



SENDEROS DE REINVENCIÓN
¿VUELTA AL ORIGEN?



**¿CÓMO HEMOS LLEGADO
HASTA AQUÍ?**

A blurred city street at night, viewed from a low angle looking down the road. The buildings on either side are dark with some lights visible. The road is filled with cars, their lights blurred into streaks. In the center of the image, there is a white circle with a blue border containing the word "CONTEXTO" in blue capital letters.

CONTEXTO

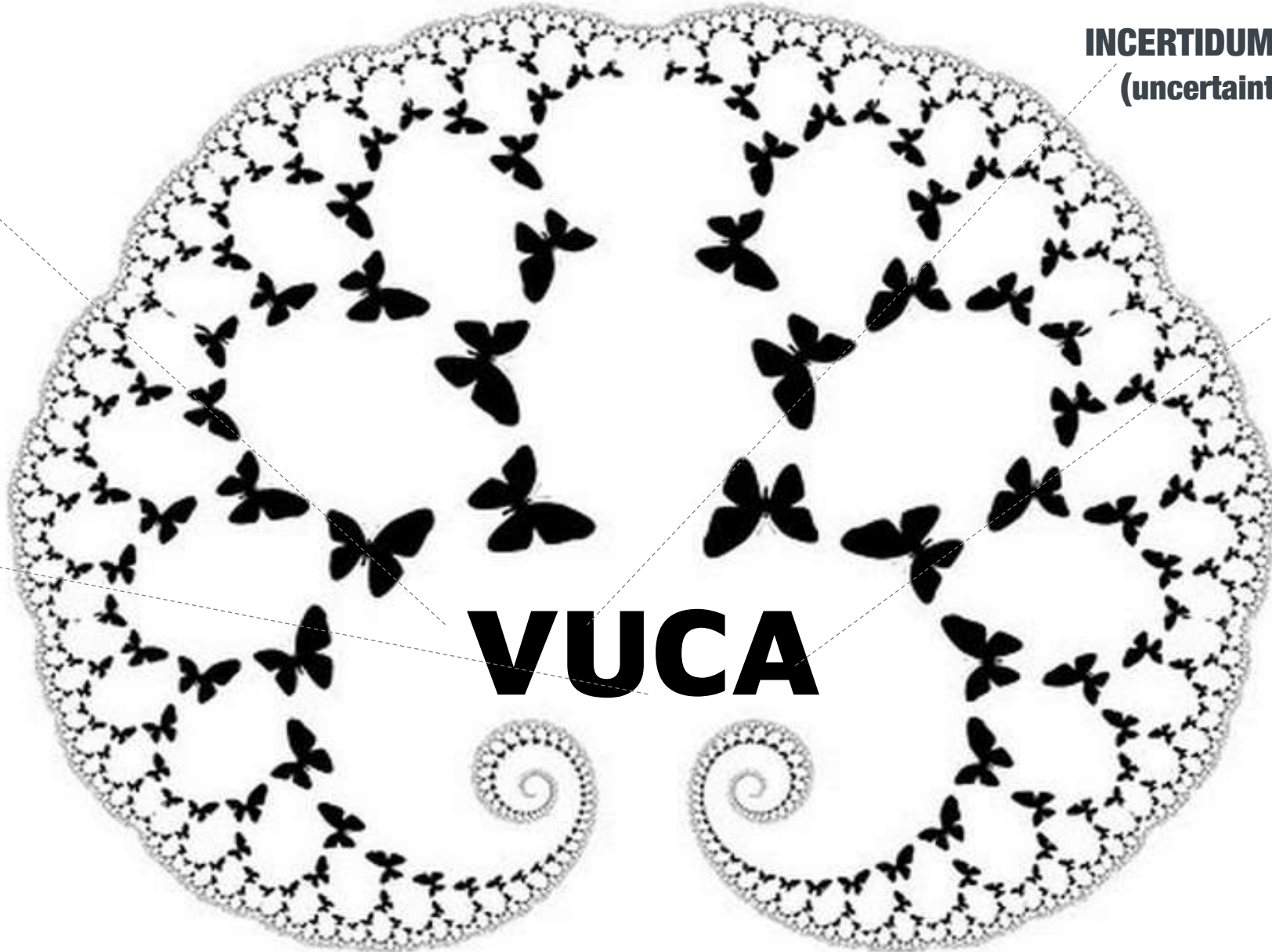
VOLATILIDAD
(volatility)

