ECF® Program is a joint project between Transform Action and Institute of Human Excellence focused on developing competencies to facilitate evolutionary changes in oneself and others.
In the ECF Program you will learn how to apply the resources of an Evolutionary Change Facilitator to facilitate the expression of creativity, drive innovation, strengthen collaborative relationships and benefit from generational diversity as an advantage to create high performance agile teams.

- **Evolutionary**: Because it is all about changes that allow us to connect our passion with our work, enjoy what we do, celebrate what we achieve and reach greater physical, emotional, mental and spiritual balance.

- **Change**: Because it invites us to move from excessive caution towards trust, from self to us, from competing to cooperate and from satisfying our own interest to contribute to the common good of our organization.

- **Facilitator**: Because is a person that inspires and empowers us to activate new ways of thinking and behaving in ourselves and in the other members of our organization.
The ECF® Program provides Best Practices developed by the Transform Action and the Institute of Human Excellence teams, facilitating evolutionary changes in the Leaders & Teams of multicultural organizations.

Our commitment is to train each participant in this program so that it can facilitate evolutionary changes in the Leaders & Teams of an organization.

This program is aimed to:

- Consultants, Mentors, Facilitators, Business Partners & Coaches.
- Cultural Change Consultants who wish to update their competencies for facilitating evolutionary changes in Leaders & Teams.
ECF® Objectives

Participants in the ECF Certification learn how to:

- Align the Archetypes, Values and behaviors of the members of an organization with the principles and values that sustain its strategy.
- Disable the limiting beliefs and toxic behaviors that generate conflicts and cultural entropy in an organization.
- Activate Cultural Archetypes that facilitate creativity, drive innovation and build collaborative relationships between teams.
- Benefit from generational diversity of the teams as an advantage to create agile organizations.
- Apply models and tools to facilitate evolutionary changes in the Leader and the Members of a real team in their organization.
- Activate the Archetypes, Values and Behaviors required to improve Performance Indicators of a team and achieve desirable results for team organization.
- Develop a personal action plan to facilitate the alignment of the members of a team with the strategy of the team organization.
## Cultural Archetypes Model

<table>
<thead>
<tr>
<th>Organization World View</th>
<th>Cultural Archetypes</th>
<th>Levels of awareness and values of Cultural Archetypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The organization is a community that we build and take care of together...</td>
<td><strong>WISE</strong></td>
<td><strong>Service Awareness</strong>: vision, tolerance with errors, humility, social justice, concern for future generations, service attitude and ecological awareness</td>
</tr>
<tr>
<td>The organization is a project in which we choose to participate...</td>
<td><strong>MENTOR</strong></td>
<td><strong>Contribution Awareness</strong>: empathy, dialogue, staff fulfillment, client collaboration, alliances with suppliers, and make a difference with stakeholders</td>
</tr>
<tr>
<td>The organization is a problem that we have to deal with...</td>
<td><strong>TUTOR</strong></td>
<td><strong>Connection Awareness</strong>: integrity, trust, enthusiasm, commitment, bring personal value to the client, generosity, have fun and sense of humor, cooperation between areas and sectors</td>
</tr>
<tr>
<td>FACILITATOR</td>
<td><strong>FACILITATOR</strong></td>
<td><strong>Transformation Awareness</strong>: innovation, participation, teamwork, flexibility, continuous learning, autonomy, accountability, diversity, work-home balance.</td>
</tr>
<tr>
<td>EXPERT</td>
<td><strong>EXPERT</strong></td>
<td><strong>Self-esteem Awareness</strong>: productivity, efficiency, success, being the best, professional growth, work progress, quality of processes, products and services.</td>
</tr>
<tr>
<td>SOCIABLE</td>
<td><strong>SOCIABLE</strong></td>
<td><strong>Relationships Awareness</strong>: respect, listening, open communication, resolution of conflicts, cordiality, caring for others and customer satisfaction.</td>
</tr>
<tr>
<td>PRÁCTICAL</td>
<td><strong>PRÁCTICAL</strong></td>
<td><strong>Survival Awareness</strong>: profitability, financial stability, meeting budgets, wealth, cost efficiency, health and safety of employees.</td>
</tr>
</tbody>
</table>
Evolutionary journey of people, teams and organizations

