

BEAUTIFUL LEADERSHIP



Foto de @ufrancoblock en Museo de Cerámica, Valencia.
www.hechoconmeraki.com



How to **incorporate beauty in our companies** and, above all, in our **leadership style** to have really successful businesses? Is it possible to talk about beauty in the world of work? These were the main questions of my exploration.

Thanks to the 60 leaders who completed the survey from Europe, Asia, North America, and South America. His reflections reveal that beauty is in simplicity and that it is possible (and there is a desire) to bring more beauty and humanity to organizations.

I wait for you in the following pages ;).
A hug with meraki,

Ursula Franco Block
Founder y Creative Connector
Hecho con Meraki

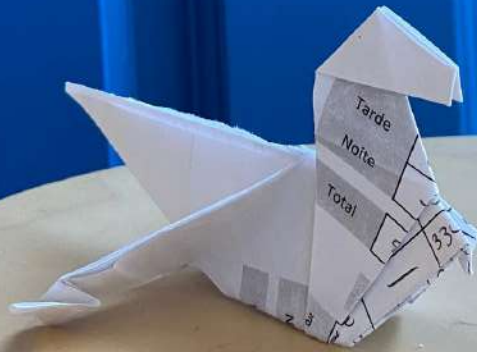


TAKE 1

- Definition of beauty
- Beauty in everyday life
- Qualities of a beautiful leader



What is BEAUTY and how do you incorporate it into your day to day?



In order, the **free associations** with the meaning of beauty are related to:

1. Harmony.
2. Calm and peace.
3. Nature.
4. Goodness.
5. Happiness.
6. Fullness.
7. Freedom.
8. Balance.
9. Love.

In everyday life, how attentive are we to **beautiful moments** and how do we **add beauty to our daily recipe?**

1. Movement: walking, dancing, biking, swimming, cooking, doing any sport.
2. Read.
3. See art (not only in galleries but in everyday life).
4. Kiss and hug loved ones.
5. Connect with other people.
6. Pause, contemplate, go slowly.
7. Listen to music.
8. Smile, share laughter.
9. See nature.



Pieces of beauty

This is a collage made of the words I found in the survey. A collective creation to sow the seed of a beautiful leadership.

Beauty
ELEVATES THE SPIRIT.

It feels good.
It is HARMONY and BALANCE.
It is NATURE and FREEDOM.

Beauty
CONNECTS YOU WITH YOURSELF
and all YOUR SENSES.
It is CALM within CHAOS.

Beauty
is ENJOYMENT.
Beauty
INSPIRES you.



"I like to watch the sky
at all times of the day,
the moon, the stars, I enjoy
contact with nature (...)
There is beauty in everything."

Manager
South America

"Having a deep conversation".

General Manager
South America

"Enjoy the small beautiful things
that nature gives us, a painting,
music, literature".

General Manager
South America

"Incorporating self-care actions,
sharing with the people I love,
reading, praying, cooking,
dancing, laughing".

Leader of a team
North America



What music sounds

within a BEAUTIFUL

LEADER?





The principle traits of a BEAUTIFUL LEADER:

Of all the characteristics, there is a transversal one that is related to being, above all, a person who **ELEVATES** and **DEVELOPES THE SPIRIT** and **POTENTIAL** of others.

He is a human with vision and **AT THE GENUINE SERVICE** of his team. Someone who is not afraid of **NOT KNOWING** or being **WRONG** and recognizes their **VULNERABILITY**.

A human who leads from **COMPASSION, JOY** and **SIMPLICITY**. **HE HAS NO HIDDEN AGENDA**, he is **TRANSPARENT**, with a clean look.

TOP 5 TRAITS

1. Empathetic and good-hearted.
2. Helpful from his humility and generosity.
3. Connect to create.
4. Consistent with who he is and his convictions.
5. Inspiring, enthusiastic.



“That is in tune with those forms of direction that led the human being to be better, considering the collective well-being”.

General Manager
South America

“Helpful leader, without ego or lust for power”.

Manager
South America

“Constructive and communicative”.

Manager
Europe

“Eager to do things well, frankness, clean look”.

Board President
South America



TAKE 2

- Before continuing,
other inspirations...

