

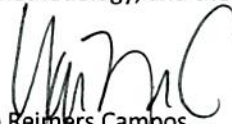
Zacatecas, Zacatecas September 2022

Founded over 40 years ago Cesantoni is a Mexican company dedicated to selling and manufacturing **ceramic flooring and coverings**. We set the benchmark in both **national and international markets** due to our products' high level of **innovation and our focus on quality**.

A key pillar in our **accelerated growth plan** has been the improvement project, **Piso Firme (Firm Floor)**, that we carried out with **London Consulting Group**. The objective of the project was to design and implement a new **Organizational Development** model in our Human Resources department. This model focused on improving our personnel's management skills, performance, and capabilities. This successful project encompassed the following elements:

- Designing and implementing a **skills structure across the entire organization** which enabled us to **profile 100% of all of the positions in the first and second reporting lines**. This helped us identify critical gaps in our leaders' skills.
- Designing and implementing a **talent attraction model based on skills** which was accompanied by a **data analytics** process. This helped us manage the quality and level of service provided by the recruitment process which **reduced the average amount of days spent recruiting personnel by 57%, from 28 days to 16**.
- Designing and implementing an **onboarding model** based on the users' experience (**ux**). This helped us improve the personnel's satisfaction from **71% to 88%**. This indicator is measured **after the recruit has been on the job for 30 days**.
- Redesigning and implementing a macrostructure for the organization which covered our recruitment needs with **100% internal promotions**. This was accompanied by a **digital individual development plan (IDP)** model that was implemented through a **Design Sprint**. This model focuses on facilitating the personnel's career plans.
- Redesigning the operative training plan and implementing a **LMS system (Learning Management System)** in which **100% of the organization's leaders** participated in. We created a **digital capabilities library** which the personnel can use throughout their development.
- **Designing and implementing a personnel engagement model** that opportunely manages the **organization's work culture**. This helped us to detect key opportunities in each department and to generate action plans that focused on **talent retention**.
- Implementing a management culture in the Human Resources department that is focused on **data analysis (HR analytics)**. This was supported by **key indicators (OKR's)** on the business intelligence platform (**BI**). We also implemented these indicators into a **weekly and monthly management model**.

The way they dominate the **agile methodologies**, their focus on **digitalization**, the way they systemize the processes, and the way they **focus on the users** in order to better manage the Human Capital processes, were vital elements that allowed us to obtain these results. We highly recommend the entire **London Consulting Group** team for their high degree of commitment, their methodology, and their human touch.



Yaco Reimers Campos  
CEO



Julio Alonso Zuñiga  
CFO

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A key pillar in our **accelerated growth plan** has been the improvement project we've carried out in conjunction with **London Consulting Group** called **London Balance**. The objective of the project was to provide our leaders with new tools that will help them accelerate their **professional development** whilst at the same time increasing **balance in the personal lives**.

The program consisted of the following main objectives:

- Developing **emotional intelligence** skills in the organization's leaders that enable them to take better decisions.
- Developing a **leadership coaching** culture that acts as the foundation for our personnel's development.
- Empowering our personnel through the implementation of **Individual Development Plans**.
- Increasing awareness regarding the importance of **physical, mental, and emotional health**.

These objectives were achieved through the following experiential workshops:

- **Introduction to Coaching:** This helped us expand our perspective by understanding the impact that **coaching** has as a tool that can enable our organization and personnel to develop.
- **Cesantoni Fullness:** This helped us take our understanding of **emotional intelligence** to the next level which then enabled us to take better decisions in our day to day tasks.
- **Cesantoni Leader:** We learned new and different **leadership styles** that we can apply depending on the situation in order to get the most out of our team: Coach, Coercive, Democratic, Affiliative, Visionary, and Exemplary.
- **Cesantoni Wellness:** This provided a new perspective on the importance of **diet, sleep, exercise, and image**. This program encouraged the entire company to take proactive steps towards improving our personal health.
- **Cesantoni Flow:** This helped us understand the importance of **challenges and proficiency** as fundamental pillars that can be used to instigate a **state of flow** in our teams. This encouraged them to surpass the organization's objectives.
- **Cesantoni Network:** This provided new tools which helped us apply **social intelligence** in a more strategic manner which helped us expand our effective network and strengthen our business partnerships.

The **London Balance** program has become an important **milestone** in our **personnel's comprehensive development**. Since the start of the program we've seen our personnel develop a new attitude and sense of commitment when faced with challenges as well as a desire to lead their teams by example. We highly recommend London Consulting Group as a partner when embarking on projects that focus on transforming an organization's mindset.



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