- **Compliance**
  - Control
  - Manage
  - Achieve

- **Achievement**
  - Manage
  - Achieve own objectives to satisfy SelfInterest, and surpass other teams

- **Innovation**
  - Achieve

- **Engagement**
  - Achieve

- **Comply**
  - Add Value
  - Inspire
  - Empower

- **Achieve**
  - Making a Difference
  - Contribute to the achievement of Higher Purpose for ensure sustainability of the organization.

---

<table>
<thead>
<tr>
<th>Culture</th>
<th>Conventional Organizations</th>
<th>Good to Great Organizations</th>
<th>Agile &amp; High Performance Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archetypes</td>
<td>Practical</td>
<td>Sociable</td>
<td>Expert</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Facilitator</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tutor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mentor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Wise</td>
</tr>
</tbody>
</table>
FCE Certification Part 1
"Facilitating evolutionary changes – SELF”
Participants in this program:

- Discover "the roots of their ways of thinking and behaving" in an organization: Vision and Cultural Archetypes of Leaders & Teams.
- Become aware of the impact and influence of individual values and behaviors on the culture of their organization.
- Identify the purposes, consequences and rewards of the evolutionary changes required in a real team of an organization.
- Acquire tools to deactivate limiting beliefs and the toxic behaviors that generate conflicts and Cultural Entropy in their organization.
- Learn how to activate values and behaviors that facilitate creativity, drive innovation and build collaborative relationships between teams.
- Transform resistance to change into commitment to explore new ways of thinking and behaving in their organization.
- Develop an Action Plan to align their own ways of thinking and behaving, with the strategy declared by their organization.

FCE Certification Part 2
"Facilitating evolutionary changes – OTHERS”
Participants in this certification:

- They learn how to identify the change maturity of the members of a real team.
- Determine the evolutionary changes required in the Archetypes, Values and Behaviors of a real Team.
- Acquire tools to facilitate people who are facing the required changes, from:
  - Denial: Facilitating awareness of the purposes, consequences and rewards of the required changes.
  - Resistance: Deactivating the justifications and procrastination and facilitating the assumption of accountability to make the required.
  - Exploration: Facilitating the activation of new values and behaviors in their work situation
  - Integration: Transforming new values and behaviors into new collective habits.
- Perform Role Play practices to reinforce ECF tool and resources to activate new values and behaviors.
- Develop an Action Plan to align the ways of thinking and behaving of the members of a real team, with the strategy of their organization.
ECF Participants Journey

- **Before ECF** the participant will receive a guide to prepare a Case Study based on a real team of their organization.

- **During ECF** the participant will learn how to use the FCE Models and Tools to facilitate required changes in the Case Study Team and develop an action plan to activate new values and behaviors in the Leader and Team members.

- **After ECF** the participant receives virtual support from a FCE Mentor to implement their action plan and evaluate its impact on Team Performance Indicators.
Niran Jiang

Co-founder of The Institute of Human Excellence
Partner & CTT Global Trainer de Barrett Values Centre - UK

Niran co-founded the Institute of Human Excellence with Sir John Whitmore. She is a strategic advisor, change facilitator and executive coach, with over 20 years of experience delivering Organizational Transformation Programs for a diverse group of companies - involving 50 to 330,000 people - around the world.

Niran coached hundreds of executives and developed thousands of coaches and cultural change consultants worldwide. She is the initiator and a co-founder of Be the Change Australia and she serves as an executive director for the Club of Budapest in Australia.

Niran started her career as an assistant professor at Shenzhen University and was one of the first generation academics in China to pioneer free market economy. She was a research fellow on cultural anthropology at the University of Utah and faculty for The Business & Sustainability Program, established by The Prince of Wales and the University of Cambridge.

As executive at Coca-Cola and SC Johnson, Niran managed large brands, innovation projects and businesses internationally. Her innovation work at S.C. Johnson led to the largest acquisition in the company’s history. Niran holds an MBA degree in Strategy from University of California at Los Angeles, a Master of Science degree in Organisational Management from Nankai University, and a Bachelor of Science degree in Genetic Engineering from Nankai University.

Niran is a certified MBTI practitioner. She is a regular faculty for the High Impact Performance programme at ING Business School.
Héctor Infer

Founder of Transform Action - Spain
Partner & CTT Global Trainer - Barrett Values Centre
Partner, Global Coaching Group, GmbH - Germany

Héctor has performed managerial functions in the Corporate Development Areas of Xerox Latin American Group, BAT Industries and Bank of America. He has designed and implemented programs for the integral development of Business Units in 16 countries, working from Corporate Headquarters in USA and UK and Regional Centers in Brazil, México and Argentina.

Since 1990, Héctor has developed Programs of Cultural Change for the improvement of Key Performance Indicators of a variety of organizations in Spain and Latin America.

Since 2000 he belongs to the CTT Network, since then he has integrated the CTT Tools in his professional practice and has developed applications to align the competence systems - managerial, technical and commercial - with the foundations of the CTT Model.

Since 2002, as Global CTT Trainer at Barrett Values Center has certified hundreds of people from Spain, Portugal, Brazil, Andorra, Argentina, Chile, Colombia, Costa Rica, Ecuador, Honduras, México, Panamá, Paraguay, Perú, the Dominican Republic, Uruguay and Venezuela.

Héctor has published the Spanish edition of "Liberating the Corporate Soul" and "The Values-Driven Organization" written by Richard Barrett. He is also co-author of "Get Connected" and "A World Book of Values". He has developed the "Cultural Archetypes Model" and has created the Programs "Systemic Cultural Transformation", "Evolutionary Change Facilitator" and "Cultural Business Partner".
Gabriela Infer  
*Manager de Transform Action - Spain*
*Partner & CTT Global Trainer de Barrett Values Centre - UK*

Gabriela has been Responsible for Business Development in Latin America and Spain for the company Terra owned by Grupo Telefónica, from this position she has implemented alliances in Brazil, Argentina, Chile, Spain and USA.

As Marketing Manager of a Business Unit in Telefónica, she has implemented the launch of products associated with connectivity.

She has complemented her education in Sociology and Marketing Services, with the following professional specialization programs: Cultural Transformation Tools Practitioner, CTT Global Trainer, NPL Practitioner, Executive and Team Coaching, Systemic Cultural Transformation and Evolutionary Changes Facilitator.

In Transform Action - since 2007 - she has implemented “in-company” Processes of Cultural Transformation in companies in Spain and Latin America.

Since 2012, as Global CTT Trainer of Barrett Values Center, she has certified people from Spain, Portugal, Brazil, Andorra, Argentina, Chile, Colombia, Costa Rica, Ecuador, Honduras, Mexico, Panama, Paraguay, Peru, Dominican Republic, Uruguay and Venezuela.

Gabriela is co-author of the book "A World Book of Values" and has participated in the production of the spanish editions of the books "Liberating the Corporate Soul", "The values-driven organization" and "Metrics of Human Consciousness Humana” written by Richard Barrett.

Gabriela has participated in the implementation of the first National Values Assessment in Argentina and the Values Assessment of the Community of Extremadura in Spain.
We deliver ECF®

- On site.
- Virtual.
- In-company.
- In Spanish, English & Portuguese.

To know more about Transform Action’s certifications and programs please check:

Our web page | www.transform-action.net

Questions & registrations: info@transform-action.net

¡Follow us on social media for news and special deals!

The Transform Action team