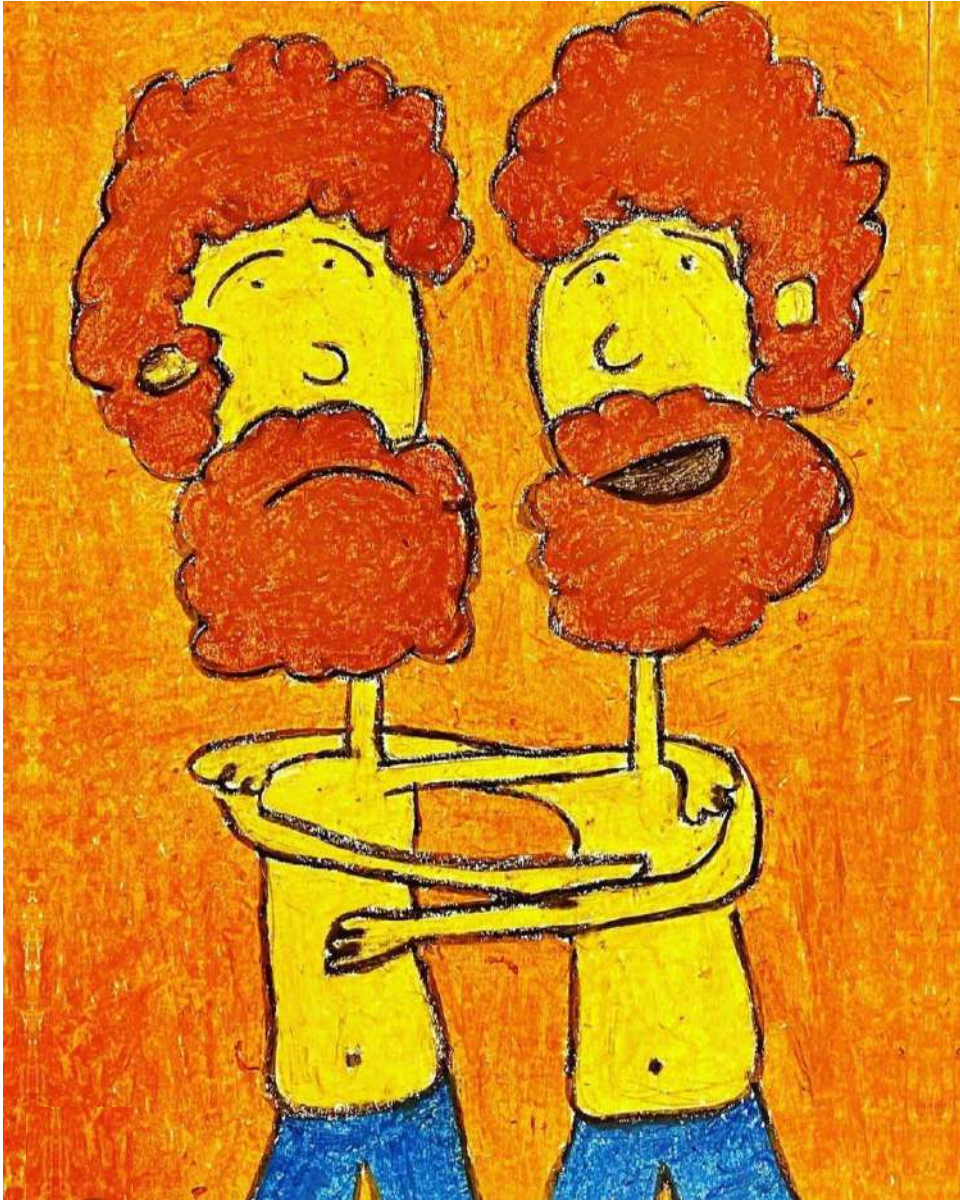


Integrate inspirations

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For this investigation I knocked on the door of some artists. I seek to complement the opinion of the company with other creators. For now, here are the art and reflections of Jade Rivera and Rómulo Franco.



