



KEYNOTES THAT INSPIRE AND TRANSFORM

A practical vision for leaders, teams, and organizations seeking to take
the leap toward real impact

¿POR QUÉ
"IMPACT MINDSET"?
(Workshop de Impacto)

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High-Impact Leadership & Teams Specialist

Associate Member at Huete&co

- + 12 Countries
- + 120 Companies
- + 25.000 Professionals

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A man in a dark jacket and light shirt stands on a stage, gesturing with his arms. Behind him is a large blue screen displaying the text "2 DISOLVEN" and "DEL MIED". To the left, another person is partially visible near a podium. The audience is seated in the foreground, seen from behind.

The true measure of impact lies **not in your accomplishments**, but in **how you inspire others to reach their own.**

Photo: Guadalajara, México, 2024.



Welcome to the Impact Mindset!

We live in a world of constant change, where organizations face unprecedented challenges.

From leading new generations to building strong cultures and preparing resilient teams, the keynotes delivered by Álvaro Marín Malumbres are designed to **inspire, transform, and empower**.

Each session offers a unique and practical approach to breaking barriers, unlocking people's potential, and building a future driven by real impact.

Most Requested Keynotes

In the following pages, you'll find a detailed overview of the **seven most requested keynotes** by organizations and business schools across continents:

1. **IMPACT MINDSET:** *A paradigm shift for today's leaders.*
2. **MAKE A TEAM:** *Vitamins and vaccines for high-impact teams.*
3. **SELF-LEADERSHIP:** *An inner journey of transformation.*
4. **LEADING THE NEW TALENT:** *How to connect, inspire, and lead the next generation.*
5. **IMPACT IN SALES:** *Practical tools to win both the minds and hearts of your clients.*
6. **THE HEART OF SPORTS PERFORMANCE:** *Keys to achieving elite results in both individual and team sports.*
7. **IMPACTFUL COMMUNICATION: CONNECT, PERSUADE, AND LEAD:** *Learn how to communicate to inspire and transform.*



1. **IMPACT MINDSET: A paradigm shift for today's leaders.**

Only an open mindset toward impact can break through its own limitations.

In a world where change is the only constant, "Impact Mindset: A Paradigm Shift" invites us to break limits and rethink the way we lead, act, and grow. This approach redefines success by connecting the "doing" with the "being" — shifting from individual high performance to collective, purpose-driven impact.

Grounded in radical generosity and authenticity, this keynote empowers you to face challenges with courage, strategic clarity, and team cohesion—while building a legacy with meaning.

Key Concepts Explored

- › Speed is the new rule: how do we accelerate internal transformation? Infinite game vs. finite game.
- › From high performance to high impact: how to integrate "doing" and "being" for sustainable mid- and long-term results.
- › Four mindset archetypes: dolphin (internal high performance), lion (external high performance), butterfly (internal high impact), eagle (external high impact). Where do we need to grow?
- › Leading with presence: how to elevate others and make your impact last—even in your absence.
- › Four universal principles: radical generosity, unshakable authenticity, conscious interdependence, and transcendent purpose.
- › The challenge of becoming greater than the challenges we face.
- › The power of vulnerability, trust, respect, and mutual care.
- › Two universal fears and three timeless antidotes.

What Will You Learn?

- › Insight and inspiration to transform your mindset—and your team's.
- › Practical and innovative tools for leadership and mindset **shift**.

Who Is It For?

1. Senior executives, entrepreneurs, business leaders, and elite athletes.
2. High-performance teams in SMEs, family businesses, and large corporations.
3. Commercial and sports teams.

Clear, practical and inspiring delivery, with state-of-the-art staging and interactive engagement.



KEYNOTES IN ACTION



A NEW MINDSET for a NEW ERA

Event: **CHIESI Annual Convention** (Rafael del Pino Auditorium)

Duration: **31 minutes**

Country: **Spain** (Madrid)

Language: **Spanish**



IMPACT MINDSET: A paradigm shift

Event: **CEO Summit LATAM 2024**

Duration: **24 minutos**

Country: **Mexico** (Guadalajara)

Language: **Spanish**



2. **MAKE A TEAM: Vitamins and vaccines for high-impact teams.**

Being a team is a conscious choice.

Discover how to transform groups into high-impact teams—capable of adapting to change, resolving conflict, and leading the future. This keynote explores the importance of trust, psychological safety, and effective feedback, alongside practical tools like “vitamins” to boost innovation and “vaccines” to revitalize organizational energy. Ideal for building teams that not only respond to change, but drive it forward.

