



Resilience and its Instrumentalization in the Organization; at the Interpersonal level; As a Production Optimization and Customer Service Tool

Resilience is the ability of the human being to adapt to adversity; Coming out strengthened is this and even transformed.

This is the most purist definition of adaptation to needs (lack of a product or service; such as transportation) and desires (yearning to satisfy a need in a personal way; if the need were to move; we would need a vehicle, but not necessarily a convertible of the latest model of a certain brand) from internal customers (officials or employees) as external (public or customers) of any organization.

From a theoretical point of view, it is highlighted that people considered resilient represent exceptions, since an atypical adaptation process is observed, when a positive adaptation is manifested against what usually leads to a maladjustment.

Who suffers a suffering, can find in their emotional and social context, "**Resilience Tutors**": people, instances, groups, places, events that provoke a rebirth of psychological development; after the trauma with whom you can achieve feeling unconditionally loved, grow and overcome. Cyrulnik (2005).

Stressful experiences can, through a force called "**Protective Factors**", improve the living conditions of some people.

This allows us to analyze the foundations underlying the vulnerability situation, as well as the elements that allow us to overcome and show positive adaptive behavior; that constitute the nucleus that identifies resilience. From this perspective, it is possible to redefine resilience as a dynamic, constructive process of interactive, sociocultural origin that leads to the optimization of human resources and allows overcoming adverse situations.

Said declaration has constituent components that sustain it to make it true; in this case, she starts from before her experiences and perceptual relationships with the environment and her gestation as a human being. "Genes, like diamonds, are for life" Richard Dawkins (1976). With this I want to clarify that the behaviors; not learned from our birth; They are inherited as Dawkins' "**Selfish Gene**" states,

where we not only transmit physical characteristics to our children; but also behavioral, value, moral; It is probable that the rebellion and resentment, the one sent, are also inherited, because as a result of a strong trauma, we are able to modify our offspring with non-lived experiences that will condition in advance their possible reactions.

Everything will be acquired, how many times do we know how to do things for which we never prepare and achieve great success in it; from knowing how to cook to managing systems of high cognitive complexity without knowing where we get the knowledge or practice for it; simple genetic condition.

Let us take care of what we do, what we see, hear and allow to enter our conscious and unconscious; let's select intelligently and consciously with whom we interact etc. Ask yourself the question: What do I gain if I get together with this or that person? What do I gain if I do or don't do this? the answers range from emotional, material nuance or simple hedonism. If the answer is nothing or a little altruistic; Like stupid revenge, let's not waste our time and energy on something negative and self-destructive such as emotional baseness, let's engage in actions that benefit us and our environment, and mainly the impact that these actions (immediate as well as future) bring to the community.

We have to worry and take care of our actions, looking at the environment and not the other way around, because whoever spends his time knowing what the competition is doing or the colleague ends up doing nothing for himself. This can make our destiny and that of our descendants and country change radically.

For the above; if the individual we have working in our organization did not have the constituent elements of the resilient formula; it is very likely that you will begin to create conflicts with yourself; This being detected by his actions in his personal aspect, as in his workplace: punctuality, order, cleanliness and personal hygiene. Being able to even manifest: tics, emotional instability, mood swings, anxiety manifested visually with almost unconscious or senseless movements: mainly in his fingers and legs; generally repetitive; such as the snap of the fingers or their thundering, tapping of the toe of the shoe or heel on the ground; compulsively, residual movements that have no purpose and impertinences in language, subject matter and content; in general an image of instability seems to lead him in a direction unknown to himself.

These attitudes of our organizational entity will be manifested through oral or written communication: speaking in a certain way that will probably generate distortions or ambiguities with sus colegas tanto en sus mensajes y trabajo, del mismo modo ocurrirá en su conducta no verbal: la que carecerá de consistencia y será incongruente entre su discurso oral, escrito y corporal.

All the profile described can be part of our coworkers; because their needs and desires were not adequately met, probably because they come from a dysfunctional family or chose to join or endorse as **“Significant Figure”** Cyrulnik (2005); guiding axis of their conduct; people with elements of emotional restraint; just like them; at the earliest moment of their life and therefore they will tend to repeat in a vicious circle; said behavior learned and maintained over time, as it is part of her **"Place of Comfort"** Norwood (2006); as what he understands as known and "Normal".

In order for this not to happen, it is necessary to be alert and manage as a team; In the face of our own and our colleagues' emotional lack of control, assertively cut short and return the axis of balance. This emotional lack of control is the trigger for our image before others, since it depends on the containment of our work team, customer relationships and external contacts.

This image is dynamic and can be reversible, and the faster we adjust it, the easier it is to achieve stability, it goes without saying that if we let ourselves be, the more it will cost to resolve the matter and perhaps even according to the counterpart and their personal disposition , can give rise so that they have the opportunity to take of that error; not to close an agreement or whatever; and easily obtain the expected excuse.

SOME COMPONENTS OF THE NON-VERBAL SPEECH

I will give a brief overview of its conceptual definition in a colloquial way with no greater pretensions to be hinted at and a couple of examples of its possible uses, with the sole intention of leaving you thinking and with the cruel doubt of curiosity that leads you to investigate further. for each issue in question.

Kinésia: Any movement we make with our body or part of it. Finding among other movements: the Occult and Haptic.

Oculesia (Eyes Contact): Eye movement. Let's understand that the cerebral hemispheres are crossed; the right side represents the creative and the left side the rational.

Eye movement directed to the right side; It tells us that the speaker is thinking about something emotional and is very likely to be inventing or creating the speech instantly. If you turn your eyes to the left side you may be remembering or looking for previously learned information or simply drawing conclusions.

What is this for? If we find ourselves in front of an employee who is accused of something and he tends to look at the creative side, draw his conclusions; it is very likely that he is inventing or covering something, of course this is not so simple it must be handled along with other body elements and

context, now if we lower our eyes we are before a masking of something that hides us, whether it be from shame, modesty or something more intimate.

Haptic: Body contact; here touch is vital.

In the case of the greeting given to a postulant to a position or in a meeting; if the latter shakes your hand by wedging it in his; the misnamed "politician's greeting"; greeting that should be given to a person with great emotional closeness or by way of comfort; otherwise an erroneous message is being given where the saluted is seen as someone to be comforted or an individual worthy of pity or whom we see as undermined.

If you are greeted by tapping your shoulder from top to bottom something similar happens; this person belittles you.

On the other hand, if she takes your hand and touches your forearm with the other, she appreciates and values you.

The greeting is very important, since it establishes the hierarchies immediately and one can prepare for what is coming, I explain if you do not know a person and you must start working with him and he shakes your hand in a certain way you will already know how he perceives you and This can be reversed in time if the proper image of respect or what one expected was not provoked in the first meeting. Alerting us quickly to improve future relationships with it.

The embrace, the kiss greetings on the cheek are absolutely inappropriate in a work-business environment, as they can be misinterpreted, especially in the future; when we are involved in conflict; being able to give rise to possible sexual harassment at work.

Proxemics: Physical distance between the interlocutors or occupation of the space. This depends on the culture and is generally given by the correlation of the territory in which we are based, for example the greeting in the field, can be from one hill to another: more than 20 meters, in the city it can be 1.20 meters; when people have a distant relationship, business or work, and they are shortened according to the emotional bond.

If we sit at a table; the round tables are more democratic, if they are long they will demarcate the relationship of trust between those attending the meeting, the farther, the less close and vice versa, now if you are on the left side of the boss; if he has to look to his left to speak to you; he will pay more attention to you, because in the west it is read from left to right and from top to bottom. So what happens in a classroom if we want to be attended by the exhibitor; we have to be close and to his left and we will notice more, captivating his attention; That is good when we take the lead with him, but if not, I advise you far and to the right side, and thus you will concentrate more on him; How far depends on how he qualifies you, because sometimes it is better to not even notice a poor performance unless you have a good offer that benefits the company or institution or something that reverses your poor condition to save your image.

Neurolinguistic Programming: A process that occurs involuntarily every 90 minutes at the end of which we enter a state of semi-consciousness, like the one we have when we take a bus and do not notice the passage of time; In this journey, our mind loses the condition of conscious alert and the autonomous limbic system is activated, which allows us to breathe, among other vital activities for our body, such as in the case of a car accident, when we become unconscious or in a coma.

It also takes us away from the tangent reality entering an intermediate state where a meditation or reverie is performed, this is because every hour and a half we can keep our attention fully and the body relaxes after that, obviously if the contingency allows it, surely in high risk and attention tasks, the body would not allow this; due to the stress state of the carried out activity that keeps alert the 5 senses.

If we want to present a topic in a meeting, the recommendation is that we do it in the shortest possible time, not only because of its intrinsic value; monetarily speaking, because if we add the opinions and other expositions of coworkers, together with how tired they are or simply bored, and these add up to more than an hour and a half, it is probable that the final decisions are not the best, because we lose the attention of our audience.

