



**TARAZAGA**

EMOTIONAL BUSINESS MANAGEMENT



**What is Tarazaga**

## Transformation from emotional values

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- ❑ Tarazaga *Emotional Business Management* is an innovative strategic consultancy focused on change management founded in 1998.
- ❑ We develop business transformation strategies by means of the identification of the emotional values that are the basis of decision-making, and therefore of human behaviour.
- ❑ We have successfully made more than a hundred projects for leading corporations in around 30 different industries, as well as public bodies and cities.
- ❑ We also created in 2005 the Foundation for the Innovation in Leadership from Values.



## Basic assumption

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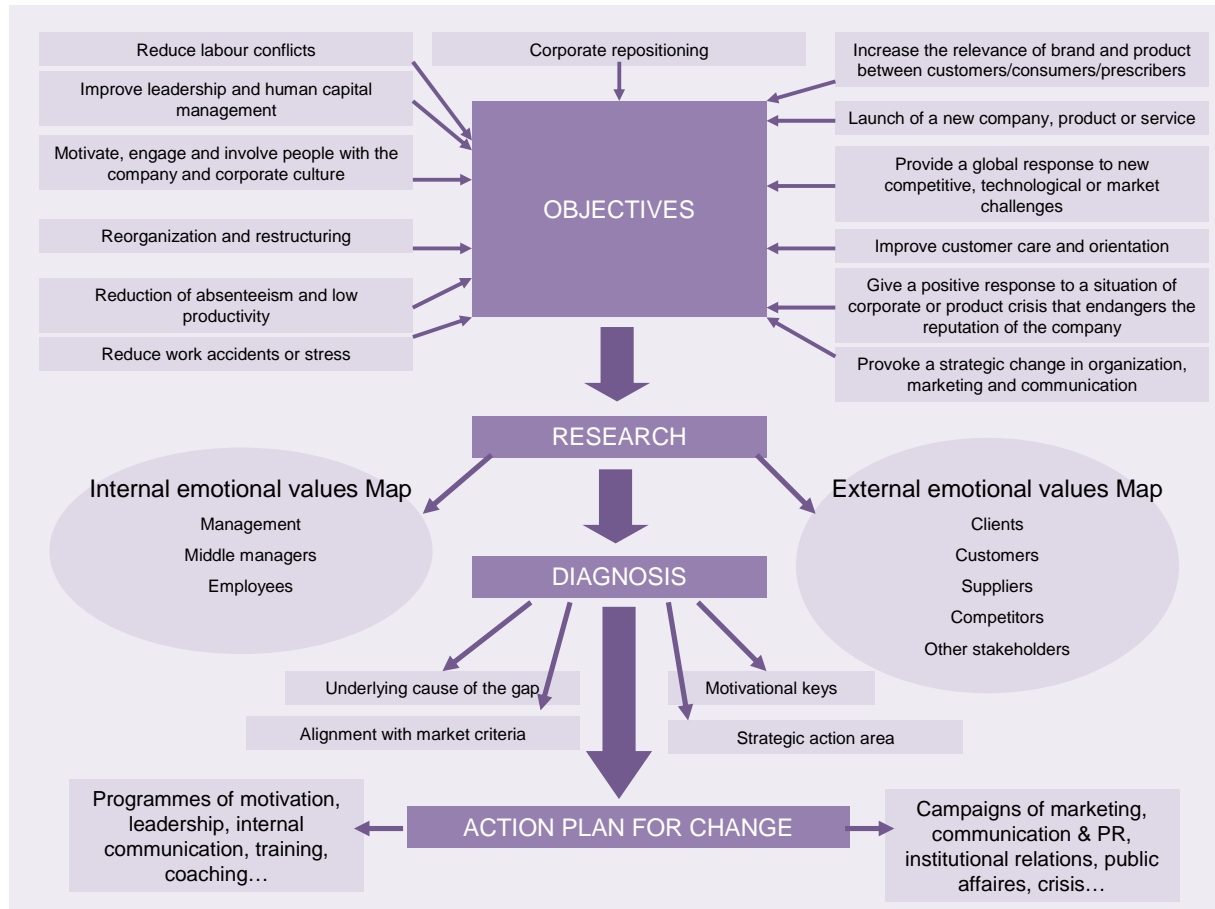
- ❑ Emotions are the key driver of human behaviour, according to the latest developments of the economic psychology and neurobiology.
- ❑ Tarazaga has created a research tool for defining, from the emotional values, the basis of the human behaviour.
- ❑ It is possible to apply such techniques to the strategy, the marketing and the human resources management with contrasting results.





**What we do**

# From the research to the strategic plan



## Definition of the objectives of the project

### Our people

Reduce labour conflicts

Improve leadership and human capital management

Motivate, engage and involve people with the company and corporate culture

Reorganization and restructuring

Reduction of absenteeism and low productivity

Reduce work accidents or stress



Corporate repositioning

Provoke a strategic change in organization, marketing and communication

### Market

Increase the relevance of brand and product between customers / consumers/ prescribers

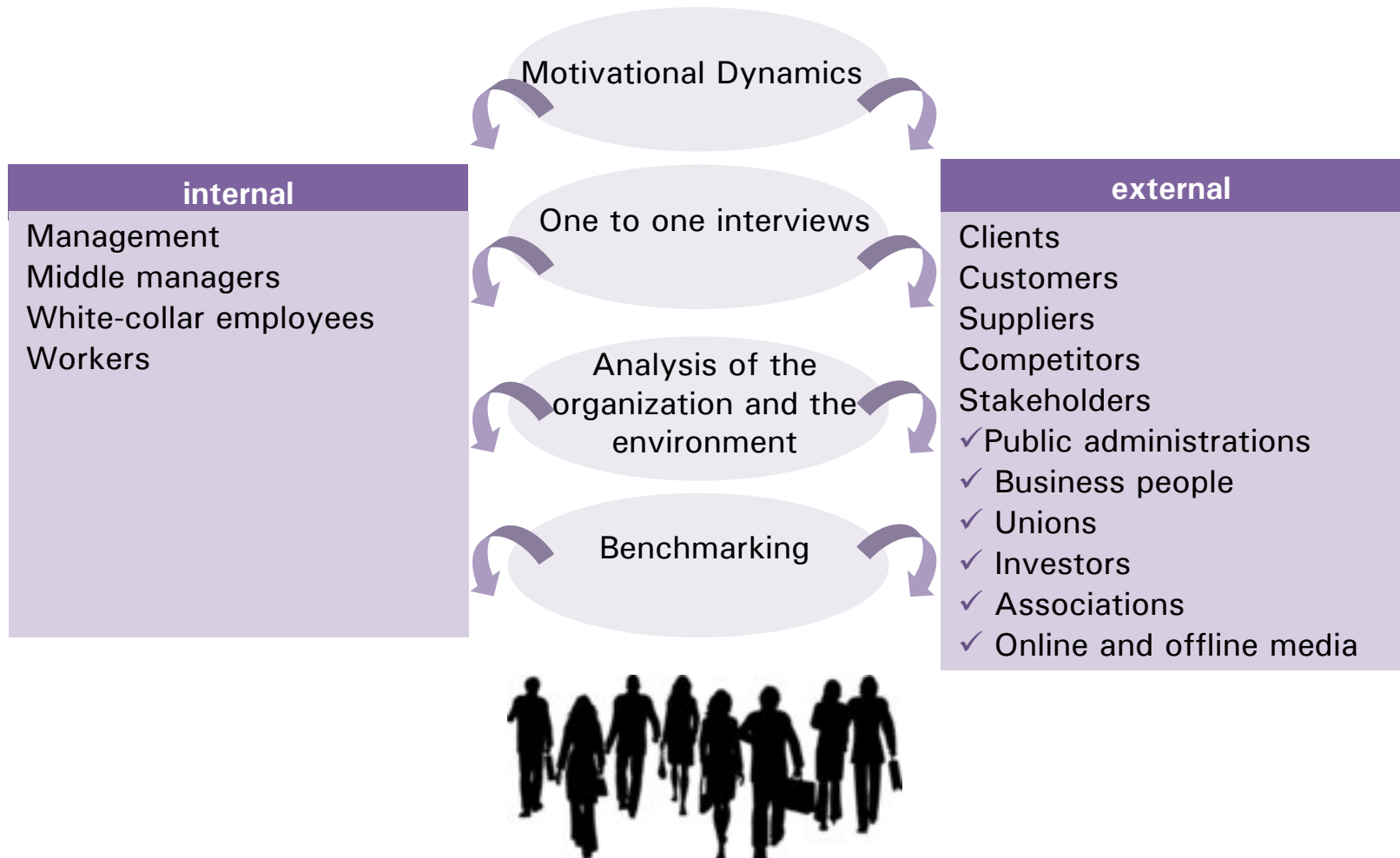
Launch of a new company, product or service

Provide a global response to new competitive, technological or market challenges

Improve customer care and orientation

Give a positive response to a situation of corporate or product crisis that endangers the reputation of the company

# Research





## Diagnosis and strategy

Tarazaga obtains the **emotional map** of consumers, customers, users, or a determined segment of them in relation to the topic of study, and according to the set objectives.

Depending on the project, you can also get the **emotional map** of those members of the organization or of the particular area that are having impact on the behavior of your clients, customers, investors, citizens, stakeholders.

Tarazaga identifies the **restriction factor** which is acting as the underlying cause of the problem, and that is often a blind spot in the flow of the activity of the company. It acts as the root of the tree that usually prevents the achievement of the goals marked. We set apart it from the effects unwanted (rotten apples).

Tarazaga defines the **strategic area of action**, where to develop the intervention so that it acts as a lever of change of the system as a whole.

Tarazaga determines the **alignment criteria** of the emotional values of the concerned groups to guide the motivation and behavior.

Tarazaga proposes the strategic tools (internal and/or external more appropriate to achieve the objectives).

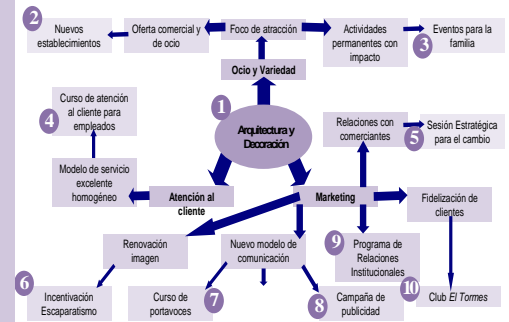


## Action Plan

Tarazaga delivers an **action plan** that directly affects the basic cause of the behaviors that is provoking the adverse effects.

It proposes the **tactics** (strategy, tools, actions and term) more suitable for the implementation of the changes.

It facilitates the criteria which must be taken into account for the subsequent **follow-up**.



### Marketing

- ☐ Campaigns
- ☐ Corporate positioning
- ☐ Launch of new products and services
- ☐ Brand repositioning
- ☐ Mergers
- ☐ Promotion and communication
- ☐ Crisis management



### Human Resources

- ☐ Leadership
- ☐ Teamworking
- ☐ Motivation
- ☐ Productivity improvement
- ☐ Conflict reduction
- ☐ Labor risks reduction
- ☐ Elimination of dissonances
- ✓ stress
- ✓ discomfort
- ✓ absenteeism





**The method**

## Motivation Management©

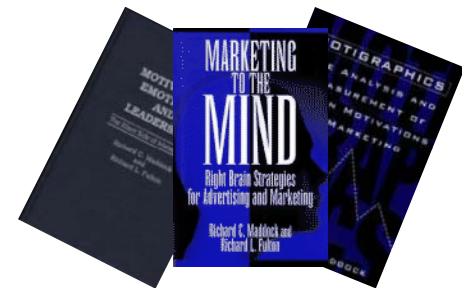
- ❑ Motivation Management is an scientific method developed and registered by Tarazaga Tarazaga Emotional Business Management, that is based on:
  - General Systems Theory
  - Goldratt's Theory of Constraints
  - The latest developments of neuroeconomics and neurobiology



Daniel Kahneman



Antonio R. Damasio



Richard C. Maddock

# Emotional Dynamics

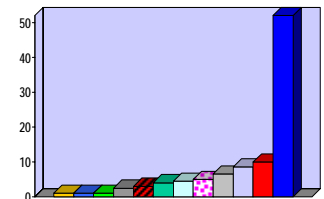
Emotional Dynamics is a powerful **research technique**, working with representative groups of the system we have to study.