Key Concepts Explored

- › The 4 “vitamins” of high-impact teams: produce, manage, innovate, integrate. Different, but united.
- › The power of conflict and cross-functional collaboration: how to build constructive conflict. Are we a high-functioning team or a dysfunctional one?
- › Feedback and difficult conversations. High-impact communication.
- › 5 “vaccines” to inject vitality into our organizations.
- › 8 stages in the decision-making process and the role of leadership profiles: from thawing and deliberation to consensus and decision-making.
- › 4 types of meetings: daily, weekly, monthly, and quarterly. What’s the content? What’s the right length? Why is the facilitator’s role so critical?
- › Different organizational phases require different types of teams: corporate life cycles and how to identify where the team stands.
- › Vulnerability, trust, care, and psychological safety as team performance drivers.

What Will You Learn?

- › A roadmap and practical framework to inject “vitamins and vaccines” into your team from the very next day.
- › Practical tools to help participants become true organizational therapists.

Who Is It For?

1. Executive teams seeking alignment with the new leadership paradigm.
2. Teams from family businesses, SMEs, and large corporations looking for a roadmap to come out stronger.
3. High-performance sports teams.

Clear, practical and inspiring delivery, with state-of-the-art staging and interactive engagement.



3. **SELF-LEADERSHIP: An inner journey of transformation.**

What if you decided to go all in on life? Dare to put life into your years.

Self-leadership is more than a skill—it's an inner conquest that defines how we respond to the personal and professional challenges we face. This keynote takes you on a deep inner journey of transformation, helping you learn how to know yourself, accept yourself, and grow—so you can become a leader who inspires and transcends. We'll explore how to make peace with your past, organize your present, and dream about your future—revealing the strategies needed to become a true agent of change who creates positive impact in the world around you.

Key Concepts Explored

- › Leadership as an inner conquest: self-leadership strategies to become diamonds within your organization.
- › The importance of being at peace with your past, grounded in your present, and hopeful for your future.
- › Keys to self-knowledge, acceptance, and personal growth.
- › Life is 10% what happens to us and 90% how we respond: exploring the 4 levels of leadership.
- › The 3 S's (state, story, strategy) as levers to overcome barriers and navigate the difficulties of leading change.
- › The story you tell yourself becomes the life you live. What story are you telling yourself?
- › If your life were a movie, what genre would it be—and why? What role do you want to play in your own story?
- › The power of alignment and coherence with our five core energies.

What Will You Learn?

- › Key insights to develop self-leadership as a foundation to inspire and transform your personal and professional environment—while staying connected to your purpose and inner energy.
- › Practical tools to overcome internal blocks, navigate change, and turn challenges into opportunities—building sustainable impact from the inside out.

Who Is It For?

1. Leaders and executives seeking to strengthen their self-awareness and lead with authenticity.
2. Teams and professionals looking to unlock their full potential and create positive impact in their organizations.
3. Individuals committed to their personal and professional growth who are ready to transform their lives and surroundings with authenticity and courage.

Clear, practical and inspiring delivery, with state-of-the-art staging and interactive engagement.



4. **LEADING THE NEW TALENT: How to connect, inspire, and lead the next generation.**

We hire for talent (aptitude) and fire for attitude.

In a world of constant evolution, leading next-gen talent requires more than experience. It's about understanding what drives new generations, fostering purpose, and building authentic connections. This keynote will help you identify your organization's "ideal player" and build cohesive, high-commitment teams. You'll discover actionable strategies to adapt your leadership to hybrid and digital environments while enhancing attitude and character as pillars of effective talent management.

Key Concepts Explored

- › El poder del feedback constructivo vs evaluaciones vs reconocimientos.
- › The "ideal player": hunger, emotional intelligence, and empathy.
- › The power of the buddy system and reverse mentoring in organizations.
- › Beyond the résumé: hiring for talent, firing for character (a deeper look into generational mindsets).
- › Driving authentic purpose across teams: What motivates me? (individual) Why are we doing this together? (team) What impact do we want to create in the world? (organization).
- › Strategies to lead in hybrid and digital environments.
- › Employee Value Proposition (EVP): how to build a value proposition that resonates with new generations.
- › Practical tools to map talent: 9 Box Grid and beyond.
- › Wellbeing and burnout prevention: keys to a balanced professional and personal life.
- › The power of constructive feedback vs performance reviews vs recognition.

What Will You Learn?

- › Strategies to attract, engage, and retain top talent by ensuring cultural and attitudinal fit to drive team performance.
- › Practical tools to lead with purpose, build effective mentoring systems, and manage hybrid and digital teams.

Who Is It For?

1. Team leaders and executives aiming to connect with next-generation talent.
2. Companies looking to transform their recruitment and talent management approach to meet future challenges.
3. Organizations seeking to build high-performing cultures driven by purpose and cohesion.

Clear, practical and inspiring delivery, with state-of-the-art staging and interactive engagement.



5. **IMPACT SALES: practical tools to win both the minds and hearts of your clients.**

Shift your sales mindset to achieve exceptional results.

Sales are not just about numbers—they're about emotions, trust, and connection. This keynote is designed to transform the mindset of sales teams and take their impact to the next level. You'll learn how to move from "selling" to "helping," craft differentiated value propositions, and design bold offers tailored to specific client segments. Discover how to win your clients' heads and hearts, overcome objections, and build relationships that deliver exceptional, long-lasting results.

