

Telefónica



On The Road 2017

**CHANGE
THE GAME**

UNIVERSITAS TELEFÓNICA

On The Road 2017, the new program on the road of Universitas Telefónica, is a set of three courses that can be carried out in one week:

- Masters of the Universe (μ) - 1,5 days
- Women in Leadership (WiL) - 1 day
- Leading the Transformation Plus (LTT+) - 1,5 days

Schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING		μ	WiL	LTT+	LTT+
AFTERNOON	μ	μ	WiL	LTT+	

Languages

On demand, Spanish or English.

Sponsor

Eduardo Caride.



Masters of Universe (μ):

Target

Embrace what our planet, our economic and commercial structures and our sector are going through right now. We will address the local priorities and challenges of the operation from a highly futuristic and digital point of view. The team of Universitas and the global and local leaders who run our company and our sector will lead the sessions.

Content

- **Universitas Presents:** Introduction to the program.
- **Satellite View:** Macroeconomic perspectives and global challenges. What is happening in the country? How does the economy of the country impact Telefónica?
- **Ground Control:** What are the implications for my business locally?
- **Café with José María Álvarez-Pallete** Debate in an open and relaxed way about the most relevant topics and issues proposed by the president of Telefónica.
- **Fast Track to the Future:** Silicon Valley-style exercise in which participants apply the information and concepts of the two previous sessions to project scenarios of our future reality. Guided by professors of Universitas Telefónica.
- **Navigating the Asteroids:** Theory and practice of Telefónica's strategy: Session with a speaker of Telefónica's strategy team.
- **Big Data on the Mothership I & II:** What is Big Data and how does it affect us? How to use the Big Data to drive business growth?
- **JEDI Council:** Panel of local leaders who will offer us their secrets to defeat the forces of the dark side. Panel format with questions from the audience.
- **May the Force be with You:** Leadership in times of uncertainty and change.

Duration

1,5 days

Target group

Directors, managers and high potentials.

Women in Leadership (WiL):

Target

The **Women in Leadership** program offers a holistic Leadership model, beginning with values and vision and including a series of topics that are particularly relevant to all leaders, such as career planning, personal brand, finding mentors. The program content is highly relevant to all leaders. The benefit of experiencing the program in a single-sex environment allows class discussion to flow towards some of the challenges that women face, in particular, as their careers progress into echelons of the company where there are fewer and fewer female role models and/or peers.

Content

Where are you now? The wheel of life exercise: Analysis of the different areas of your life, extracting the values that are important to you and the way you act. Design your life and career.

- **Vision:** Using the Disney Creativity Strategy, each participant will construct her personal vision for the future.
- **Difficult conversations:** How to constructively approach and plan for conversations that challenge us as leaders.
- **Personal Brand:** Based on reflections around the various components that make up our personal brand, participants will evaluate which areas they need to develop or change in the way they personally come across to others.

Duration

1 day

Target group

Managers and high potentials.



Leading the Transformation Plus (LTT+):

Target

It is the first program designed to be taught by the Telefónica Universitas team in all operations, countries and strategic partners of the company. Through exposure to the latest leadership ideas, personal tools will be provided to improve team engagement and to foster a culture of collaboration and execution.

Content

- **Leadership Essentials:** Our Universitas Leadership model. What are the challenges of a leader in the 21st century? How can we engage all the members of our organization?
- **Defying Doom:** The Change model, created by Bernardo Quinn (Global HR Chief). What is the context we are operating in? What is the situation of our company, the sector it operates in and the global context? What is our level of awareness? How can we create awareness to drive change in our organization?
- **Tetramap:** Empathy is a key element to succeed as a leader. How can we get to know ourselves and those that surround us better? What do we need to do to improve our relationships?
- **World Café:** Debate in an open and relaxed way about Telefónica's most relevant topics and issues.
- **Moral Compass:** What are you going to do yourself at a personal level to drive change? Moral compass is a fascinating introspective journey to design a new chapter in the lives of each individual to drive the change.
- **Consulting Challenge:** What do each of our teams need to do to meet their challenges? What do each of our teams need stop doing to meet their challenges? How can our top management support us to meet our challenges?

Duration

1,5 days

Target group

Directors, managers and high potentials.