Therefore it is advisable to break every said time; when we talk about cloister days or seminars that take longer than 90 minutes, to arrive at concrete decisions; It is also vital to know that an individual exhibition must not exceed 45 minutes and must alternate audiovisual materials, to make stops every 7 minutes that generate breaks, since it is the time when one begins to lose interest in a topic.

Concluding in a pleasant meeting we must have the content fair, clear and well exposed, alternating oratory, pictures or graphics, videos, audios, PowerPoint slides or any element that generates those cuts that encourage the audience to follow the common thread, needless to say that the changes are not so many or else we will fall to the other side; bored by monotony of dynamics; absurd, but when everything has a lot of inflection, it already sounds even and you don't even end up listening (pay attention to what you hear, I make the distinction, because hearing is not synonymous with paying attention and less with understanding).

Paralanguage: Vocalizations, certain non-linguistic sounds, such as laughter, yawning, grunting, and certain distortions or imperfections of speech, such as sudden pauses and repetitions, any gesture generated with the mouth as an oral stimulus that has no meaning, apart from accompanying or intensifying a certain intention in what is said; I mean the "zzzz" to keep silence or guttural alarm sounds like a simple scream.

Having control over these will make us be more assertive and empathetic when requesting or interrelating effectively and efficiently with our work environment, letting more easily glimpse the intention of the messages. Avoiding noise and distortions of content and time.

Semiotics

Study the theory of signs within which are:

The symbol: As a representative of something that has no connection whatsoever with the sign that expresses it. Example the flag; emblem of the homeland; where there is no relationship between a piece of cloth and a nation, but by its connotation (double meaning) denotes (expresses) a different meaning.

The Signal: As an indicator; the signs of the traffic, and it could be the index finger that shows us which is our seat in the room or the price of a product in a showcase.

Icon: Faithful representative of what we mean; it is the maximum synthesis that the aforementioned object could achieve; the typical house drawn by a square and a triangle on top.

Semiotics as a science of signs; deciphers meanings of our behavioral forms at a personal or institutional level; such as the design of everything that constitutes our company: stationery and merchandising, furniture, buildings, public spaces, etc.

All these elements are constituents of the nascent **Synergy** that focuses on body language and its extensions such as graphology. This science also encompasses **micro-management**, which is not easily perceived due to its short duration and subtlety.

A due and anticipated preparation and information of these and many other elements such as clothing, personal appearance, hygiene and care. They would keep us constantly alert to the possible movements of our work by being able to read in advance the intent of the acts or messages emitted in our labor field, being able to proactively anticipate a situation by taking the lead against our competitors (Benchmarking) and acquiring the so longed for competitiveness in the environment; reaching levels of excellence for the simple fact of setting times in adequate and timely decision-making; be it in what to do, how to do it and when (know-how), being able to not only give us time to do our work well and better, but also to have space for innovation and recreation for our staff; increasing production in fewer working hours.

PERSONAL, CLOTHING, HYGIENE AND CARE ASPECT

I want to stop to limit the inappropriateness in a workplace.

Never in the case of women wear skirts that exceed the knee by more than 10 centimeters and less with ribbed stockings and excessively tight suits, with plunging necklines that reveal more skin than fabric, messy or intricate hairstyles, huge earrings ; In general jewelry of disproportionate size, look at the size of your eyes before putting on something, the most discreet makeup, that only stands out

and does not attack or send the message "to the boarding boys"; It is likely that it is misinterpreted in your intentions, even if you are talking about government accounting, the budget will surely go down to the height of your heels, which should not exceed 5 centimeters.

Don't show your toes in your shoes, because the shoe is the plinth where authority sits and by exposing your toes you are showing something of an intimate nature; unless the context is an organization party or cocktail party. If you show your toes in the footwear, it is very easy to get hurt, because you have them exposed in an open shoe, in the same way it is perceived in terms of your work, I ask you want to look vulnerable or safe?

Always when dressing, worry about what message you are sending with this or that suit, looking good is one thing and another is seeing how you want to be treated; therefore one dresses differently at work; formality gives distance, respect and authority.

In the case of men the shoes, belt, wallet, watch and pen are status symbols, take care of them, the same shirt cuts and colors should go according to the occasion; never try to transform a black suit into a tuxedo simply by putting a bow tie (called a humita, bow tie, bowtie, or bowtie) around your shirt collar that is simply a reflection of your ignorance and lack of elegance; Let us understand the latter as walking dressed according to the context of the occasion and geographical environment, with this I want to distinguish that it is not enough to see the occasion properly; if we are in a congress in the middle of the Amazon jungle with a suit and closed shoes; that's just absurd.

Shoes like that of women represent your authority do not wear booties and if you want to impress with your high office wear them with laces, take care of the jackets, they must be well ironed, remember that you are working with an image of an executive person and not he's coming out of a bar; always keep shoes shining and your beard shaved properly and drawn. Avoid ties with cartoons. Víctor Gordo (2007).

The scents are vital, use perfume to be perceived personally and not as an institutional deodorant.

Take care of your build, which should be between slim, athletic or stocky; because if it goes beyond the "plump" aspect it will cause the impression of a tired person, lack of energy, lazy, excessively careless, with little self-esteem and unbalanced (if he is not able to control what enters his mouth; how to entrust him to become part of fiscal finances; it seems that it had no relationship; but the unconscious always completes what is missing and what is not said). Observe almost always the top management positions are occupied by tall and thin people where everything fits perfectly, of course there are exceptions, but this is not random a person who takes care of her diet and health ends up looking younger and more active; Because he likes what he does and wants to continue doing it, that is why he strives to be careful with the only thing that belongs to us: our body; keep it as a temple;

we will all appreciate it especially you; you will enjoy your life more; with better equipment to do things, such as the workshop of a good master carpenter; The higher quality your tools have, the easier and better your orders will be.

In turn I add that the smell, lighting, music and color of our offices; demarcate our essence (what makes a thing what it is), keep order in your workplace, delete memories that say "memory of .." recorded with a pyrograph, our workspace is not a bazaar of what what we are, but the projection of what the company is and where it goes (mission and vision), avoid photographs on beaches where the glass is a coconut, that is something personal, do not transform it into the warehouse of unwanted gifts or less in the branch of a sports club, there only fits his academic achievements and preparation: diplomas, statuettes that represent his work or intellectual achievements related to what he does there; Your job. Decorate with flowers and artwork; understand the last drawing of your child does not classify, neither the emotional and moral triumphs, here nobody cares if you are the archer of the company and if it is, there should be a place where they keep the cups and other activities of internal recreation of the institution, the corridors are not suitable for this, nor the coffee shop; Well, many times people from outside the organization pass by and can see the head of the procurement department dressed as a candidate for queen of list B (how appropriate, don't you think?).

All these small indications will give coherence to your behavior as a straight, honest and respectable person, where your word is worthy of a contract.

Taking into account all these details can give us an answer to a number of inconsistencies and lack of understanding of many problems that we experience daily because we are not alert to the trivialities that cry out for our attention, because if the issuer of these is not able to structure an assertive and empathetic conversation; And I say this from the point of view of the sender and receiver, because without realizing it perhaps we are giving wrong or rejection signals; attributing non-existent mystical characteristics to the discomfort or mixed reactions such as: "he has negative energy", "he has me bad", "he cannot bear me", "he repulses me" and we do not know why a person who has often not even spoken to us If you know of our existence, think so badly of us, because that is caused by non-verbal communication; that externalizes information without discriminating who receives it. How many times we wonder how it happened that this or that person dared to do something to us or say or do something that we did not ask for; our appearance suggested it, if we walk with a skirt shorter than a belt and openwork stockings and a neckline of 50 centimeters, we should not complain because my coworker does not want to work with us; If by meeting someone like this, we are making an unspoken declaration that we approve of her wardrobe and everything that she projects and we end up closing an unusual business.

For this reason, it is vital to understand the true essence of messages, which are absorbed by customers or the public, which may hinder our work as an organization or destroy its image as a company.

In addition, these sciences are useful to us when relating to the various fields of knowledge, especially when the negotiating entities that must make agreements are in the hands of multidisciplinary groups and must communicate effectively and efficiently to make a beneficial agreement for the community in generally and particularly for their own institutions which they represent.

And it is part of our work to achieve effective communication so that the community understands scientific concepts; it could be of an environmental nature, such as cleaning a lagoon that is in the eutrophication process and making the neighboring inhabitants see it; the benefits of cleaning it; remove algae and garbage from it and the benefit that this action will impose on their future quality of life and not vice versa, first we must show what the other would gain with our proposal and then we communicate how we will do it, what we gain is little likely to interest you, so it is explained at the end.