Key Concepts Explored

- › From transactions to relationships: the power of trust in sales.
- › The 5 faces of the salesperson and the 8 essential competencies for sales excellence.
- › Strategies to win over the head (being) and the heart (appearing) of our clients.
- › Emotions as the glue of memory: how do we create memorable sales experiences?
- › The psychology of selling as helping rather than persuading: from "so what" to "tell me more."
- › Not all clients buy the same way: understanding communication styles (visual, auditory, kinesthetic) and value-based segmentation (solve it, reassure me, give me something new, understand my doubts).
- › Designing disruptive offers: value equation and breakthrough attributes.
- › The 4 key questions in every sales pitch: why the client must act, why now, what the solution is, and why us. The client doesn't care about your solutions—they care about their problems.

What Will You Learn?

- › How to develop a unique and segmented value proposition that connects emotionally with each client and maximizes conversion.
- › Practical tools to build trust, manage objections, and turn transactional relationships into long-term strategic partnerships.

Who Is It For?

1. Sales teams looking to exceed targets and build strong client relationships.
2. Sales leaders seeking to transform the mindset and effectiveness of their teams to achieve breakthrough results.
3. Companies aiming to build a customer-centric sales culture based on trust and value.

Clear, practical and inspiring delivery, with state-of-the-art staging and interactive engagement.



6. AT THE HEART OF SPORTS PERFORMANCE: keys to peak performance in profesional and team sports.

Build resilience and maximize performance with a winning mindset.

In sports, success is not only about physical talent—it also relies on mental and emotional strength. This keynote is designed for athletes and teams seeking to achieve peak performance through a winning mindset. You will learn to harness the 5 energy dimensions, develop resilience, and manage stress, fear of failure, and external pressures. Additionally, you will discover how to implement high-performance routines and reach the coveted state of “flow” that drives elite athletes to excel.

Key Concepts Explored

- › Keys to achieving the “flow” state (Mihaly Csikszentmihalyi).
- › The 5 types of energy and how to integrate them: physical, mental, emotional, spiritual, and social.
- › The 4 natural chemicals we can generate daily: dopamine, oxytocin, serotonin, and endorphins—and how to integrate them into your routine.
- › How to shift from “survival mode” to “growth mode.”
- › Winning the long-term battle (discipline) vs. the short-term temptation (pleasure) to reach peak performance.
- › Building resilience: how do we develop it consciously?
- › Managing failure: overcoming the fear of rejection and the pressure of expectations.
- › Developing high-performance routines: combining mental rehearsal and physical habits to compete at the highest level.

What Will You Learn?

- › How to manage stress and failure while developing mental and physical habits that enhance daily performance.
- › Strategies to balance short- and long-term goals, and to build a resilient mindset that transforms challenges into opportunities.

Who Is It For?

1. Professional and amateur athletes aiming to maximize their mental and physical performance.
2. Coaches and sports teams seeking to foster a collective high-impact mindset.
3. Sports organizations that want to implement sustainable resilience and growth strategies.

Clear, practical and inspiring delivery, with state-of-the-art staging and interactive engagement.



7. **IMPACTFUL COMMUNICATION: connect, persuade, and lead.**

Learn to communicate to inspire and transform.

Communication is not a talent reserved for a select few—it is a skill that anyone can develop. This keynote will guide you to transform your interactions into powerful tools for connection and influence. From authentic presence to strategic empathy, you will learn to craft messages that are clear, persuasive, and impactful, mastering the three levels of communication: verbal, non-verbal, and para-verbal. Discover how to turn even the most challenging conversations into opportunities for growth.

Key Concepts Explored

- › *Communication is a skill, not an innate talent. Its two key elements: content + connection.*
- › *The power of authentic presence (Amy Cuddy) and the relevance of context: why it matters and how to convey it.*
- › *The three levels of communication: verbal, non-verbal, and para-verbal.*
- › *Structuring impactful messages: metaphors, open questions, strong openings and closings, the rule of three, mastering body language, and the power of pauses and silence.*
- › *Crafting clear and persuasive messages: the 5 toxins of tense conversations.*
- › *Empathy and rapport: connecting with different types of people (using Insights or DISC) and leveraging the power of synchronization.*
- › *Transformational feedback: turning difficult conversations into opportunities for growth.*

What Will You Learn?

- › How to craft clear, persuasive, and memorable messages using tools like metaphors, open questions, and the rule of three, maximizing the impact of your ideas.
- › How to develop empathy and rapport to strengthen relationships and turn challenging conversations into positive outcomes.

Who Is It For?

1. Leaders and executives who want to enhance their communication to inspire and mobilize their teams.
2. Sales, marketing, and customer-facing professionals seeking to improve connection with clients and achieve more effective interactions.
3. