN MICHAEL LYTLE

Assistant Vice President People
and Culture of Evara Health.

GAME CHANGERS

10th Edition

p. 04

EMPOWERING ORGANIZATIONS THROUGH EMPLOYEE EXPERIENCE

EDITORIAL

Nataly Lopez

p. 06

A BEACON OF AUTHENTICITY

ASHAKI RUCKER

Senior Vice President, Human resources of NBCUniversal Telemundo Enterprises.

p. 10

BREAKING GLASS CEALINGS

CLAUDIA CARRAL ALLOUCHE

Global Executive Recruiter of SAP.

p. 14

A DISCOVERY AND DETERMINATION PATH

DAVID SUAREZ

CEO and founder of Interactive Training Solutions.

p. 18

LEADERSHIP BEYOND BOUNDARIES

HORACE O. PORRÁS

Global HR Executive.

p. 23

STANDARD-BEARER OF HISPANICITY

MARÍA VICTORIA VALENCIA

Founder and Director of CHN Business Network.

p. 26

FASHION ACTIVISM

DIANA ABREU

Human Resources Director of Hemmersbach.

p. 31

HR VISIONARY

FRANCISCO NAZAR ANCHORENA

HR Director, Developing Markets.

p. 40

MASTER OF HAPPINESS

TAL BEN-SHAHAR

Co-founder of Happiness Studies Academy.

p. 45

HEALTHY MIND

AGUSTINA DE GIOVANNI

Founder of ADG Mental Performance.



EMPOWERING ORGANIZATIONS THROUGH EMPLOYEE EXPERIENCE

By: **Nataly López**

CBO-Chief Business Officer

in

In an era defined by rapid technological advancement and shifting market dynamics, organizations are increasingly recognizing the importance of prioritizing the employee experience. Research consistently demonstrates that focusing on employee experience not only enhances morale and retention but also drives significant improvements in profitability and productivity.

A study by Gallup found that companies with highly engaged employees experience a 21% increase in profitability. Engaged employees are more likely to go above and beyond their basic job duties, leading to higher levels of customer satisfaction and increased sales. Moreover, engaged employees are less likely to leave their jobs, reducing turnover costs and preserving institutional knowledge within the organization.

Investing in employee experience also yields tangible benefits in terms of productivity. Research conducted by the University of Warwick found that happy employees are 12% more productive than their counterparts. By creating a positive work environment where employees feel valued and supported, organizations can unlock the full potential of their workforce and drive higher levels of output.

Furthermore, organizations that prioritize employee experience are better equipped to attract and retain top talent. In today's competitive job market, prospective employees are increasingly seeking out employers who prioritize their well-being and professional development. By offering a compelling employee experience, organizations can differentiate themselves as employers of choice and attract top talent from the market.

Beyond the direct impact on profitability and productivity, investing in employee experience also fosters a culture of innovation and continuous improvement. Employees who feel valued and empowered are more likely to contribute their ideas and insights, driving innovation and driving the organization forward.

As a leader in the HR tech space, I am committed to spearheading initiatives that drive digital innovation while nurturing a culture of inclusivity and empowerment. Through our advanced digital platform, we empower companies to gain self-knowledge and insight into their employees' needs and preferences throughout the entire employee lifecycle. By leveraging data-driven insights, organizations can create tailored experiences that enhance employee satisfaction, engagement, and overall performance.


In conclusion, the strategic imperative of employee experience cannot be overstated. By prioritizing the well-being and satisfaction of employees, organizations can drive significant improvements in profitability, productivity, and innovation. Together, we can build organizations that thrive in the digital age and beyond.

This publication is the property of PDA International. Total or partial reproduction is prohibited without express authorization from PDA International. For inquiries, please contact Julieta Cumbo at jcumbo@pdainternational.net. The opinions of interviewees and the content of articles signed by their authors do not necessarily align with the editorial criteria of this publication or the institutional values of PDA International.


EDITION

GAME CHANGERS


General Director:

 Julieta Cumbo


Editorial Director:

 Ximena Desaloms

Editor - Media & PR:

 Fernanda Cala


Graphic Designer:


 Silvana Hase


Rocking Talent Contact

hola@rockingtalent.com

+54 11 4717 2900

 [rocking-talent](#)

 [rockingtalentok](#)

 [rockingtalentok](#)

PDA International Contact:

Argentina: +54 11 4717 2900

info@pdainternational.net

Spain: +34 602 58 18 13

info@pdainternational.net

Mexico: +52 1 55 7568 4505

infomx@pdainternational.net

Colombia: +57 310 217 6018

gerencia@pdacolombia.net

Portugal: +351 924441071

info@pdainternational.net

www.pdainternational.net



Rocking Talent

ASHAKI RUCKER

A BEACON OF AUTHENTICITY





Who is Ashaki?

★ **Full Name:**
Ashaki Rucker.

★ **Nationality:**
Black/African American.

★ **Company or organization:**
NBCUniversal Telemundo Enterprises.

Age:
52.

Favorite Food:
Pasta and seafood.

Position:
Senior Vice President, Human resources.

Hobbies:
Traveling, going to the movies, watersports.

Where do you live?
Miami – Florida.

Favorite places in the world:
Greece, Dubai and New York.

Do you have kids?
1 son, 14 years old.

In a world where leadership is often associated with authority and hierarchy, Ashaki Rucker, Vice President of Human Resources at NBCUniversal Telemundo Enterprises, stands as a testament to the transformative power of authenticity, empathy, and unwavering commitment to growth.

BY FERNANDA CALA

She does not only embody these qualities but also personifies the essence of a true game changer. From humble beginnings, Ashaki's journey has been defined by resilience, guided by the values of love and kindness instilled in her by her upbringing. Her story is one of overcoming obstacles with grace and integrity, navigating through diverse industries while remaining steadfast in her dedication to fostering meaningful connections. Rooted in principles of integrity and fueled by a passion for effective leadership, Ashaki's approach transcends conventional boundaries, shaping a dynamic and inclusive workplace culture. With a leadership style characterized by authenticity and empowerment, she not only leads by example but also champions the voices of those often overlooked, driving innovation and excellence at every turn.

We would like to get to know your story. Who is Ashaki and what is her story?

My journey began in humble circumstances, raised by a single mother alongside my brother, where love and kindness formed the bedrock of our home. These values, deeply ingrained in me, have shaped my career path, leading me to a career in human resources where I find solace in fostering meaningful relationships despite the day-to-day challenges. Guided by the principles of integrity, kindness, and hard work instilled in me since childhood, I've

navigated through various industries, always staying true to my core beliefs. Trustworthiness has been central to my professional journey, allowing me to effectively deliver difficult messages with credibility while earning increased responsibilities as a leader who is unafraid of confronting tough situations. Rooted in a clear vision for my team that is aligned with broader business objectives, I emphasize disciplined project management to ensure our goals and objectives are met. My success story is one of resilience, courage, and a commitment to staying humble amidst accomplishments, all while striving to be not just a leader, but a trusted guide for my team's journey forward.

"LEADING BY EXAMPLE, STAYING FOCUSED, AND PRIORITIZING PEOPLE ARE INTRINSIC TO MY LEADERSHIP DNA, SHAPING BOTH MY ROLE WITHIN THE BUSINESS AND MY TEAM'S DYNAMIC".



Can you tell us about your leadership style?

I'm passionate about effective leadership and its impact not only on organizations but also on individuals. Leading by example, staying focused, and prioritizing people are intrinsic to my leadership DNA, shaping both my role within the business and my team's dynamic. It's immensely gratifying to hear that my team finds inspiration in my leadership, signaling that I'm fulfilling my purpose as a leader by empowering others to discover their unique paths. I see my role as amplifying the voices of those who may lack representation and guiding my team to align their personal purpose with our collective objectives, believing that this fusion leads to optimal performance and fulfillment. Emphasizing authenticity, I encourage both my team and the executives I coach to stay true to themselves, even if it means diverging from the norm. This commitment to authenticity fosters trust and unleashes creativity, driving us to challenge the status quo and continually innovate. Despite being with Telemundo for five enriching years, my journey continues, fueled by a dedication to fun, freedom, and the ongoing pursuit of excellence. Taking on the responsibility for Latin America within the second year of my tenure at Telemundo, I've witnessed the evolution of the employee experience in Brazil, Colombia, Mexico, and Argentina where I oversee small yet dynamic HR teams collaborating with local leaders to implement adapted best practices from our US operations.

"RATHER THAN WAITING FOR OPPORTUNITIES TO PRESENT THEMSELVES, WE ACTIVELY SEEK OUT NEW POSSIBILITIES, SUCH AS EXPLORING THE POTENTIAL OF ARTIFICIAL INTELLIGENCE (AI)".

WHAT DOES IT MEAN TO YOU TO BE A GAME CHANGER?

Game changers, in my view, embody a mindset of consistent innovation and proactive adaptation, constantly challenging the status quo. With my team, I emphasize the importance of viewing things through a fresh lens, avoiding stagnation by assessing changes in our organization and industry, and adjusting our approach accordingly. Rather than waiting for opportunities to present themselves, we actively seek out new possibilities, such as exploring the potential of artificial intelligence (AI). By staying ahead of the curve and sharing best practices within our organization, we maintain a position of leadership rather than playing catch-up. This proactive approach ensures that we remain agile and responsive to emerging trends and challenges, ultimately driving our success forward.





"TRUSTWORTHINESS HAS BEEN CENTRAL TO MY PROFESSIONAL JOURNEY, ALLOWING ME TO DELIVER DIFFICULT MESSAGES WITH CREDIBILITY WHILE EARNING INCREASED RESPONSIBILITIES AS A LEADER UNAFRAID OF CONFRONTING TOUGH SITUATIONS".

Given your background in HR leadership across diverse industries, what have you found to be the most effective strategies for promoting diversity, equity, and inclusion in the workplace?

I believe in a holistic approach to diversity, equity, and inclusion (DEI), seamlessly integrated into the fabric of our daily operations rather than treated as a separate initiative. Aligning DEI objectives with overarching business strategies and specific and measurable deliverables ensures their effectiveness. Whether it's within learning and development, compensation strategy and plans, or talent acquisition, embedding DEI considerations into every aspect of our HR and business operations is key to mitigating biases and fostering a culture of inclusivity. This integrated approach has become ingrained in our organizational DNA, both here and in Latin America, where DEI is not just a program but an integral part of our culture. We prioritize offering timely programming that addresses current events and societal issues, such as our response to events like the murder of George Floyd, demonstrating our commitment to supporting our employees and promoting inclusivity. This proactive stance, coupled with our day-to-day efforts, reflects our dedication to ensuring that DEI remains at the forefront of our company's agenda.

LET'S ROCK

How would you describe yourself in one word? Free.

Favorite movie or TV Show: Selling real estate shows.

Favorite Book: The Ride of a Lifetime by Bob Iger.

If you could turn into an animal, what would it be? Eagle.

Favorite music band or genre: I like Reggae, Rock, R&B, country, jazz and hip hop.

Do you like sports? Are you a fan of a sports team? I like basketball, the Warriors.

What contribution do you feel you make to a better world? Love and kindness, I am a loving individual.

One piece of advice that you were given and would give: Be authentic - true to who you are.

What activity makes you feel calm? Meditation on the beach is like perfection. Even just being at the beach, I don't have to meditate. Being in the company of water, large bodies of water, always makes me feel very calm.



BREAKING BREAKING GLASS CEILINGS

CLAUDIA CARRAL ALLOUCHE



Who is Claudia?

★ **Full Name:**

Claudia Carral Allouche.

★ **Nationality:**

Mexican/US.

★ **Company or**

organization: SAP.

Nickname:

Claudia.

Age:

50's.

Position:

Global Executive Recruiter.

Where do you live?

Miami Florida.

Do you have kids?

Yes, 6 kids.

Pets? No- but a

Peacock comes often to my garden. I love my favorite pet coming to visit me!

Favorite Food:

I love Sushi and Moroccan food- such as couscous, matbucha, tahina.

Hobbies: Networking, reading, volunteer work, and maintaining my personal brand.

Favorite place in the world: Jerusalem (Israel)

because of its history and the Holiness of the place, the miracles of the Holy Land and its spiritual energy. I also love Rio de Janeiro (Brazil) for its natural beauty – the mountains, the ocean and the sun shining all year round – and its joyful people (I love that Cariocas are always dancing.)

In the bustling landscape of corporate America, where glass ceilings persist and representation remains a formidable challenge, Claudia Allouche, Global Executive Recruiter at SAP, stands as a beacon of change.

As the leader of the L500 Miami Chapter, her mission transcends mere ambition; it is a crusade for inclusivity, empowerment, and the elevation of Latina voices in the echelons of power. Claudia's journey mirrors the genesis of L500 itself, an exclusive enclave of Latina executives, entrepreneurs, and community leaders united by a shared purpose: To dismantle barriers and pave the way for a more diverse and equitable future. With roots tracing back to a group of trailblazing Latina executives in the tech industry, L500 emerged from the stark realization that Latinas are severely underrepresented at the highest levels of corporate leadership. Shockingly, in the tech sector alone, Latinas occupy less than 1% of executive positions—a statistic that underscores the urgent need for systemic change.

We would like to get to know your story. Who is Claudia and what is her story?

I could insert my bio here – multilingual seasoned Global Executive Recruiter with more than 18 years of experience in talent acquisition and executive recruitment, primarily in the IT and telecommunications industry, and notable roles at Apple, Visa, Blackberry and now at SAP, I excel in leadership, business development, and strategic recruitment across the Americas... – but I don't think

it would tell you much about me. I am, above all, a people's person. I love being around people, talking to people, listening to people. They energize me; they make me feel alive. I light up when I am around lots of people of all backgrounds, ages, religions. It's just so interesting learning about different cultures, different ways, different places.

My natural inclination towards people makes me also a great connector. I see human connection as one of the most enriching experiences anyone can have – professionally, but most importantly emotionally. That's why I love introducing people who have common interests and similar stories or, better still, complementary talents and very diverse backgrounds.

"THE LANDSCAPE OF EXECUTIVE RECRUITING IS ALWAYS EVOLVING, AND TECHNOLOGY PLAYS A PIVOTAL ROLE IN THIS EVOLUTION. AI IS ALREADY AUGMENTING RECRUITERS' SKILL SETS AND EXPERTISE."

Can you share a memorable moment from your extensive career in executive recruitment?

Witnessing the different journeys of the candidates that I have had the privilege to hire is always an unforgettable experience. It fills me with immense pride to see individuals I recruited in Mexico thriving in Singapore, or those from Brazil excelling in Cupertino, California, for instance. Similarly, knowing that a candidate I recruited in Colombia is making significant strides in the UK is incredibly gratifying. Each of these instances not only reflects the impact the hiring had on a particular person's professional growth but also the transformative and positive effect on their families' lives. When I think about these cases, I realize that I have facilitated positive change in many people's lives. It is an incredibly rewarding feeling, and it reminds me of why I love what I do.



With the increasing emphasis on diversity and inclusion, how do you approach executive recruitment to ensure a diverse pool of talent in leadership positions?

My commitment to diversity extends beyond words. Diversity is not just a checkbox for me—it is ingrained in my DNA. As a professional with a richly diverse background spanning Mexico, Europe, and Israel, with familial ties to North Africa and residing in the US, I embody the essence of diversity in both my personal and professional life.

At SAP, embracing diversity is at the core of everything we do. As a recruiter, diversity and inclusion are integral to my process. I strive to attract top talent from diverse backgrounds by fostering an environment

"LATINAS MAKE UP LESS THAN 1% OF TECH EXECUTIVES, WITH ONLY TWO HAVING EVER SERVED AS CEOs OF FORTUNE 500 COMPANIES".

LET'S ROCK

How would you describe yourself in one word? Connector.

Favorite movie or TV Show: Back to the Future.

Favorite Book: Outliers.

If you could turn into an animal, what would it be? Horse.

Favorite music band or gender: Coldplay, Lady Gaga, U2.

Do you like sports? Are you a fan of a sports team? Tennis.

What contribution do you feel you make to a better world? Kindness.

One piece of advice that you were given and would give: Time is golden.

What activity makes you feel calm? Walking near the beach.



that values varied perspectives. It starts with crafting inclusive job descriptions that can resonate equally with individuals of all genders, religions, nationalities, sexual orientations and points of views. This means, for example, striving for gender neutrality in the job description, and using inclusive language. It then includes ensuring a diverse interviewing panel to make sure we are assessing the candidate from different viewpoints and perspectives.

Technology is evolving rapidly. How do you incorporate innovative HR technologies in your executive recruitment strategies, especially considering the ever-changing IT industry?

I use technology throughout the whole recruiting process. SAP is a technology company, and our Human Resources solution, SuccessFactors, supports our recruitment and talent management and performance activities. We use this solution in the cloud. Cloud is an amazing technology because it ensures that our tools are always updated with the latest features and innovations, including SAP Business AI. In the current context of fast-paced technology change, the cloud keeps us always on the cutting edge.

Given your vast experience, how do you see the role of executive recruitment evolving in the fast-paced landscape of HR in 2024?

The landscape of executive recruiting is always evolving, and technology plays a pivotal role in this evolution. AI is already augmenting recruiters' skill sets and expertise. This technology is helping us save time and be more efficient. It also supporting a recruiting process truly free of bias, helping us catch all instances of unconscious bias. The truth is that as the world becomes tighter and larger at the same time, and technology changes at breakneck speed, adapting is essential in this field. For me, however, the goal remains the same: Ensuring great hires and prioritizing the experiences of both candidates and hiring managers. Success lies in bringing in talented individuals who not only excel at their roles but also contribute positively to their teams. Diversity is a crucial aspect of this equation, reflecting the varied perspectives necessary for success.

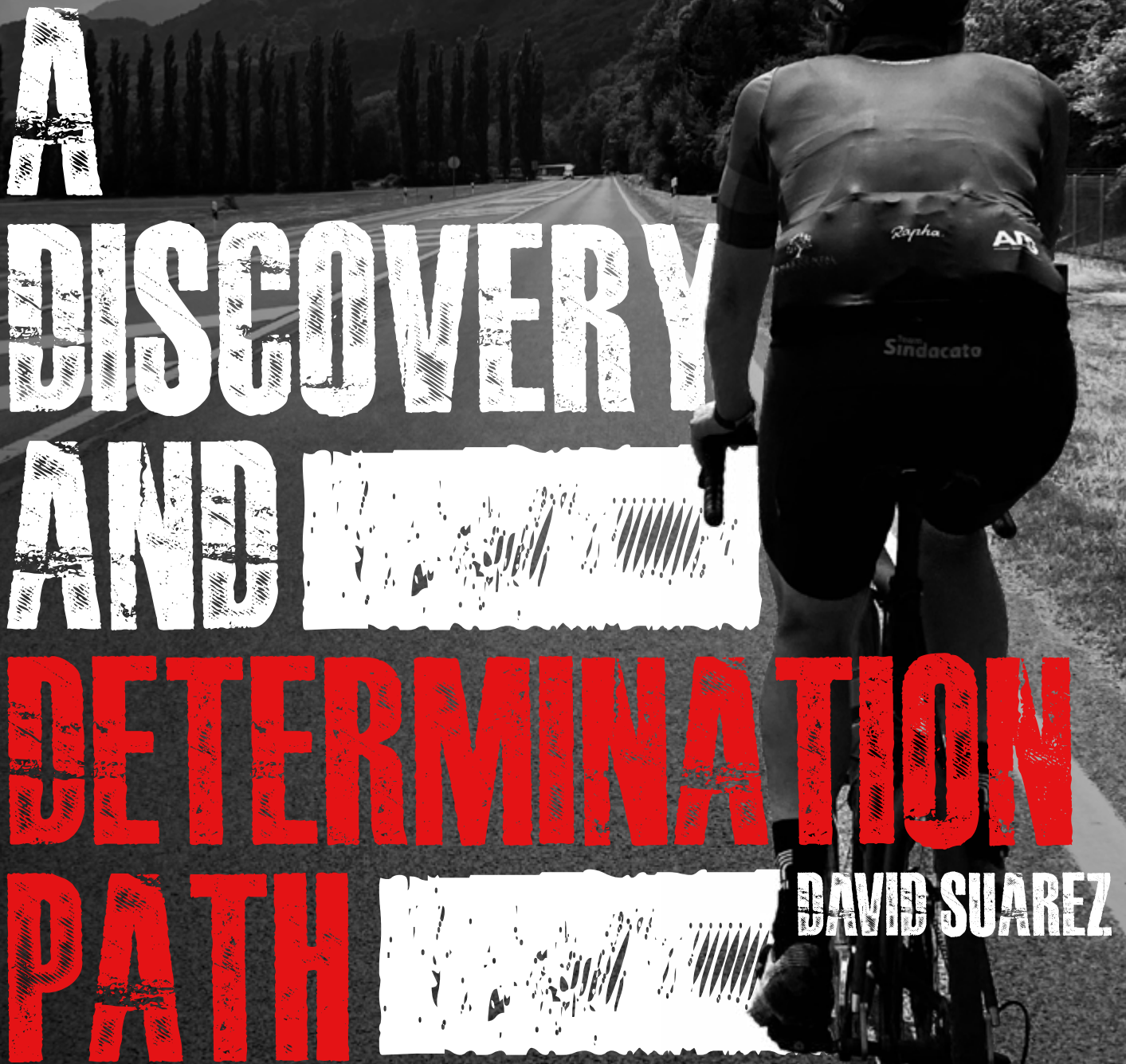
Interviewed by: Fernanda Cala.



WHAT DOES IT MEAN TO YOU TO BE A GAME CHANGER?

A game changer in recruitment is someone always committed to continuously enhancing efficiency and effectiveness to find and hire the very top talent. They do it by including innovative technologies, streamlining strategies, or introducing new approaches that improve the candidate's experience, sourcing, and assessment. Game changers in my field prioritize a human-centric approach in this era of advanced technology. They go beyond automation and foster deep connections while adhering always to ethical practices.





A
DISCOVERY
AND
DETERMINATION
PATH

DAVID SUAREZ

Rapha
AD
Sindacato



Who is David?

★ Full Name: David Christopher Suárez.	★ Nationality: Born and raised in Miami, Florida.	★ Company or organization: Interactive training solutions.
--	---	--

Age: 51.	eleven years old and goes to school here in Miami.
--------------------	--

Position: CEO and founder.	Pets? Jacques, a French bulldog.
--------------------------------------	--

Where do you live? Miami.	Favorite Food: Carne con papas.
----------------------------------	---

Do you have kids? I have two. My oldest is 23 years old, both girls. So, I have two daughters. My oldest is 23 years old and lives in Portland, Oregon. And she is an artist. And my youngest is	Hobbies: Cycling and comedy.
--	--

Favorite place in the world: Col du Galibier and Isle of Skye.
--

David Christopher Suárez is the ingenious mind behind Interactive Training Solutions. Born and raised in the vibrant melting pot of Miami, David's early years were colored by a restless curiosity and an insatiable thirst for unconventional avenues of expression.

BY FERNANDA CALA

It was amidst the eclectic tapestry of his upbringing that the seeds of his entrepreneurial spirit were sown, nourished by the vibrant pulse of the city and the rich tapestry of its diverse inhabitants. However, it was a fortuitous encounter during his high school years that would serve as the catalyst for his extraordinary odyssey. In the corridors of education, where conformity reigned supreme, David stumbled upon a revelation that would alter the course of his destiny forever: a television production class. What began as a pragmatic choice soon blossomed into an all-encompassing passion, igniting a fervent desire to explore the uncharted realms of creativity and innovation. And thus, against the backdrop of Miami's azure skies and swaying palms, David embarked on a journey of self-discovery, fueled by a relentless pursuit of his dreams.

We would like to get to know your story. Who is David and what is his story?

My personal journey began in Miami, a product of

“OUR BESPOKE PROGRAMS, GUIDED BY DYNAMIC METHODOLOGY AND INFUSED WITH ELEMENTS OF IMPROV COMEDY, ADAPT SEAMLESSLY TO INDIVIDUAL OR GROUP NEEDS”.

LET'S ROCK

How would you describe yourself in one word? Curious.

Favorite movie or TV Show: Favorite movie is cinema Paradiso. It is a film from, 90's, the best foreign language film.

Favorite Book: Blind Man's bluff.

If you could turn into an animal, what would it be? Hippo.

Favorite music band or genre: Led Zeppelin.

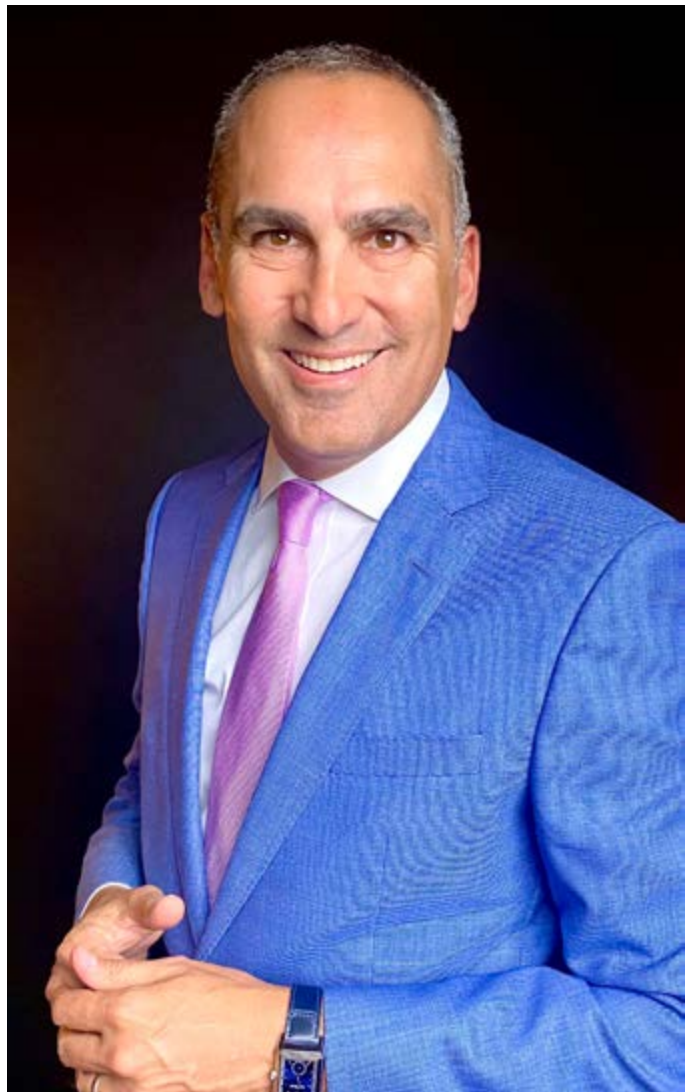
What activity makes you feel calm? Cooking.

public schooling where I struggled to find motivation within the traditional curriculum. However, a turning point arose in my 11th grade when I stumbled upon a television production class. Initially, it seemed like a convenient way to manage my time around my passion for racing bikes, but soon I found myself enamored with the craft. This newfound love propelled me to pursue film and television at Miami Dade College, though my academic performance necessitated a detour through community college before I could reach my dream institution: New York University. The decision to choose between NYU and the University of Colorado was a defining moment, leading me to NYU's film program and setting the stage for my career in the industry.

Can you share the inspiration behind founding Interactive Training Solutions?

As for Interactive Training Solutions, its inception stemmed from a blend of my experiences in film and television, coupled with a realization during my corporate video tenure that fluency in the language of business was essential. Armed with an MBA and inspired by my background in improv comedy, I conceived the idea for a business focusing on executive coaching, training, and team building centered around communication and leadership skills. The genesis of Interactive Training Solutions during a business plan competition, coupled with

"THROUGH MY WORK,
I HAVE THE POWER
TO POSITIVELY
INFLUENCE
PEOPLE'S LIVES BY
ENHANCING THEIR
PROFESSIONAL
SKILLS".





encouragement from judges, marked the start of a transformative journey. Despite launching amidst the 2007 monetary crisis, perseverance, hard work, and a roster of supportive clients enabled the business to not only weather the storm but flourish. Today, Interactive Training Solutions stands as a testament to a passion realized and a commitment to empowering others in their professional endeavors.

How did your unique methodology combine improvisation, experiential, and applied learning come about?

It is fascinating when crafting a business plan; you are tasked with dissecting an idea, breaking it down, and then reconstructing it to enhance its efficacy and resilience. In this process, differentiating our approach from competitors became paramount. I view our role as a blend of training, coaching, and team building, akin to navigating a cereal aisle in a supermarket. Just as cereal options range from sugary delights to healthier choices, the landscape of corporate training and coaching firms varies, with methodology emerging as the crucial differentiator. Our methodology is our secret sauce, enticing clients back due to its effectiveness and dynamic delivery. The cornerstone of our approach lies in applied and experiential learning. Applied learning ensures active participation from the outset, eschewing passive listening for active engagement in every exercise. Experiential learning thrives on sharing—ideas, wisdom, and perspectives—fostering engagement and drawing out contributions even from the most reticent individuals. Integrating elements of improv comedy injects levity and adaptability into our sessions, making learning enjoyable and responsive to real-world dynamics. By prioritizing active involvement, sharing, and fun, our programs ensure lasting retention and personalized enrichment, transcending mere instructional delivery. Our philosophy revolves around the trio of doing, sharing, and enjoying. When participants are actively involved, engaged in sharing, and having fun, the learning process becomes not just memorable but transformative. Our bespoke programs, guided by dynamic methodology and infused with elements of improv comedy, adapt seamlessly to individual or group needs, ensuring a rich and enduring learning experience that transcends conventional instruction.

WHAT DOES IT MEAN TO YOU TO BE A GAME CHANGER?

As a former reality TV producer, much of my role involved manipulating and sometimes exploiting individuals to create entertainment for the screen—an experience that left me feeling unfulfilled and disconnected from my values. However, embracing my role as a "game changer" in coaching and facilitation has been profoundly rewarding. Through my work, I have the power to positively influence people's lives by enhancing their professional skills, making them better professionals and better individuals.

"I VIEW OUR ROLE AS A BLEND OF TRAINING, COACHING, AND TEAM BUILDING".

!nteractive
TRAINING + SOLUTIONS

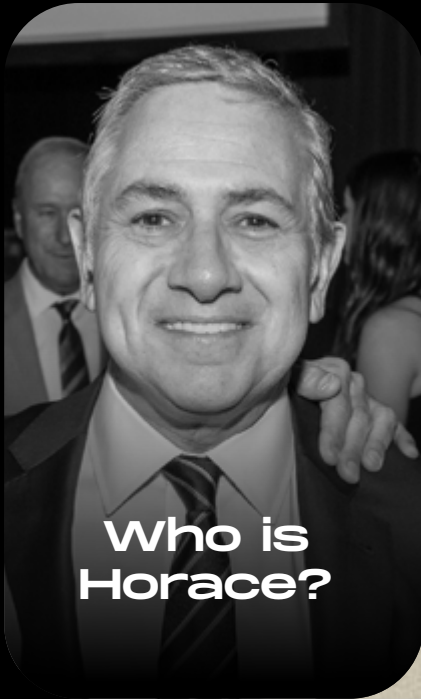
LEADERSHIP



BEYOND

BOUNDARIES

HORACE PORRÁS



Who is Horace?

★ **Full Name:** Horace O. Porrás. ★ **Nationality:** American. ★ **Position:** Global HR Executive.

Company or organization: Results-oriented HR executive, that has thrived in dynamic, multinational environments, driving success across diverse industry leaders like Schlumberger, American Tower, Cargill, Mastercard, McDonald's, and Afiniti, spanning the Americas, Europe, Africa, and Asia, has fueled organizational

transformations through innovative HR and business solutions.

Where do you live? Miami, Florida.

Do you have kids? I am a proud parent of two wonderful children, an 18-year-old son, and a 16-year-old daughter.

Pets? We have two Maltipoos.

Favorite Food: Steak, BBQs.

Hobbies: Traveling with my family; listening to great music; playing tennis.

Favorite place in the world: My Home, with my Family; otherwise, New York City.

In the vast landscape of multinational corporations, few individuals stand as rockstars, their careers spanning continents, industries, and cultures. Enter Horace O. Porrás, a name synonymous with innovation and leadership in the realm of Human Resources (HR).

As a Global HR Executive, Horace has left an indelible mark on esteemed organizations such as Schlumberger, American Tower, and Mastercard, threading his expertise across the Americas, Europe, Africa, and Asia. But behind the professional accolades lies a story of resilience and adventure, rooted in the vibrant city of Miami, Florida, where he calls home. Horace's journey began in New Jersey, against the backdrop of the iconic New York City skyline, where his childhood dreams intertwined with the pulse of urban life. Yet, it was the call of professional exploration that propelled him across continents, from the bustling streets of Buenos Aires to the historic avenues of Brussels. Each chapter of his career unfolded amidst diverse landscapes and challenges, from navigating the complexities of the European Union in Milan to spearheading HR functions in the thriving cities of Bucharest and Rio de Janeiro. And now, settled in Miami for over a decade, Horace continues to redefine the boundaries of HR excellence, charting new territories in the realm of artificial intelligence solutions with his role as Global VP of Human Resources at Afiniti. Join us as we delve into the tapestry of Horace's experiences, unveiling the wisdom garnered from a life shaped by diversity, determination, and an unwavering commitment to excellence.