The objective of instrumentalizing them is to facilitate interaction; mainly between the scientific and commercial fields, avoiding ambiguities that give rise to confusion and future conflicts; in a volatile environment; where time and information are a weapon that can be used for or against us, since before it was thought that information was power, and now power is represented by the ability to manage and capture volumes of information, to have the best panoramic view of the stage with its multiple edges, enhancing and strengthening decision-making; by anticipating and innovating in a condition that could be vulnerable or catastrophic. Being able to simultaneously take advantage of it.

Concluding do not waste the first contact image that lasts between 3 to 7 seconds, then the 7 minutes of attention; before interest wanes; plus the matter in question of which the public only retains 7% of the message heard, as the 93% that constitutes its true intention and on the basis of which decisions are made; stays in non-verbal communication.

The impacts of lack of resilience: individual, organizational, commercial, community; or the name given to it is certainly almost the same; What changes is the numerical impact scale in terms of involvement of agents or people involved.

And these range from a bad opinion that discredits us and makes us lose a client that will multiply by twenty in terms of their expansion of opinion, to preventing a supplier from supplying us or simply giving us a resounding "No" to a request that could change the course of an important group in our society; for lack of credibility.

Credibility born of a coherence in our multifactorial actions: formal, moral, behavioral image, emotional perception, etc., which with iteration constitute our identity (how we see ourselves within our organization) and with the passage of time and collective vision; we call it public image (how others see us from outside); they ultimately constitute our reputation. Being able to easily expand this reputation (good or bad) to other fields from which it originated: honesty, responsibility, etc. Without Resilience it is therefore impossible to adapt to the needs and desires of our clients or public; since there would be no real empathy and effective communication with them.

This communication is the responsibility of all the people who work directly and indirectly in our institution, and their performance and perceptual success depend on their conduct; as a dynamic image; since we are not lost if we act in time to repair it.

Many times we end up blaming a colleague or subordinate or the boss himself, to justify ourselves, because we did not achieve the expected objective; either because we did not do the job properly or because the aforementioned elements generated distortion.

And here appears the "**Scapegoat**" character in which we discharge our anger and frustration to the point of taking charge of our shortcomings, because this character often for his neat and efficient attitude acts as a mirror of our ineptitude and when things are going wrong nobody wants to take responsibility; then to maintain the status quo of mediocrity or dysfunctional order; where this individual opens the door to the right path; hinting at how badly we are doing; then colluded in a conscious or unconscious way, the decision is made to load this person with the responsibility of our ineptitudes and baseness so that everything remains in apparent calm or make it seem that before him there were no problems or conflicts; This process is called "**Double Sealing**" Argyris (1978); where these defensive routines of silence are usually made invisible. And the team members are not only silent about what they think, they are also silent about the fact that they are silent; that is to say, a problem is detected, generally the aforementioned "scapegoat" begins to realize and gives the alarm, asks the organization and everyone makes it seem that nothing happens, in the second meeting the same thing, but now everyone knows that they will be discovered and deny the fact, the matter being sealed. And finally we end up in an incendiary explosion when the problem doesn't stop; This lack of assertiveness and pro-activity at the same time makes the problem grow and envelop its members at this point, and it is too late to solve it or extremely hard and expensive to carry it out. Finally, these conflicts end in reengineering if they do not stop. weather. Subject that could have been free, however they usually generate layoffs and outsourcing audits (outsourcing or outsourcing).

When the matter in question is serious or in the institution, the degree of corruption is high. These institutions tend to eliminate "scapegoats" with dismissal (Mobbing: workplace harassment) so that the corruption and negligence networks do not come to light.

This dissuasive attitude of problems undermined by private interests denotes the lack of corporate resilience in its entirety, both internal: from its employees and external: from its clients, the public, Stakeholder and Benchmarking, given the lack of Social Responsibility and claims of our rights. citizens; We are also complicit in the failure of our own institutionality.

Therefore if we do not handle the codes of non-verbal language we will be involved in a whirlwind of confusion, misunderstanding and misinterpretation; causing conflicts where there is nothing; because our Latin American culture is characterized by the lack of frontality in its opinions and valuations; in a nutshell, to say exactly what they think and more when they can compromise them in something that could complicate them, therefore they avoid the binary answers of yes or no; that in general they could be of great help to the interlocutor as well as to the entire organization; therefore, it is vital to manage these communication codes, which are the ones that do not allow us to see the true intention of the content.

In the event of controversy between them: oral and formal; what to do is clear; one must focus on the nonverbal, since she does not allow the masking of courtesy and elegance; that they are unfortunately opposed to sincerity; ideally a balance between the two is sought.

We must add the internal conflict that this entails not only in the organization but within us, a situation that forges over time deteriorating understanding and then self-esteem and therefore the behavior that affects our colleagues first and then our external clients. and institutional environment; Stakeholders.

Every happy man feels comfortable with himself and then this effect is spread to his environment with a good work climate and this is where this well-directed individual with elements of Integral Coaching (systematic and systemic feedback process aimed at improving professional and interpersonal skills and personal effectiveness, Kampa-Kolesch and Anderson (2001), equips people with the tools, knowledge and opportunities they need for their development and greater effectiveness, Colomo and Casado (2006), which aims to bring the optimal performance pre-established for their current role within an organization. It is essentially considered a conversation between two parties, a coach and a coachee in a productive and results-oriented context), can, through a sense of humor, turn a dramatic and even disabling situation for a partner and give him the support so that he can clear his mind and retake his work under the influence of a renovating and creative air, being able not only to get out of a possible mess, but also to solve various slopes and even innovate in collateral a matter that has nothing to do with his work, this is how the creative process works in its stage of illumination; it continues working while we do housework or mental hygiene that allow us to free certain areas of our brain just as a computer does when it searches in parallel in other file folders or screens from different Internet addresses.

A sense of humor and its importance within the organization can save a work team, enhancing its capabilities and bringing out undetected qualities to be exercised in the right positions; to know oneself, to know ourselves as an institution; It makes it easier for us to make the best decisions and not just the right ones.

The happy man facilitates his relationships and increases them as an unhappy man in turn shortens his environment, becomes lonely, loses contact and finally in his solitude ends up destroying his mental health generating the atrophy of his neurons, because his vocabulary when not being used is It breaks and therefore his ideas are simplified and finally the lack of language occurs. And those who handle few ideas, little elaborate and less create or invent something new, since the unusual association of ideas is a relevant factor of creativity and an indispensable element in innovation.

The lack of need for analysis and encouragement to which the individual is subjected; it causes this to make mistakes, since it acts mechanically without independent reasoning, a situation accentuated more by the lack of delegation in decision-making, transforming our collaborator into a reluctant automaton and often anxious about a situation that seems to have no end; constituent element of the greatest fear; the lack of limit that makes hope crumble. Hence the lack of commitment to his work and institution, which makes him act without assertiveness and without due emotion; that makes a human being want or not to stay in a place, maintain links with others or simply prefer another job or service.

That demotivating image is transferred to his close, relatives, friends who will make a kind of self-fulfilling prophecy of how badly this or that institution is supposedly working or such, such certain negative thoughts or are not even transmitted genetically.

This lack of commitment to the psychological contract that we make daily in each of our behavioral details or stimuli emitted has a solution: only if we understand that reaching a limit situation is the result of a sum of small errors or details that we leave unnoticed; realizing that standing on time everything could have been very different and as each of us, our team, and our environment empowered us, we will take control and return to our expected balance.

For this, it is necessary to create internal manuals that establish conduct with our **Target** (ideal recipient of a certain campaign, product or service; called in marketing: target market, target audience, target group or target market). That defines the **Psychographic Profile** (what the client thinks and feels: Attitudes, Beliefs and Emotions).

That describes our internal clients (officials or employees). Her behavior and treatment. Where it is established how they should be from the point of view: psychological, technical, emotional and social

skills, how they should dress and be perceived, what they can and cannot do, freedoms, rights, opportunities and the main thing; being listens to all of them.

Thus creating a Philosophy of Life; beyond corporate culture.

This global awareness leads us to a highly stimulating and attractive integral development, fills us with pride, with energy, makes us participants and indispensable, values us. If everyone could have a visible opinion; There would be plenty of instances of business, entrepreneurs, models, constructs, the issue is not money, but what we do with it and its distribution.

The Human Scale is the unitary, personalized attention, baptized with the name of our clients; sharpening our observation of the Environment - Context: with its Competitors, Benchmarking, Stakeholder etc. It is the Awakening of a Synergistic Consciousness with a Social Responsibility towards the environment in harmony with the integrated ecosystems such as Urban Resilience.

Knowing ourselves as individuals makes it easier for us to find our place, what we want, and it also makes it easier for those around us; shortening the times of work, production etc.

It makes it easier for us to know to whom to delegate what work, at what time, who works under pressure and who does not, who should receive the auditor, organize an event, etc.

How many times does the cleaning staff have a clearer solution than the manager on Olympus?

Human Scale Resilience is clear about the Spirit of our mission and vision. For it takes into account the perceptual elements of the clients - citizens; who seek Happiness through Satisfaction.



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