INCERTIDUMBRE
(uncertainty)

AMBIGÜEDAD
(ambiguity)

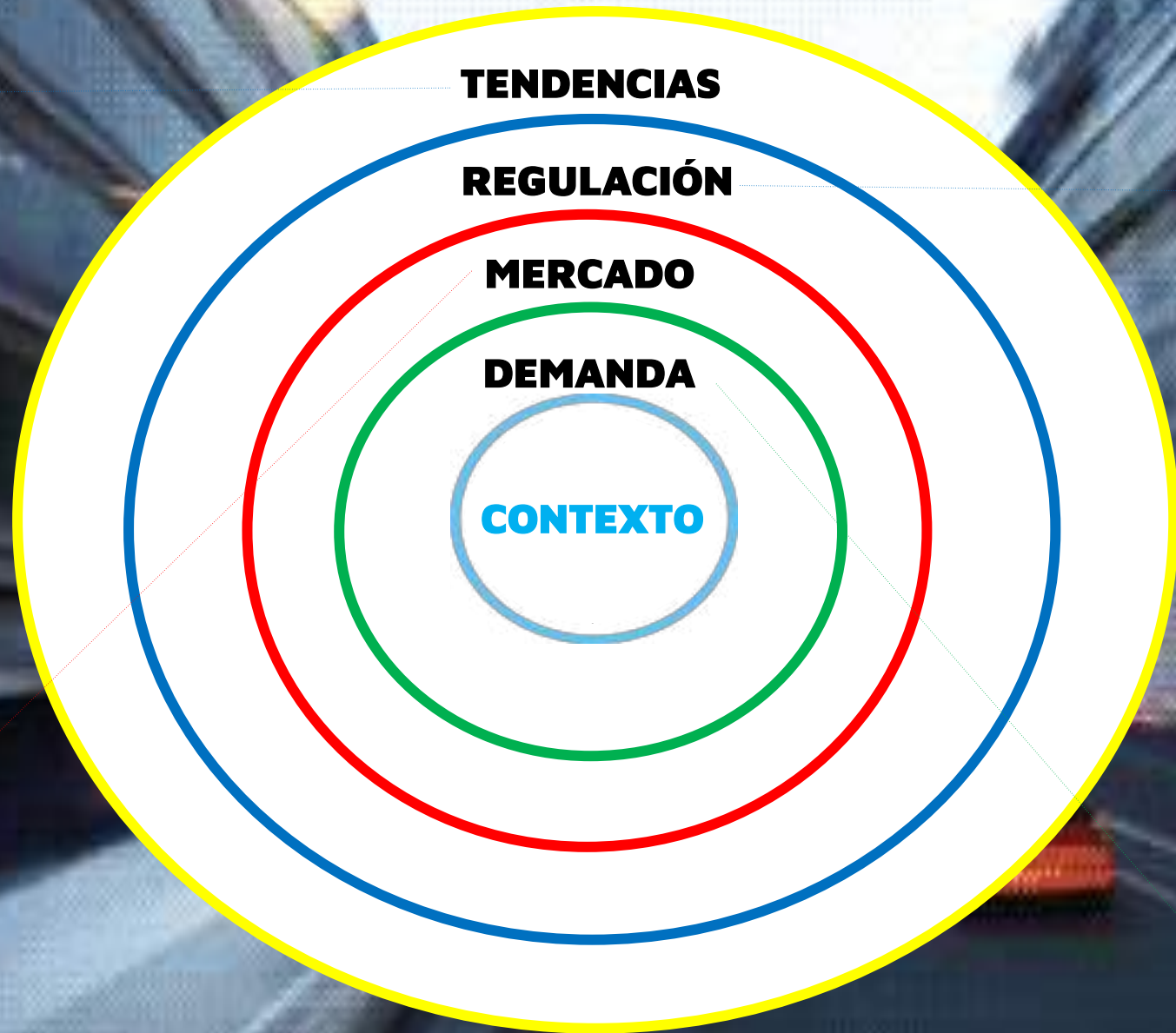
COMPLEJIDAD
(complexity)

