

Marcelo Manucci

Director at Estrategika

Buenos Aires, Capital Federal, AR

Emotional Competitiveness

Biography

My research has been dedicated to the human aspects of the production process. I started out more than ten years ago working in strategy. In this conceptual development, I articulated principles of complexity sciences to develop a new model of management. I have designed methodologies and tools to deal with unstable contexts. The dynamics of a new historical moment led me to examine the processes of change in organizations. Lately, my research focuses on the dynamics of emotions as a platform from which to adapt to the demands of unprecedented new contexts. This entire journey is deployed in more than a dozen tools and models, software for project management, two evaluation tests, and a board of management for change processes. As an international consultant, I have developed strategic processes for products, services, corporate ties, and cultural transformations in different types of businesses, civil organizations, and government sectors. Besides my work as a consultant, I am a professor at several universities in Latin America and Spain, teaching postgraduate modules in strategy, leadership, and change processes.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Management Consulting, Business Services, Corporate Leadership

Areas of Expertise

New Skills for A Change in Corporate Culture, Management of Uncertainty and Instability, Change Management, Emotional Competitiveness

Affiliations

Red DirCom Iberoamericana

Sample Talks

The management of the possibilities

We are living a historical moment that it is generating deep changes in the social economic context. In this environment we face a double challenge. On one hand: a global challenge related to the dynamics of a new landscape full of unexpected situations. On the other hand: a personal challenge related to the skills of approaching to instability. Which resources do we need to advance in these unknown territories? This last challenge takes a substantial transformation of the management: the pass from the "administration of the known" to the "management of the unknown".

Education

USAL

PHD Communication Communication

UNR

Psychologist Psychology

Universidad Favaloro

Specialization Cognitive Neuropsychology Cognitive Neuroscience

Accomplishments

Tools and methodologies

16 designing tools and methodologies for human process management change management over 10 years of research and development.

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