It gets the emotional values from the partakers throughout the written answers in cards as response to the stimuli provided for the researchers. Participants work separately without interinfluence but in some cases they agree on specific items by a sticker-based voting system. They never talk: verbalization drives to rationalization. Although there is an established procedure no research equals to other.



The method uses quantitative analysis for evaluating the pertinence of the different emotional values regarding an issue or angle of the situation susceptible of being improved. It creates multilevel graphics that provide the map of the system situation.





**What results we get**

# Hunosa



## SITUATION

The main mining company of Spain failed to reduce the labour accidents, whose average was 6 or 7 deaths per year.

## RESULTS

Serious and fatal accidents decrease drastically in the wells of the Asturian company, passing to zero deaths since then. HUNOSA received the prize of the Foundation for the prevention of risks of the Spanish Ministry of Labour.

## Car manufacturer



### SITUATION

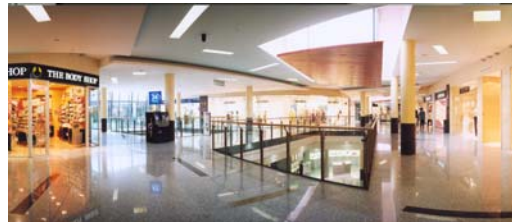
One of the world's leading automotive manufacturers, with production plants in Spain, faces the risk of not producing a new international model because of a serious labour conflict, which creates tension between management and workers.

### RESULTS

Social peace is achieved and we detect internal inefficiencies due to a management based on mistrust, that caused cost overruns estimated at 30%. We start corrective measures based on the development of a new corporate behaviour and the manufacturer breaks records of production a productivity.



## Shopping center



### SITUATION

A shopping center of the third European real estate developer, in a Spanish city, did not run and seemed doomed to close for lack of visitors.

Consumers gave it back and the merchants were angry.

### RESULTS

The discovering of the restriction factor for those citizens related to the center and the adequate plan transformed the positioning and the attraction of the mall. We change the trend in the rate of visitors, and the center recovers the activity and increases sales, what means the opening of new stores and the consolidation of the retail space in the long term.

## Bank



### SITUATION

A financial institution, with good market position, suffers from the bureaucratization of its staff and conservatism in management. It makes it to lose business, because of the failure to develop effective actions that could counteract the aggressive strategies of competition.

New types of customers do not find on the bank the response to their specific needs.

### RESULTS

We create a new corporate culture focused on a customer oriented commercial action. It develops a new policy of marketing and products attractive to the market, and new technological channels of internal communication are generated, which facilitates the coordination of the central services and offices.

The bank recovered its market share and sets up as a leader in its field of activity, entering new business niches.

## Food distribution



### SITUATION

In a highly competitive environment, a top price supermarket chain grows by acquisition of other groups, which affects its corporate culture and values of quality and service, as well as the business results.

It is essential to retrieve those values, refocus the organization towards the consumer and to communicate it to the market.

### RESULTS

We develop a new positioning based on the benefits of the diet to health, the ability of prescription of the employees, who are motivated, and trained. Other agents are involved in a global campaign.

The company grows 14% when the sector falls 5%. Workers recover the pride of belonging to the company and the image is reinforced.



**They have trusted  
on us**

## Experiences

- PUBLIC ADMINISTRATIONS
- AERONAUTICS
- FOOD AND DISTRIBUTION
- EUROPEAN ASSOCIATIONS
- AUTOMOTIVE
- BANKING
- CONSUMER GOODS
- CAPITAL GOODS
- SHOPPING CENTRES
- MOVIES AND AUDIOVISUAL
- E-COMMERCE
- CONSTRUCTION
- CONSULTING
- LAWYERS
- ELECTRONICS



- BUSINESS SCHOOLS
- FAIRS AND CONGRESSES
- BANKING AND FINANCE
- HOTELS
- ENGINEERING
- I T
- REAL ESTATE
- MINING
- INDUSTRIAL
- URBAN STRATEGIES
- HEALTH AND MEDICINE
- INSURANCE
- TELECOM
- TURISM
- TRANSPORTATION
- LEISURE



**Where we are**

## Offices

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