Horace, you must have a fantastic journey, we would like to get to know you. What is your story?

I was born and raised in New Jersey, United States, fostering a deep admiration for New York City. Living just across the Hudson River, accessing Manhattan via the George Washington Bridge or the Lincoln Tunnel became a routine, allowing me to fully immerse myself in the city's offerings. Later in life,

"ACHIEVING A HARMONIOUS BALANCE BETWEEN MY CAREER AND PERSONAL LIFE HAS BEEN A SIGNIFICANT ASPECT OF MY PROFESSIONAL JOURNEY, THOUGH IT'S CERTAINLY NO EASY FEAT".



circumstances led me to Buenos Aires, Argentina, where I embarked on my professional journey with Schlumberger, a global leader in technology solutions for the oil and gas industry. As head of HR for the South Cone region, based in Buenos Aires, I encountered unique challenges and rewards. Subsequently, I transitioned to Brussels, Belgium, overseeing global mobility for Schlumberger's expansive workforce across 80 countries. Relocating again to Milan, Italy, I managed HR functions across 24 countries in continental Europe amidst the complexities of the European Union. Further professional growth led me to Bucharest, Romania, and Rio de Janeiro, Brazil, before receiving an offer from Cargill in Minnesota, marking a pivotal career shift to lead the Animal Nutrition Division for Latin America. Settling in Miami for the past 14 years, I have contributed to esteemed companies like Mastercard and American Tower, specializing in HR functions for Latin America. Most recently, I had the role of Global VP of Human Resources at Afiniti, focusing on artificial intelligence solutions for customer call centers.

We often hear about the importance of work-life balance, but as someone with a rich professional history, how do you personally navigate and advocate for a harmonious integration of career and personal life?

Achieving a harmonious balance between my career and personal life has been a significant aspect of my professional journey, though it is certainly no easy feat. Amidst numerous enticing opportunities and a genuine passion for my work, setting boundaries

has proven crucial. Establishing clear distinctions between work and personal time, adhering to designated work hours, and consciously unplugging during personal moments are paramount, especially when prioritizing family and self-care. Engaging in activities like exercise, hobbies, and quality time with loved ones ensures I am energized and focused professionally. Efficient time management, particularly utilizing technology, has become increasingly vital, especially during the pandemic, where remote work has thrived. Embracing flexible work arrangements, including remote work and flexible hours, is essential, requiring both adaptability from companies and effective communication among

"HR PLAYS A CRITICAL ROLE IN CRAFTING AND PROMOTING THE EMPLOYER BRAND, CREATING A WORKPLACE CULTURE THAT ATTRACTS AND RETAINS TOP-TIER TALENT".



colleagues, superiors, and remote teams, particularly when spanning different time zones. Delegating responsibilities and empowering others fosters a healthy work-life balance, and it is crucial for leaders to exemplify these principles, cultivating a culture where employees feel supported in maintaining their own equilibrium.

How do you perceive the current state of alignment between the human resources function related to employee's development and the core business objectives in today's globalized and diverse corporate landscape?

Certainly, the transformation of the human resources function over the years has been truly remarkable. It has evolved far beyond its historical role as the personnel department, primarily focused on payroll and administration, to now assuming the strategic mantle of a business partner. However, this evolution is an ongoing journey, with HR professionals actively taking a pivotal role in the organization's success. To achieve this, they must immerse themselves in the intricacies of the business, understanding revenue generation, market dynamics, competitive landscape, and what sets their company apart within the industry. Physically visiting operational hubs, meeting employees face to face, and recognizing their challenges and talents is crucial. HR plays a critical role in crafting and promoting the employer brand, creating a workplace culture that attracts and retains top-tier talent. Identifying potential future leaders, building succession plans, and aligning initiatives with business goals fosters growth and sustainability. Importantly, HR must integrate into the fabric of the organization, aligning its strategies with the company's vision to ensure effective contribution to business outcomes. Listening to employees' expectations and perspectives is essential, respecting their needs and integrating them into HR strategies.

With your extensive background in global roles, could you share your opinion about a notable gap between the reality of business operations and the strategic focus of the human resources department?

Yes, unfortunately, what I have often noticed is that human resources sometimes lacks strategic alignment, meaning that it is not closely attuned to the overall direction of the business. Consequently, HR initiatives fail to directly contribute to organizational goals, creating a disconnect between HR efforts and the broader business strategy. This becomes particularly evident during strategic planning discussions where HR is not present at the table, risking the integration of HR efforts within the broader strategy and missing the opportunity to provide valuable recommendations. Given that companies rely on their people, HR's absence from these crucial discussions results in a failure to address key business challenges proactively, which undermines HR's relevance within the company. For instance, if

LET'S ROCK

How would you describe yourself in one word?
Reliable.

Favorite movie or TV Show: Despite comedy being my preferred genre, with "The Birdcage" with Robin Williams at the top, my other two favorite movies are "Dead Poets Society" and "The Devil's Advocate", together.

Favorite Book: "Man's Search for Meaning", by Viktor Frankl; "The Four Agreements", by Don Miguel Ruiz; "Performance at the Limit: Business Lessons from Formula 1 Motor Racing", by Ken Pasternak.

If you could turn into an animal, what would it be? A dolphin.

Favorite music band or genre: Frank Sinatra, Rolling Stones, Barry White, Phil Collins, Aerosmith.

Do you like sports? Are you a fan of a sports team? I like football, soccer, and tennis, to play and watch. Big fan of the New York Giants, in the NFL.

What contribution do you feel you make to a better world? I am dedicated to uplifting and guiding others through mentorship and empowerment, striving to create a world where everyone can thrive and contribute positively. I advocate for diversity and inclusion, taking tangible actions to foster an environment where differences are celebrated, believing it leads to stronger communities. Additionally, I am involved in philanthropy with my family, volunteering and supporting organizations addressing social issues aligned with our values, aiming to make a meaningful impact on others' well-being.

One piece of advice that you were given and would give: Be truthful, be honest, be respectful, be empathetic, help others, and always do your best in everything you do.

What activity makes you feel calm? Listening to music and sailing. If I can combine both, it will be much better. Enjoying the views from the top of a snowy mountain and breathing that fresh air is also wonderful.



an organization faces talent shortages or skill gaps, HR should be instrumental in developing strategies to address these issues and ensure alignment between the workforce and business needs. Additionally, there is often a lack of focus on future skills and workforce planning, hindering HR's ability to anticipate the company's trajectory and prepare for upcoming challenges such as expansion into new business units, locations, or markets. Consequently, HR must strive for visibility into the company's future direction to effectively add value. Moreover, HR's role extends beyond administering employee surveys; it entails creating opportunities for collaboration between HR and the business to ensure that employees are equipped with the necessary skills and training to meet future challenges. Given the ever-evolving nature of businesses and the external environment, HR must embrace constant adaptability and learning to remain relevant. Thus, bridging the gap between business operations and HR requires a concerted effort to align HR practices with strategic business objectives, anticipate future workforce needs, and foster a culture of continuous improvement and learning within the organization.

Diversity, Equity & Inclusion (DE&I) has become a critical aspect of HR. In your opinion, how can organizations bridge the gap between HR-driven DE&I programs and their impact on the day-to-day experiences of employees?

Bridging the gap between HR-driven diversity, equity, and inclusion programs and their impact on employees' day-to-day experiences requires an integrated approach. It transcends mere HR initiatives, demanding unwavering commitment and leadership from top management. This commitment should be

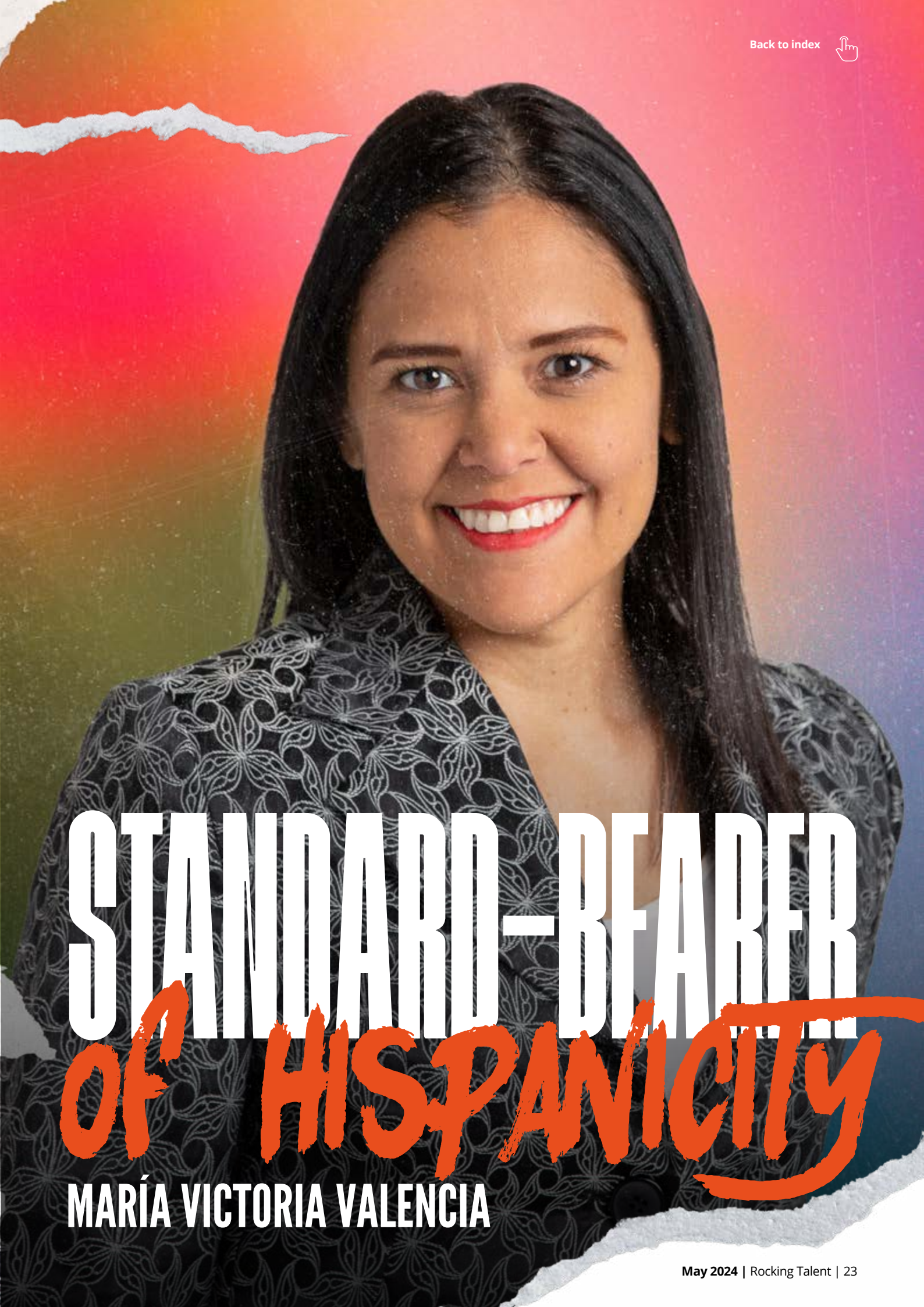
reflected in embedding diversity and inclusion within the company's core values and mission, supported by inclusive leader training and the establishment of employee resource groups. Partnering with organizations for surveys aids in understanding specific diversity issues across different geographies, enabling targeted action. Inclusive recruitment practices, including diverse sourcing channels and diverse representation on hiring panels, are vital for attracting and retaining a diverse talent pool. Through a comprehensive and integrated approach encompassing leadership commitment, employee involvement, and measurement, organizations can bridge the gap between diversity and inclusion programs and their real-world impact on employees' experiences. Individual experiences, such as the one I had managing a diverse team in Brussels, underscore the transformative power of diverse perspectives and cultures in enhancing teamwork and achieving impactful outcomes. Ultimately, fostering a culture of diversity, equity, and inclusion not only drives business success but also enhances employee satisfaction, positioning the organization as an employer of choice.

Interviewed by: Fernanda Cala.

WHAT DOES IT MEAN TO YOU TO BE A GAME CHANGER?

Being a game changer means having certain qualities and demonstrating specific behaviors that contribute to successfully driving and navigating change within an organization or community. It also involves a combination of leadership qualities, such as effective communication, empathy, adaptability, and a commitment to continuous improvement. However, I believe that to be successful in driving change, it requires an integrated approach that considers both the human and strategic aspects of the transformation process.

"FOSTERING A CULTURE OF DIVERSITY, EQUITY, AND INCLUSION NOT ONLY DRIVES BUSINESS SUCCESS BUT ALSO ENHANCES EMPLOYEE SATISFACTION, POSITIONING THE ORGANIZATION AS AN EMPLOYER OF CHOICE".



STANDARD-BEARER
OF HISPANICITY
MARÍA VICTORIA VALENCIA



Who is María Victoria?

★ **Full Name:**
María Victoria Valencia.

★ **Nationality:**
Colombian and naturalized Spanish.

★ **Company:**
CHN Business Network.

Position:
Founder and Director.

Hobbies:
Reading biographies.

Favorite Food:
Latin American cuisine.

Dream Destination:
My home.

Favorite Sport:
I am a football enthusiast; football is my favorite sport. I am a fan of Junior (from Barranquilla) and Real Madrid.

María Victoria Valencia is the Business Director of CHN, the first Hispanic American Business Congress in the United States.

BY FERNANDA CALA

Maria is Colombian, now a Spanish citizen, and is much more than a successful entrepreneur; she is a champion of Hispanic identity, an example of how entrepreneurial spirit can transcend borders and unite communities in a hug of opportunities and shared dreams. She has taken on the commitment to carry the flag of the Hispanic community and entrepreneurship, towards a stronger and more united community in this country. Her advice? "Turn strangers into contacts, contacts into friends, and friends into the best salespeople."

Who is María Victoria and what is her story?

I have lived in several countries, in Spain, Canada, and now in the United States. In Spain, we created a networking group with a bunch of Latin Americans that turned into a company. I also led another flower export venture there; we faced many challenges, and I had the opportunity to work at the Chamber of Commerce of Madrid and see how events, business rounds were organized, and I thought I could do the same myself, so that is where this dream was born. I joined the Colombian Consulate in Spain, and we started working with all the Latinos in Spain who could and wanted to undertake, from there we brought 182 success stories, and I said, "This works!" Nowadays, we have people located in companies starting their own ventures.

How did you come to the United States?

After being in Spain, I went to Canada, and there I founded an organization of women hand in hand with a group of friends and now partners... we realized that in that year (2015), gender equity development was still very raw, there was not the support that exists today, and it was difficult. And finally, I arrived in the United States, in Houston, and discovered that the best way to make myself known was to create a Congress, so we created the Hispanic American Business Congress. The event was nice; it was a congress in Spanish, that is what has characterized me as well, carrying out our actions in our language, as I said, I carry the flag of Hispanic identity.

"WE RECEIVED AN AWARD FROM THE UNITED STATES CONGRESS, WHEN AN AMERICAN INSTITUTION RECOGNIZES YOU, YOU FEEL LIKE YOU'VE ACHIEVED SOMETHING SIGNIFICANT".



Tell us about this Congress...

Many people joined, and it was the first Congress done in Spanish; it lasted three days and was held in Houston at the level of an enterprise. We brought together the 30 most outstanding Hispanics in the United States, people with success stories and inspiration; it was so important that the Mayor of Houston participated, and personalities who contributed to making it a unique space where a critical dialogue was created, and we are still generating business from those days. We told Congresswoman Sheila Jackson Lee about it, and she liked it; she thought it was a great initiative that should continue to happen, so she granted us a day for our organization.

"I HAVE ALWAYS BEEN MOVED BY THE DEEP DESIRE TO MAKE THINGS HAPPEN".

"EVERY OCTOBER 13TH, WE CELEBRATE THE DAY OF THE HISPANIC AMERICAN BUSINESS CONGRESS, SIGNED BY SHEILA JACKSON LEE, ONE OF THE MOST IMPORTANT TEXAN CONGRESSWOMEN IN THE UNITED STATES CONGRESS".

What day is that?

Every October 13th, we celebrate the day of the Hispanic American Business Congress, signed by Sheila Jackson Lee, one of the most important Texan congresswomen in the United States Congress, and the congress proclaimed that day for us. So, that is an especially important day for the Hispanic entrepreneurial community and for those of us who promote business from Latin America to the United States and vice versa.

What inspires or motivates you most in your career?

Motivation comes from something that moves us, and I have always been moved by the deep desire to do things.

Can you tell us about your greatest achievement as Business Director at CHN?

The award we received from the United States Congress, when an American institution recognizes you, you feel like you have achieved something significant.

LET'S
ROCK

One word to describe yourself:

Passionate.

Favorite Book: Man's Search for Meaning.

What contribution do you make to a better world?

Many years ago, I decided to carry a flag, which I confess is somewhat heavy, the flag of Hispanic identity and entrepreneurship, in order to contribute to an underserved Hispanic community.

A piece of advice you were given and would give:

"Turn those strangers into your contacts, those contacts into your friends, and your friends into your best salespeople."



Fashion Activism

Diana Abreu



**Who is
Diana?**

★ **Full Name:**
Diana Abreu.

★ **Nationality:**
Chilean, dual
nationality.

★ **Company or
organization:**
Hemmersbach.

Nickname:
Dee.

Favorite Food:
Italian and Mexican.

Position:
Human Resources Director.

Hobbies:
I love to go the gym to do
CrossFit.

Where do you live?
Miami.

Favorite place in the world:
Italy, Montenegro, Croatia,
Thailand and Chile.

Do you have kids?
2 kids.

Pets?
A golden.

In the vibrant pulse of Miami's artistic and cultural scene, one woman stands as a beacon of empowerment and advocacy, weaving together threads of fashion, art, human resources and social change with finesse and passion.

Meet Diana Abreu, a dynamic force in both the realms of human resources and creative expression, whose annual event, "Style & Image Under the Stars", transcends mere runway glamour to become a celebration of women's strength and resilience. Beyond her professional identity as a human resources professional, Diana is a visionary event organizer, orchestrating an annual extravaganza that fuses fashion with advocacy. With each passing year, her event grows in both scale and impact, drawing in over 200 attendees, all gathered under the Miami sky to revel in a spectacle of creativity and empowerment. But this event isn't just about highlighting the latest trends; it's a platform meticulously crafted by Diana to uplift and amplify the voices of women. From supporting budding entrepreneurs to shedding light on the scourge of gender violence, Diana's event is a testament to her unwavering commitment to fostering diversity, equity, and equality.

Diana, we would like to get to know your story. What pivotal experiences or challenges shaped your career path in human resources?

So, my journey into the field of human resources wasn't a deliberate choice on my part; rather, it seemed to find me. While working as a travel agent, others recognized my knack for presentation and teaching, nudging me towards learning and

development. Eventually, I pursued a master's in human resources. However, it's the experiences and challenges, particularly in seeing leadership dynamics, that truly molded my career trajectory. Witnessing both effective and ineffective leadership styles, coupled with a keen awareness of human behavior, has been instrumental. How leaders handle adversity, their self-awareness, and emotional intelligence have profoundly influenced me. I strive to learn from their successes and mistakes alike, shaping me into the leader I am today. As for the future of human resources, especially within globally connected companies like my own, several trends

"I CONNECT PEOPLE WITH BUSINESSES, DREAMS, VISIONS AND SO FORTH".

and challenges stand out. Companies increasingly prioritize robust employee development to foster engagement, recognizing the expectations of younger generations for personal growth. Beyond monetary rewards, emphasis is placed on enhancing the overall employee experience, promoting flexibility in work arrangements, and championing diversity, equity, and inclusion initiatives. Yet, challenges persist, notably the transient nature of younger employees seeking rapid career progression, which poses retention hurdles. Addressing turnover requires offering ample growth opportunities and fostering a culture of recognition. Moreover, achieving a healthy work-life balance is still a pressing concern, compounded by the ongoing debate over remote and hybrid work arrangements. While some companies hesitate to fully embrace remote work due to trust issues, navigating these challenges will be pivotal in shaping the future of HR.

With your extensive background in talent management and leadership development, what strategies have you found most effective in fostering employee growth and retention within multinational companies like Hemmersbach?

There are many strategies available, contingent upon industry, company positioning, and size. However, I believe the cornerstone for effective strategies lies in enhancing employee engagement. By fostering productivity, growth opportunities, benefits, and necessary resources, employee retention can be bolstered. This involves ensuring employees feel valued, content, and motivated to contribute daily. Implementing training programs, incentive structures, ambassador initiatives, and leadership academies, while granting autonomy, is pivotal. Cultivating a learning-oriented culture that aligns with individual and organizational goals is paramount. Ultimately, companies must prioritize not only profitability but also creating an environment conducive to employee satisfaction and longevity.

In your opinion, what are some key trends or challenges shaping the future of human resources, especially in the context of globalized companies like Hemmersbach?

Certainly, operational efficiency is deeply rooted in our commitment to delivering on promises made to clients. Central to this commitment is ensuring customer satisfaction, a responsibility that begins with our employees. It's imperative to recognize that operational efficiency is not achieved in isolation; rather, it thrives on engaged and motivated employees throughout the organization. To keep such engagement, we must actively involve employees in problem-solving processes, equipping them with the necessary training, tools, and resources. Additionally, offering competitive pay and benefits is essential, but it's only part of the equation. Employees seek fulfillment beyond monetary compensation; they yearn for recognition,





opportunities for growth, and a healthy work-life balance. When employees feel valued and supported in their personal and professional development, they become more loyal and committed to the organization's success. Consequently, they are more likely to deliver outstanding customer service and strive for excellence in their roles. Recognizing this symbiotic relationship between employee satisfaction and operational efficiency, our focus extends beyond mere profitability. We aim to create an environment where employees feel empowered, fulfilled, and motivated to contribute their best, knowing that their efforts are appreciated and rewarded. Through initiatives such as ongoing training, development programs, and flexible work arrangements, we try to foster a culture of loyalty and engagement, where employees are not only inclined to stay but are inspired to thrive. Ultimately, by prioritizing the well-being and satisfaction of our employees, we lay the foundation for sustained operational success and exceptional customer experiences.

How do you support a balance between operational efficiency and fostering a positive employee experience?

Indeed, the approach varies depending on industry and company size, with some able to prioritize work-life balance more than others, particularly service-oriented companies. Regardless, understanding employees' needs alongside company goals is paramount. This entails offering diverse shift options, potentially adopting a hybrid work environment, and setting clear expectations to ensure consistency

"THE FUTURE OF HR IN GLOBALLY CONNECTED COMPANIES INVOLVES PRIORITIZING EMPLOYEE DEVELOPMENT FOR ENGAGEMENT, PROMOTING FLEXIBILITY, AND CHAMPIONING DIVERSITY AND INCLUSION INITIATIVES".

"I THINK IT'S PART OF BEING AN HR PERSON, CREATING AWARENESS ON DIVERSITY AND EQUITY AND SUPPORTING EQUALITY".



LET'S
ROCK

How would you describe yourself in one word? Unstoppable.

Favorite movie or TV Show: The devil wears Prada.

Favorite Book: Start with Why: How Great Leaders Inspire Everyone to Take Action".

If you could turn into an animal, what would it be? Eagle.

Favorite music band or gender: Soft rock. Def Leppard or Journey.

One piece of advice that you were given and would give: Be nice to those one your way up because you will meet them on your way down.

What activity makes you feel calm? Listening to music.



whether working from home or the office. Trust plays a crucial role; employees should feel trusted to perform their tasks without micromanagement, fostering a sense of responsibility and loyalty. When expectations are clear and trust is proved, employees are more motivated, loyal, and self-sufficient, alleviating the need for constant oversight. Achieving this balance requires open communication and a willingness to support employees in both their professional and personal lives, ultimately contributing to a cohesive organizational culture and improved productivity.

Interviewed by: **Fernanda Cala.**

WHAT DOES IT MEAN TO YOU TO BE A GAME CHANGER?

Being a game changer involves embracing one's personality, vision, and proactive attitude to challenge the status quo and drive meaningful change within an organization. Whether extroverted or introverted, everyone owns the potential to make a difference by constantly questioning and seeking improvement. Personally, I believe I have the traits necessary to be a game changer, and I aim to inspire my team to adopt the same mindset. By fostering a collaborative environment where individuals support each other in pushing boundaries and making positive changes, we can collectively drive impactful transformations within the organization.





HR VISIONARY



FRANCISCO NAZAR ANCHORENA



<p>★ Full Name: Francisco Nazar Anchorena.</p>	<p>★ Nationality: Argentine.</p>	<p>★ Position: HR Director, Developing Markets.</p>
<p>Nickname: Fran.</p>	<p>Favorite Food: Argentinean barbecue accompanied with red wine.</p>	
<p>Age: 40.</p>	<p>Hobbies: I considered myself someone passionate about Sports.</p>	
<p>Where do you live? Miami, FL, USA.</p>	<p>Favorite place in the world: South of Argentina has many favorites places, will mention the most well-known, Bariloche.</p>	
<p>Do you have kids? Yes, three.</p>		
<p>Pets? No pets, but I would in the near future.</p>		

Meet Francisco Nazar Anchorena, better known as Fran, the vibrant HR Director of Developing Markets at Energizer Holdings.

With a magnetic presence and a penchant for perseverance, Francisco's journey reflects a fusion of resilience, dedication, and an unwavering commitment to excellence. Hailing from the vibrant streets of Argentina, Francisco embodies the spirit of diversity and resilience, a narrative woven with threads of familial bonds, academic tenacity, and a thirst for global exploration.

In his own words, Francisco describes his upbringing as part of a bustling household of ten, where he navigated the labyrinth of higher education while shouldering the responsibilities of a full-time job. His unwavering determination propelled him forward, steering him through the corridors of academia and the intricate tapestry of professional endeavors. From the cobblestone streets of Buenos Aires to the sun-kissed shores of Miami, Francisco's journey is a testament to the transformative power of grit and ambition.

We would like to get to know your story. Who is Francisco and what is his story?

I am from Argentina, where I was born and raised in a bustling household of ten, including my parents and eight siblings. Currently, I am happily married to an exceptional woman whom I consider the best in the world. Together, we are blessed with three wonderful children: Benjamin, Belen, and Lucia. Excelling academically during my schooling years, I

encountered some hurdles upon entering college. After high school, my parents' financial support ceased, compelling me to independently finance my education. Undeterred by this challenge, I resolved to pursue higher education at university, enrolling in night classes while working a full-time job during the day. Balancing work and studies presented its difficulties, yet every sacrifice was worthwhile. Those early career days afforded me the opportunity to explore new countries and forge connections with diverse individuals, an invaluable experience that shaped my journey.

Can you share some insights into your international experiences in Latin America, the United States, and the Asia Pacific region, and how they have influenced your approach to Human Resources?

"ESTABLISHING A CLEAR VISION AND DELINEATING THE PATH TOWARD FOSTERING INCLUSIVITY AND DIVERSITY WITHIN A COMPANY LAYS THE FOUNDATION FOR STRATEGIC INTERVENTIONS."

My journey thus far has been a remarkable odyssey! I have been fortunate to collaborate with teams spanning North America, Latin America, Egypt, and Asia. Immersing myself in varied cultures and landscapes has profoundly influenced my personal growth and underscored the significance of diversity, both in personal and professional spheres. Travelling extensively, particularly across Asia, has broadened my perspective, affirming the invaluable contributions of diverse teams in decision-making, navigating challenges, and engaging with clientele. The merits of diversity in fostering innovative solutions and enhancing both employee and customer satisfaction are boundless.

"COMPANIES NEED TO ARTICULATE THEIR PURPOSE WITH EMPLOYEES' PURPOSE, GAINING THEIR LOYALTY RATHER THAN TRYING TO RETAIN THEM."

Wellness Programs are increasingly important in today's workplace. What inspired your specialization in designing and implementing such programs, and what impact have they had on employee well-being and organizational culture?

In recent times, the notion of well-being has rightfully ascended to prominence and should rightfully top every company's agenda. Amidst rapid societal changes, including the pandemic and technological advancements, it is imperative for companies to prioritize supporting employees across social, emotional, physical, and financial domains. The development and execution of wellness programs demand meticulous planning, extending beyond mere work-life balance to encompass holistic provisions for employees' well-being. The impact of such programs resonates deeply within an organization's culture, fostering an environment of care and commitment to its workforce. Effectively implementing these initiatives directly correlates with heightened engagement and loyalty among employees, contractors, and freelancers alike.

Inclusion & Diversity are crucial aspects of modern HR practices. Can you share some strategies you have implemented to foster an inclusive and diverse work environment?





A sense of safety and belonging lies at the core of human nature. Establishing a clear vision and delineating the path toward fostering inclusivity and diversity within a company lays the foundation for strategic interventions. One effective approach involves establishing Employee Resource Groups, tailored to address pertinent priorities and cultivate an inclusive culture. With myriad angles and options to explore, selecting the most suitable strategies initiates the journey toward embracing an inclusive and diverse ethos.

Looking ahead, what trends or developments do you anticipate will shape the future of Human Resources, and how do you plan to adapt to them?

HR professionals should have the following capabilities, competencies, to be at the forefront:

- 1) Change Management together with flexibility to adapt to the fast speed that the world and the technology are facing. Adapt well to for example a new workforce framework (less FTE, more freelancers, temporary project employees, etc)
- 2) Incorporate Agility in our daily lives to read with proactivity how to address the new ways of working, the future of work. Companies need to articulate their purpose with employee's purpose gaining their loyalty rather than trying to retain them.
- 3) Data management. We should be able to

"PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL."

connect the data to move fast and take more accurate decisions that would add more value and contribute to the business success and customers satisfaction.

I've a curious behavior in how the future will impact my job, and therefore, I use several channels to adapt and to be up-to-date. Usually, I actively engage in connecting with a diverse network that goes beyond HR to explore several topics. Active in listening to podcasts or reading articles/books. Participate in forums or seminars where I listen to experts about emerging trends. Also, I experiment with new technologies, such as AI to learn and digest the new things.

Interviewed by: Fernanda Cala.





WHAT DOES IT MEAN TO YOU TO BE A GAME CHANGER?

As a game changer in HR, you have the possibility to create an inclusive and empowering environment where people feel valued, supported, and inspired. At the end, the famous quote from Maya Angelou: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel" it what matters the most.

LET'S ROCK

How would you describe yourself in one word? Perseverant.

Favorite movie or TV Show: Gladiator.

Favorite Book: Man's search for meaning- Viktor Frankl.

If you could turn into an animal, what would it be? A horse, humans and horses share a unique and special bond (social, emotional intelligence, communication, Intelligence, etc).

Favorite music band or genre: Guns N' Roses.

One piece of advice that you were given and would give: "Always treat others how you would like to be treated"

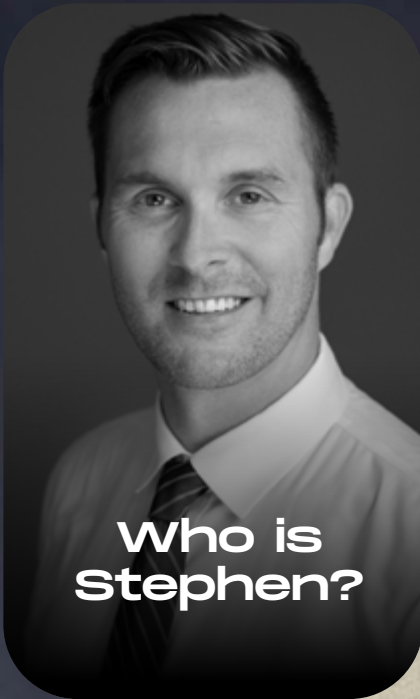
What activity makes you feel calm? Having moments with family & friends when socializing and running when more independent activities.





Purposeful Legacy

Stephen Michael Lytle



Who is Stephen?

★ **Full Name:**
Stephen Michael Lytle.

★ **Nationality:**
American.

★ **Company or organization:**
Evara Health.

Age:
42.

Position:
Assistant Vice President
People and Culture.

Where do you live?
Tampa, Florida.

Do you have kids?
5 years old girl.

Favorite Food:
Pizza.

Hobbies:
Enjoy boating, spend time with my daughter, philanthropic and volunteer activity.

Favorite place in the world:
anywhere I am on the water.

Stephen Michael Lytle is more than his job title of Assistant Vice President of People and Culture at Evara Health; he is a testament to resilience, family values, and the pursuit of service.

BY FERNANDA CALA

With a penchant for boating and reggae music, Stephen's story unfolds as a symphony of diverse experiences, anchored by a deep sense of gratitude and a commitment to making a difference. His journey traverses through hardships, resilience, and a relentless pursuit of purpose. From his formative years in an environment rife with challenges to his collegiate days at the University of South Florida, where he discovered his innate ability to connect with people, every step has contributed to the leader he is today. His career, marked by stints at corporate giants like Target and Walmart, culminates in his current role—a role he considers not just a job but a genuine calling. As Stephen shares his story, it becomes evident that his trajectory is not merely about professional growth but about a profound dedication to service and innovation.

We would like to get to know your story. Who is Stephen and what is his story?

Growing up in a household where challenges were an integral part of daily life, I gleaned invaluable lessons in resilience, community, and the significance of extending a helping hand to others. Despite the difficulties, these experiences profoundly shaped my understanding of empathy and solidarity, steering me towards a path of service and support for those in need. A pivotal moment in my journey occurred during college, where a track and field scholarship granted me access to the University of South Florida. Beyond athletics, this institution became the crucible for discovering my knack for connecting with people

"HR, TO ME, TRANSCENDS METE POLICY OR STRATEGY; IT'S ABOUT NURTURING ENVIRONMENTS WHERE INDIVIDUALS FLOURISH, IMPACTING LIVES MEANINGFULLY".

and molding my identity. It was a formative period, instrumental in honing the skills that have since permeated both my personal and professional spheres. Post-graduation, I ventured into a career trajectory marked by substantial personal and vocational growth, fostered by seasoned mentors and visionary leaders in corporate giants like Target and Walmart. These experiences sharpened my strategic acumen and innovative prowess, culminating in my current role as the Assistant Vice President of People and Culture at Everett Health—a position I consider a genuine calling.

What has been keeping you focused on your journey?

Throughout this journey, my anchor has been my family—I take immense pride in being a devoted husband and father. From Arkansas to Miami and now back to our beloved Tampa, Florida, each relocation has been a chapter replete with challenges, growth,



LET'S ROCK

How would you describe yourself in one word? Grateful.

Favorite movie or TV Show: TopGun.

Favorite Book: The happiest man on earth.

If you could turn into an animal, what would it be? Bird.

Favorite music band or genre: Reggae music.

What activity makes you feel calm? Taking the time to reflect and being grateful.

"COMBINING HEALTHCARE KNOWLEDGE WITH POLITICAL ACUMEN UNIQUELY SHAPES MY HR APPROACH, EMPHASIZING THE PROFOUND IMPACT OF OUR DECISIONS ON INDIVIDUALS' LIVES AND BROADER COMMUNITIES".

and love. My story is one of resilience, purpose discovered through service and innovation, and anchored by the unwavering support of family. It is a narrative I am honored to live and share, aspiring to inspire others as much as it informs them.

With your background in Healthcare Administration and Political Science, how do these academic foundations inform your analytical and human-centric approach to HR strategy and decision-making?

My journey in HR finds its roots in my political science degree, igniting a passion for public service and philanthropy. Volunteering and later, successful election to office, seamlessly aligned with my healthcare career, amplifying my dedication to aiding others. A subsequent degree in healthcare administration further enriched my expertise and commitment. Combining healthcare knowledge with political acumen uniquely shapes my HR approach, emphasizing the profound impact of our decisions on individuals' lives and broader communities. Whether deploying AI for productivity or devising programs enhancing patient care, the goal remains

improving lives. This convergence of healthcare and public service is what fuels my enthusiasm for HR—it is not just beneficial but integral to my role. HR, to me, transcends mere policy or strategy; it is about nurturing environments where individuals flourish, impacting lives meaningfully. In this human-centric realm, the fusion of my passions finds its greatest fulfillment, for HR is fundamentally about enhancing the human experience.

How do you integrate AI technology within your role as an HR practitioner, and how does this integration influence your approach to training and development within organizations?

You have heard that I have a keen interest in AI and generative AI. In my HR role, integrating AI technology, particularly generative AI like ChatGPT, has been truly transformative. It enhances daily communication, improving internal staff communications, refining interactions, and streamlining documentation processes. Externally, it shapes our employment brand and strategic planning. The seamless integration of AI enhances engagement and effectiveness in our messaging. Strategically, AI's impact is profound, especially in building a core competency framework supporting the entire employee lifecycle. This includes role-specific interview guides, performance management, and individual development.

This comprehensive approach integrates competencies at every stage of the employee experience, ensuring their enrichment. HR's proactive embrace of technology sets a precedent for the organization, driving innovation and impacting business outcomes across departments. Embracing AI is not streamlining HR processes; it is about fostering a culture of innovation that revolutionizes how we work together, across all departments, from HR to marketing to directly enhancing patient experiences.

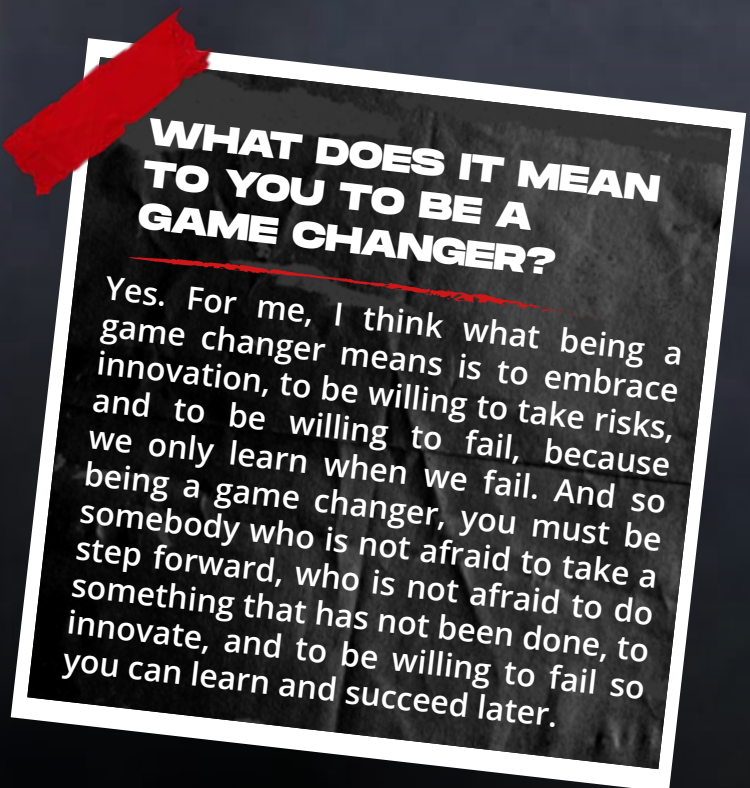
Looking ahead, what do you envision as the future direction of HR and people management?

Your question is truly insightful, especially when considering the evolution of HR from the 1970s and 1980s to today. Organizations like yours exemplify this ongoing change. Looking ahead, HR and people management must adapt to meet the diverse expectations of different generations, particularly with the integration of technology, notably AI. This plays a pivotal role in enhancing employee-centricity and creating work environments of which people can be proud. Despite the emphasis on technology, it is crucial

to maintain the human aspect in HR. Technology, especially AI, has transformed administrative tasks, allowing a shift from transactional to transformational approaches. By automating routine tasks, we can focus more on strategic initiatives that directly impact people and organizational culture. This includes developing leadership programs, enhancing engagement, and fostering an innovative and inclusive workplace culture.

How do you see yourself contributing to that evolution?

My role in this transformative era involves championing AI's use to deepen our understanding of employee needs and aspirations, tailoring a personalized employee experience from onboarding to professional development. By reducing time spent on administrative tasks, HR can concentrate on initiatives that truly matter, creating a workplace where all employees feel valued, heard, and motivated to excel. As we navigate forward, it is evident that technology, when thoughtfully applied, empowers HR to operate more strategically and make a tangible impact on people and organizations. Leveraging technology to amplify human qualities such as empathy and collaboration will redefine expectations in the workforce, shaping modern workplaces that embrace HR's essence.



TAL BEN-SHAHAR.



MASTER OF HAPPINESS





★ **Full Name:**
Tal Ben-Shahar.

★ **Nationality:**
Israeli and
American.

★ **Company or
organization:**
Happiness Studies
Academy

Profession:
Professor and student in the
field of happiness.

Children:
3 children.

Position:
Co-founder.

Pets:
2 dogs and a cat.

Age:
52 years old.

Tal Ben-Shahar, a professor, happiness student, and founder of the Happiness Studies Academy, reminds us that happiness is not a byproduct of success but the cause of it.

BY FERNANDA CALA

Tal Ben-Shahar's journey took him from squash courts and Harvard classrooms to the realms of psychology and philosophy. His transcendent question: why wasn't there a field of study dedicated to happiness? It became the seed of the Happiness Studies Academy, an institution that has reached every corner of the globe. Tal reminds us that success is not the path to happiness, but happiness is the driving force behind success.

In this exclusive interview with www.rockingtalent.com, this Whitney Houston enthusiast invites us to reconsider our relationship with stress. It's not the enemy but a traveling companion that can strengthen us if we learn to recover. The lessons he offers are a roadmap for rocking happiness, learning to embrace your emotions, finding meaning and pleasure in each day, and prioritizing relationships that truly matter. Happiness, according to Tal, is the key to living a fulfilled life in the contemporary world.

Behind every interview at Rocking Talent, there's a unique story. Tal, we want to get to know you from your most personal perspective.

"I became interested in happiness because of my own unhappiness. I spent close to 30 years of my life being unhappily successful. I was a national squash champion in Israel, graduated from Harvard, and had more money than I needed. Beyond titles and degrees, I desperately wanted to be happy, or at least happier than I had been. I used to look at my life from the outside, and it seemed

"I BECAME
INTERESTED
IN HAPPINESS
BECAUSE
OF MY OWN
UNHAPPINESS. I
SPENT CLOSE TO
30 YEARS OF
MY LIFE BEING
UNHAPPILY
SUCCESSFUL!"



"How is it possible that literature, psychology, philosophy, business, history, and dozens of other subjects have their own dedicated fields of study, and yet happiness does not? It was then that I founded the Academy of Happiness Studies, which today has thousands of students from nearly 100 countries"



LET'S ROCK

Favorite food:

My mom's lasagna.

Favorite sport: Squash, used to be a professional, and basketball.

Hobbies: Yoga and music.

Favorite clothing item: T-shirt.

One word to describe yourself: Human.

Singer or music band: Whitney Houston.

Who do you admire? My wife.

What does happiness mean to you?

Happiness is about an individual's overall well-being.

great, but from the inside, it looked very different. So, I decided to switch from computer science and science to study psychology and philosophy in the hope of finding answers to two questions I had: Why wasn't I happy? And how can I be happy?"

Can you tell us about your journey in the field of happiness studies and what inspired you to create the Happiness Studies Academy?

"In 2015, while traveling on a plane over the Atlantic Ocean between London and New York, I was too tired to read or watch a movie, but not too tired to fall asleep in my seat when a question arose. How is it possible that literature, psychology, philosophy, business, history, and dozens of other subjects have their own fields of study dedicated to them, and yet happiness does not? This question is particularly puzzling, considering the almost universal agreement on the centrality of happiness in our lives. And yet, there was no institution of higher education in the world offering a degree in happiness studies. There were some programs in positive psychology and

some dedicated to the philosophy of happiness, and then there were programs that took an extremely specific and narrow approach to cultivating well-being. There was no academic discipline that, like economics, focused on micro-happiness (individuals and relationships) and macro-happiness (organizations and nations). It was on that flight that I decided to help create a field of happiness studies. That was when I founded the Happiness Studies Academy, which today has thousands of students from nearly 100 countries. Additionally, <http://www.happinessstudies.academy/> offers a certificate in happiness studies and, along with Centenary University, a master's degree in this field."

Your work highlights the connection between happiness, health, and success. Can you tell us about their relationship and importance in the modern world?

"A common mistake that most people make is thinking that success will lead to happiness. Their mental model is: Success (cause) → Happiness

TOP 7

LESSONS TO ROCK HAPPINESS

- 01.** Allow yourself to be human. When we accept emotions such as fear, envy, sadness, or anxiety as natural, we are more likely to overcome them. Rejecting our emotions, whether pleasurable or painful, leads to frustration and unhappiness.
- 02.** Happiness is found at the intersection of pleasure and meaning. Whether at work or at home, the goal is to engage in meaningful and pleasurable activities.
- 03.** Remember that happiness largely depends on our mental state, not our status or bank account balance. Except for extreme circumstances, our level of well-being is determined by what we choose to focus on and by our interpretation of external events.
- 04.** Simplify! We are too busy trying to fit more activities into less time. Quantity influences quality, and we compromise our happiness by trying to do too much. Knowing when to say "no" to others often means saying "yes" to ourselves.
- 05.** Remember the mind-body connection. What we do, or don't do, with our bodies influences our minds. Regular exercise, adequate sleep, and healthy eating habits lead to both physical and mental health.
- 06.** Express gratitude whenever possible. We often take our lives for granted. Learn to appreciate and enjoy the wonderful things in life, from people to food, from nature to a smile.
- 07.** Prioritize relationships. The number one predictor of happiness is the time we spend with people we love and who care about





(effect). It turns out that most people are wrong. We know, thanks to a wealth of research (as well as subjective experiences), that success, at best, triggers a temporary increase in happiness levels, but this increase is fleeting, short-lived. However, success does not lead to well-being, and in fact, the opposite occurs: Success (effect) \square Happiness (cause). This finding is especially important as it reverses the cause-and-effect relationship and corrects the mistake made by so many people. Happiness contributes to success because the experience of pleasant emotions leads to higher levels of creativity, greater motivation, better relationships, and a stronger immune system. Happiness significantly and positively contributes to our personal and professional lives."

The world's major cities are known for their fast-paced and stressful environments. How can people in such demanding urban settings incorporate happiness practices into their daily lives?

"Today, an increasing number of people complain about rising stress levels as a barrier to happiness. They fail to realize that stress is not the problem and can be beneficial for them. Think of the following analogy. When we exercise in the gym and stress our muscles, we become stronger if we also give them time to recover between sets and workouts. Similarly, stress outside the gym can strengthen us psychologically if we have time to recover. The problem in the modern world is not stress but the lack of recovery. When we introduce regular recovery into our lives, through play, meditation, exercise, time with friends, etc., instead of exhaustion, we feel increasingly stronger."

"THE PROBLEM IN THE MODERN WORLD IS NOT STRESS BUT THE LACK OF RECOVERY. WHEN WE INTRODUCE REGULAR RECOVERY INTO OUR LIVES, THROUGH PLAY, MEDITATION, EXERCISE, TIME WITH FRIENDS, ETC., INSTEAD OF EXHAUSTION, WE FEEL INCREASINGLY STRONGER."



**HAPPINESS
STUDIES ACADEMY**



HEALTHY MIND

AGUSTINA DE GIOVANNI



★ **Full Name:**
Agustina De Giovanni.

★ **Nationality:**
Argentine.

★ **Company:**
ADG Mental Performance.

Nickname:
Agu, Agus.

Profession:
Mental Coach.

Position:
Founder.

Zodiac sign:
Cancer, with Scorpio rising.

Where do you live?
Between 6 and 8 months in Miami, also in Argentina.

Favorite food:
Crispy sweetbreads.

Age:
38.

Hobbies:
Training, swimming, reading, painting mandalas.

Agustina De Giovanni, former Argentine Olympic swimmer, faced a transformation after her retirement that led her to become a mental coach. She became the first mental coach in the history of Major League Soccer (MLS) in the United States and founded ADG Mental Performance. An inspiring story.

BY XIMENA DESALOMS

When we talk about Women Who Inspire, Agustina De Giovanni quickly comes to mind. For those who are not familiar with her yet, this Argentine was a 12-time national swimming champion and participated in the Olympic Games in Athens 2004 and Beijing 2008. As the youngest sibling, Agus trained at Regatas de Santa Fe, in a sport that was not only solitary but also had little support in Argentina, especially during those years. Her great strength, from a youthful age, was her mind. With time and a retirement that leaves a mark on any athlete, Agustina understood that her future lay in that direction: she founded her own company ADG Mental Coach, became the first mental coach in MLS in the United States, and today works with teams and athletes at the highest level globally.

"The older I get, the more I realize how difficult it was and the price one pays afterward, the pressure and the hours we swam. Not knowing, the lack of training

in certain things makes you have no idea what you are doing or where you are getting into. I would not change it for anything, I would do it again, but it is lonely, and you must be strong," says De Giovanni, recalling her beginnings.

How did you get into swimming?

I started late, at 9 years old, I am the youngest of three siblings, and we were all tall. They played volleyball and basketball, and I always leaned towards individual sports... A friend chose swimming, and I joined because I wanted to swim with her, but instead of enrolling me in the same club as her, my mom signed me up at Regatas de Santa Fe. And I loved it! I had a lot of energy and being in the water calmed me down a lot because I arrived tired. At 11, I changed coaches, and everything happened organically, I was doing well, I liked it, at 12 I started swimming twice a day, it was more for fun... at 14, a coach from the United States told me I had chances to go abroad, and I loved studying, and I thought it was great to combine both things.

How would you describe the feeling of participating in the Olympic Games, the dream of every athlete?

I never had the sensation of goosebumps so much before. I felt like here we are, 15 thousand crazy people who understand each other. When you are a kid, you wonder if you are weird... and in an Olympic Village, there are all the athletes you want to see, we speak the same language, and you realize that you are not that crazy. It is better than what they tell you, but you must be there. The hard part is that adrenaline you have for two weeks, it does not repeat afterward. But the most beautiful thing is what it leaves you for the rest of your life.

"MENTALLY STRONG
PEOPLE MAINTAIN
CONTROL OF THEMSELVES
AT ALL TIMES".



Looking back now, after so much sacrifice, do you agree that what you strengthened the most was not only your winning mentality but also your survival mentality?

All sports are mental, but swimming is one of the few sports where you are immersed, you cannot talk or listen... It is the only sport where you do not have contact with another person for a long time, and that is why it becomes a super mental sport.

How was that key moment for any professional athlete, which is retirement? And your transformation or search until becoming the Founder and CEO of ADG Mental Performance...

I retired consciously and not forced, I left the sport, and the sport did not leave me. But it is complex, I had a degree, a language, a job in two weeks in the United States... it was all there, but you do not know who you are. Think that I was swimming for 8 hours, sleeping for 8 hours, going to college... you do not have time to ask yourself who you are. You must go through the grieving process. It is a change of identity, it is an acceptance that your athlete's side will no longer be there, and you must fill it with something else.

I started with mental coaching because of a football coach who was at the University of Alabama, he is a legend there. He arrived just when the Alabama team, which had always been a powerhouse, was at a low level. And I saw how from the mental side, he

MENTAL TRAINING TOOLS FOR EVERYDAY LIFE

- 1. ELIMINATE JUDGMENTS:** Do not take anything as good or bad, replace judgment with this question: Does what I am doing bring me closer to my goal, to who I want to be, or does it move me away? In other words, does it add or subtract from me?
- 2. 100% EFFORT:** In everything you set out to do/face, give it your 100%. Keeping in mind that sometimes that 100% can be a 5 out of 10 and another day it can be a 9 out of 10. The important thing is consistency in doing with this type of effort and in fulfilling what you said you were going to do.
- 3. BE CONSISTENT:** Do what you said you were going to do. Let what you think, say, and do be linear, coincide.
- 4. DO A LITTLE DAY, RATHER THAN A LOT ONCE IN A WHILE:** Consistency in a task is more important than the amount of time you invest in it sometimes.
- 5. DON'T ENTER THE COMPARISON GAME:** Do not compare yourself to anyone, not even a colleague or peer. Your path is yours, you will go at the pace of your system, your personality, your mind, and emotions. Entering the comparison game only delays you and damages your confidence. Strive to know what you want and to seek it. Let the rest do what they choose to do.



"I HAVE HAD A HARD TIME BEING A WOMAN MANY TIMES, BUT YOU HAVE TO MOVE AWAY FROM THAT PLACE AND MOVE FORWARD".

LET'S ROCK

managed to change from the head of the university's president or dean to the students, the families... One person, with a team behind him, managed to make a transformation. Seeing him, I understood the impact the mind can have. I studied there, but first I did it for myself, for my work... until I started asking myself questions about retirement, and because of my style of taking initiative, I found the career and leaned towards this side, always putting the human before everything.

Technology increasingly accompanies athletes, providing data that is of excellent value to themselves, coaches, teams... But what about the mind, which is as important (or more) as the physical part... is it being worked on by teams, increasingly or not?

If you ask anyone today what the influence between the mental and physical percentage is in the outcome of a game or competition, everyone agrees that more than 90% has to do with the mental aspect. And what

If your life were a rock song, what would the title be? "Agua," by Los Piojos.

How would you describe yourself in one word? Human.

Favorite movie or TV Show: Friends and About Time.

If you could have a conversation with any historical female figure, living or deceased, who would you choose? Oprah Winfrey (Journalist and TV host).

Favorite athlete in history: Excluding Messi, Michael Phelps. I also admire the woman for what she does for mental health. He is chronically depressed, they openly talk about it, she is pregnant with their fourth child. She talks to the children when their father is not well; they say things we used to hide. They have a foundation that helps a lot. [Link to Michael Phelps Foundation: <https://michaelphelpsfoundation.org/>]

Keyword to describe your leadership style?: Human.



ANY ATHLETE
MUST GO
THROUGH THE
GRIEVING OF
RETIREMENT. IT
IS A CHANGE OF
IDENTITY!!

is invested in mental preparation is less than 10%. There are many strategies, but the first thing to do is to organize personal hygiene: how you are eating, sleeping, how you are thinking, these are trivial things, but they are the starting point to begin training. You must bring a personal goal to each day of training or work. That makes each one able to enhance themselves, and that enhances the team. If everyone is giving their best version, the whole is enhanced.

You work, among others, with the now most well-known soccer team in Miami, DC United, and the best rugby team in the world! What do you bring to top-level teams or athletes?

My career in MLS started at DC United, I was there for 3 years. MLS did not have a mental coach and thanks to the fact that the general manager was a woman, she decided to break that barrier. I was the first mental coach in the history of MLS, including men and women. I do a lot of one-on-one sessions, and I work with many teams, but the information and training are confidential, so I respect that relationship of trust which is the most beautiful. How did I get there? Knocking on doors, showing that it worked, I worked for free for a long time, it was breaking a barrier in MLS that did not exist.

Any inspiring quote you want to leave us all?

You must be in control of yourself before you can control your performance. Mentally strong people always maintain control of themselves.

DO YOU CONSIDER YOURSELF AN INSPIRING WOMAN? WHY?

I hope to be an inspiring woman. I have had a tough time being a woman many times, but you must move away from that place. If you are convinced of something, if it is genuine and it is what you want, you must do it anyway.





Rocking Talent

**Visit
rockingtalent.com!**