VUCA



**LO QUE
MARCA LA
CORRIENTE
SOCIAL**

**LO QUE
ESTABLECEN
LAS LEYES**



**COLABORADORES
COMPETIDORES
HERRAMIENTAS**

**LO QUE
QUIERE TU
AUDIENCIA**



**OBSERVAR Y
REACCIONAR**



NO LO CONTROLAMOS

EL TIEMPO DE REACCIÓN ES LIMITADO

**¿CÓMO PUEDO ESTAR PREPARADO
PARA REINVENTARME DE MANERA
CONTINUA?**

INTERNO

¿QUÉ SOY?



EXTERNO

¿QUÉ RETOS/OPORTUNIDADES TENGO?

**EL PROBLEMA DE LA
REINVENCION NO ES
REALMENTE LA FALTA DE
OPORTUNIDADES.**

**SI NO TENEMOS EL QUÉ,
NO PODEMOS SABER EL
CÓMO.**

**PASAR DE SER TÁCTICOS
A SER ESTRATÉGICOS**

**¿CÓMO PODEMOS
VOLVER AL QUÉ PARA
CONECTARLO CON EL
CONTEXTO Y CREAR
NUEVOS CÓMOS?**



EGOTAC



VOCACIÓN

PROPÓSITO

¿Qué hago por el mundo/sociedad



PROPÓSITO

M A G N I T U D



生き甲斐

IKIGAI

VOCACIÓN

PROPÓSITO

¿Qué hago por el mundo/sociedad



¿Cuál es mi diferencia?

**VENTAJA
COMPETITIVA**

EXPERIENCIA

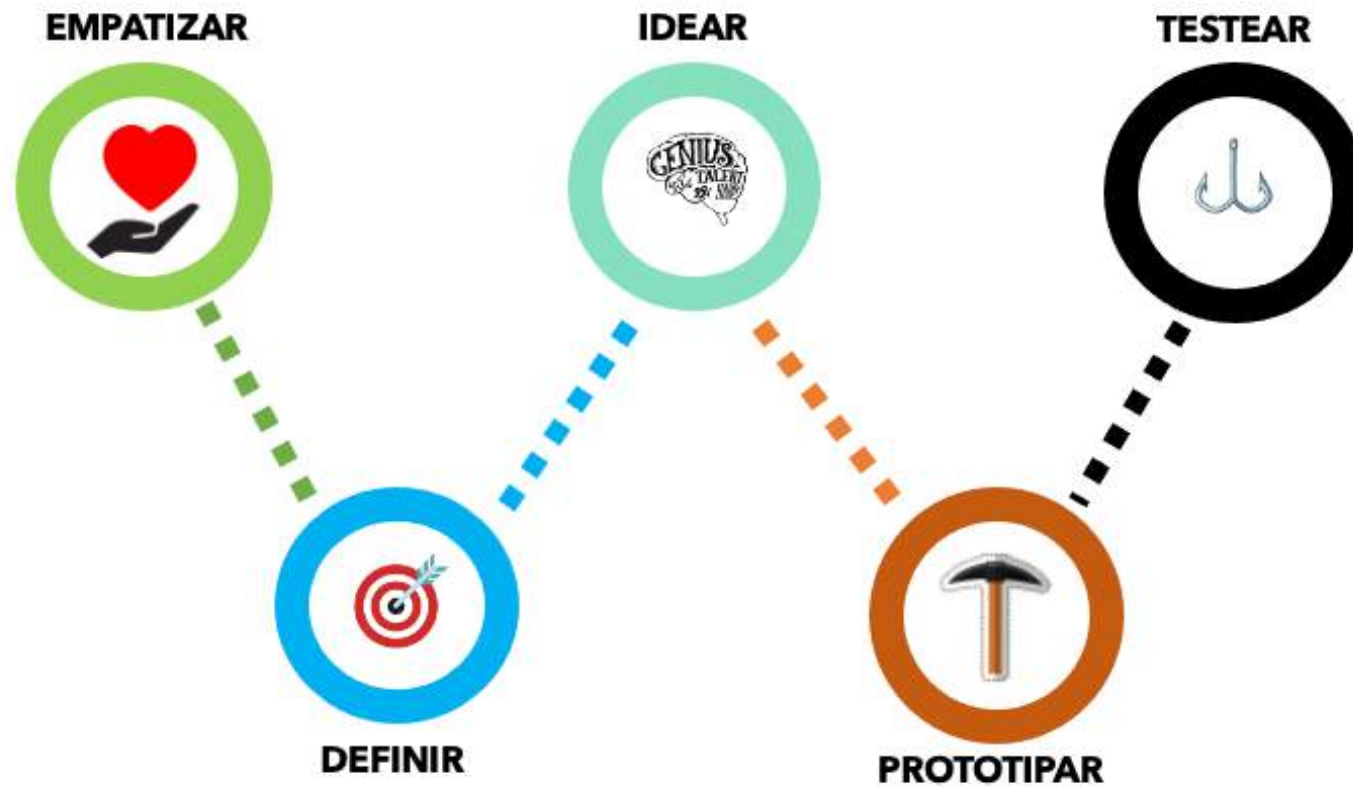


**VENTAJA
COMPETITIVA**

FLEXIBILIDAD



DESIGN THINKING





VALORES

CONEXIÓN



ARQUETIPOS PERSONALIDAD



THE LOVER

Defining character traits of Lover archetypes include passion, desire for intimacy, sentimentality, indulgence, devotion, sensuality and appreciation of aesthetics.



THE OUTLAW

Defining characteristics of Outlaw brands are edginess and rebelliousness, discontent with the status quo, disaffiliation from convention, waywardness and propensity for risk.



THE CAREGIVER

The defining characteristics of the Caregiver archetype include generosity, selflessness, compassion, unconditional love and steadfast sense of duty, responsibility and commitment.



THE SAGE

The defining characteristics of the Sage archetype include intelligence, passion for learning, natural curiosity, analytical prowess, clarity of vision and ability to make sense of the world.



THE EXPLORER

Defining characteristics of Explorer archetypes include adventurous spirit and restless desire for discovery, passion for the foreign and exotic, yearning for new experiences and initiative.



THE CREATOR

Defining characteristics of Creator archetypes are self-expression, imagination, curiosity, limitless vision, artistry and passion to produce.



THE INNOCENT

Defining characteristics of innocents include authenticity, optimism, cheerfulness, unwavering spirit, goodness and wholesomeness that is both physical (based on the nature of the product, e.g. healthy, clean, handmade, organic, etc.) and spiritual (purity of its brand character and ideals).



THE JESTER

Defining characteristics of the Jester archetype include being playful, social, clever, light-hearted, spontaneous, zany, resilient and mischievous.



THE RULER

Defining characteristics of the Ruler archetype include being organized, authoritative, confident, high-achieving and responsible.



THE REGULAR GUY

The defining characteristics of the Regular Guy/Gal archetype are that they're genuine, without airs, practical, able to blend in with mainstream society and empathic.



THE HERO

The defining characteristics of the Hero archetype are fearlessness, idealism, sense of purpose, focus, discipline, tenacity and competence.



THE MAGICIAN

Defining characteristics of the Magician archetype include being visionary, future-facing and outcome-oriented, insightful, thoughtful, imaginative, persevering, a change agent, open-minded and trusting when it comes to the workings of the universe.



EGOTAC

¿QUÉ SOY?



CONTEXTO

¿QUÉ RETOS/OPORTUNIDADES TENGO?

**CONSTRUIR,
RECONSTRUIR,
REVISITAR**

**VOLVER A NUESTRO
ORIGEN**

**PARA CREAR
NUEVAS
OPORTUNIDADES
EN NUESTRO
PRESENTE**





OR THE BEGINING

MISSTAKE CREATIVITY SCHOOL
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