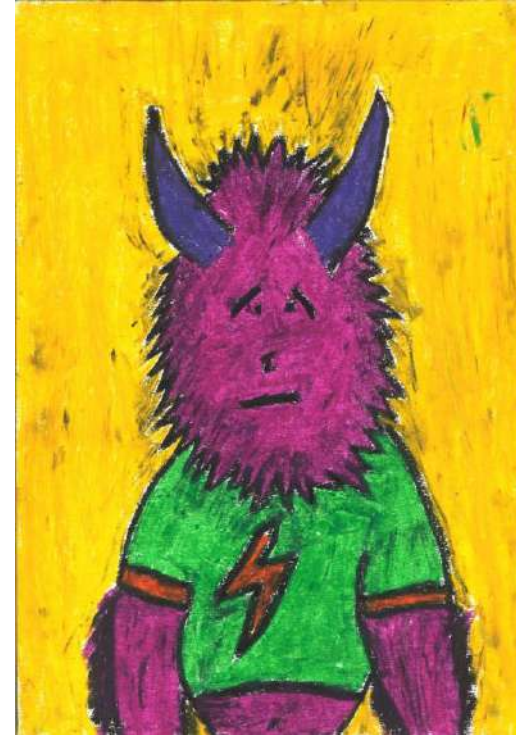
“A leader knows how to embrace his fragile, vulnerable side and is not afraid to show it. To that extent, he generates connection, harmony, empathy with the people who will lead.

People follow someone represents them, one feels more connected with someone who is not happy all the time, but who knows how to embrace the other side of life.

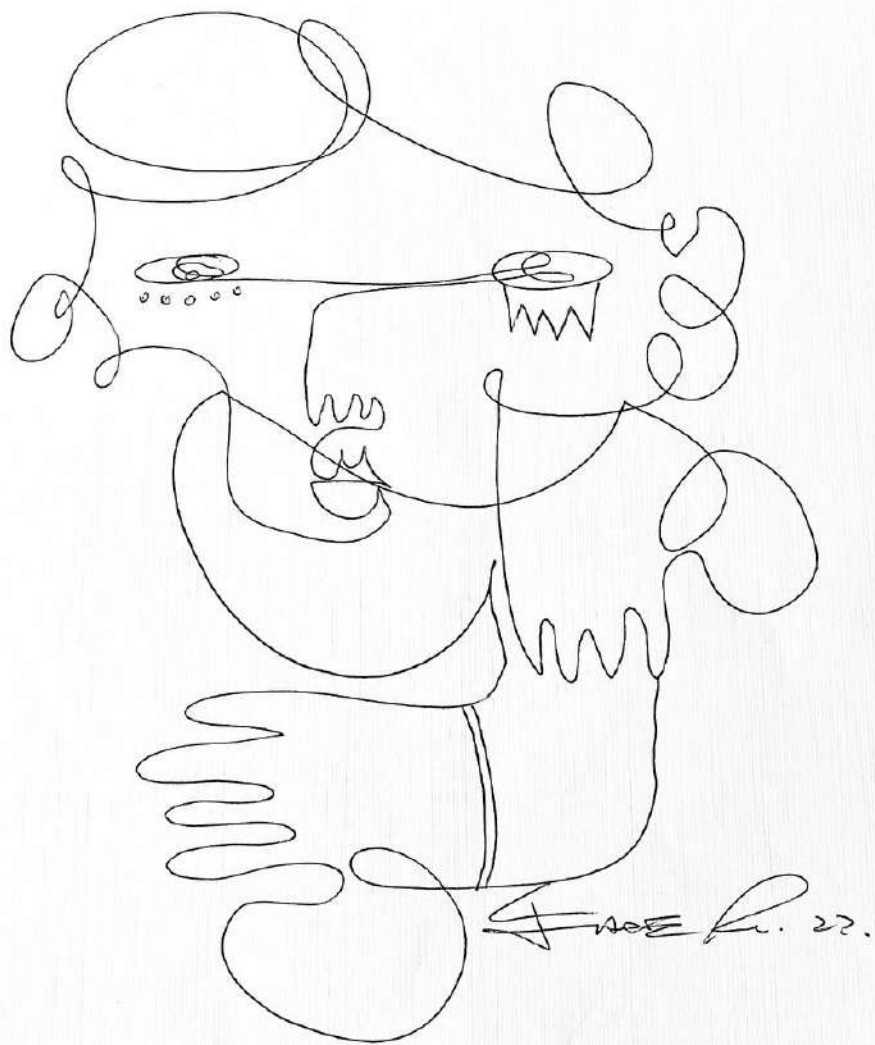
(...) So, if one day I feel bad, I'm afraid, I know that he will understand me, he will show solidarity, because just as he knows how to embrace his B and A sides, he will know how to hug me”.

Rómulo Franco Ruiz-Bravo

Author of the drawing that for him represents beautiful leadership.



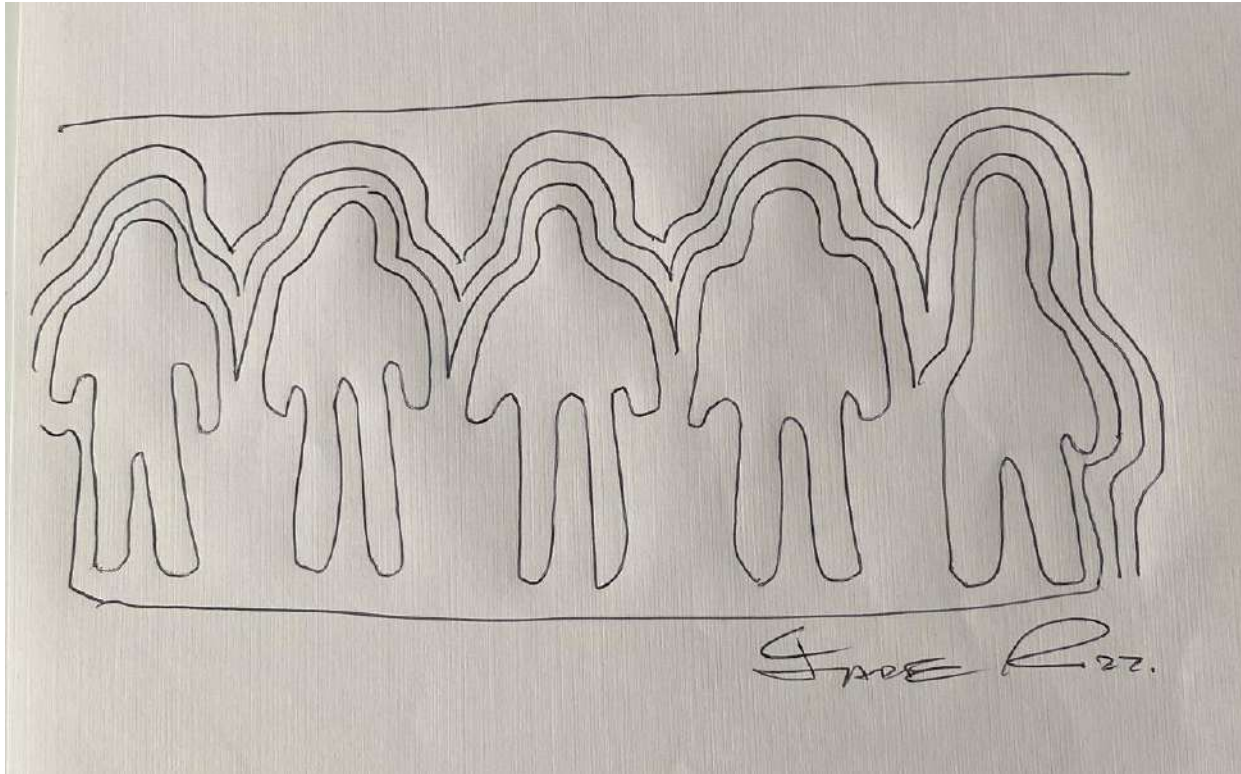
“A noble bull, a sad devil, a good monster, a romantic soldier, harbor precisely those contradictions, those depths, that volume that I consider necessary in a non-monolithic leader”.



"A beautiful leader has to have a lot of empathy, a lot of sensitivity and has to trust the human being. I think that this is essential and art helps a lot for that. Now if we go to a deeper topic, I would like to change the country and I think that the country can only be changed if we are more sensitive human beings and art is fundamental is for that".

Jade Rivera

Author of the drawing that for him represents beauty.



“They are all leaders. In the image, any of these five people can be the “leader” because of his hierarchy, but for me, he is the one who inspires, radiates energy, motivates the team. He transcends and does not need to be seen as “leader”. That is beauty, that is harmony, unity. That beautiful leader makes others vibrate and those waves go through”.

Jade Rivera

Author of the drawing that for him represents beautiful leadership.

FINAL TAKE

- Meaning of being a leader



A LEADER is who...

Ranking #HechoConMeraki thanks to the responses received

1. It inspires and motivates you to BE A BETTER PERSON.
2. CONNECTS you with a TRANSCENDENT PURPOSE.
3. HE HAS FAITH IN YOUR TALENT, believes in you, listens to you, cares for you.
4. 4. It is a CONSISTENT EXAMPLE of life.

"Genuinely serves his team and helps them discover the best in themselves".

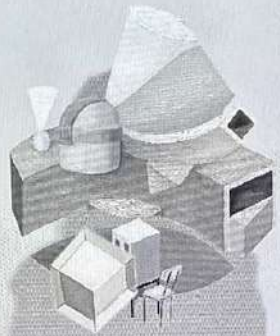
Team Leader
North America

"Keeps your team motivated and makes things happen".

Manager
Europe

"Who inspires".

Board President
North America



“Proyecta con sus actos una energía que te inspira a conseguir tus metas y seguir siempre para adelante”.

Jefe
América del Sur

“Hace brillar y llena de energía a su equipo”.

Gerente General
América del Sur

“Pone sus habilidades al servicio de los demás”.

Jefe
América del Sur

“Guía correctamente a su equipo hacia el objetivo, brinda herramientas necesarias para su labor y los reta para que suban y crezcan como burbujas de champagne, sin importar que accedan a un cargo superior que el de él/ella”.

Jefa
América del Sur

“Congrega a un grupo humano y lo suma a un propósito común con alegría”.

Consultor
América del Sur

THE SAMPLE

Meet them!



THE SAMPLE

60 humans completed the survey between November and December of 2022.



- Europe : 22%
- North America : 37%
- South America : 41%



- Consulting : 25%
- Mining : 11%
- Retail : 9%
- Energy : 8%
- Capital goods : 8%
- Finance : 7%
- Construction : 7%
- NGO : 7%
- Education : 5%
- Mass consumption : 4%
- Others : 9%



- Female : 73%
- Male : 25%
- Bisexual : 2%



- Manager : 37%
- Supervisor / Leader : 24%
- General Manager : 19%
- Assistant / Analyst : 7%
- Consultant : 5%
- Assistant manager : 4%
- Director : 3.5%
- Intern : 0.5%



- Between 21 and 34 years : 16%
- Between 35 and 49 years : 58%
- Between 50 and 64 years : 26%



A LITTLE BIT OF ME



Foto de @ufrancoblock en Valencia.
www.hechoconmeraki.com





The meaning of

Hecho con
Meraki

With love, with your soul,
leave part of you,
put your creativity
at the service of others.



Ursula Franco Block

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- **Official Trainer in Psychological Safety by Leader Factor**
- **Coach in Expressive Arts for leaders and organizations of EGS, Switzerland**
- **END OF LIFE DOULA trained by INELDA**
- **Author and collagist**

Phd Candidate and certified in "Expressive arts for organizations, coaching and leadership training" (CAGS) at The European Graduate School (Switzerland, 2022). Official Psychological Safety Coach by Leader Factor. Resident member of the House of Beautiful Business. Master in Human Resources Management, author of the book "The CEO of the tables" and "Breaking the fourth wall". Former president of the Peruvian Association of Internal Communication (APECI). Winner of the Women Marketeers 2019, endomarketing category Black Market Award and Ipsos.

With more than 10,000 students in the Interpersonal Communication Skills course at CREHANA. Trained in Points of You and as END OF LIFE DOULA by INELDA.

As a consultant, she has accompanied different companies in effective communication, leadership, expressive arts for resilience and team connection, psychological safety and mindful meeting: Hortifrut, Tottus, Votorantim, Ransa, Palmas del Espino, Credicorp, Crehana, Tasa, CENTRUM, fonafe. Former deputy manager of well-being, culture, climate and internal communication at Ferreycorp.

Let's talk!



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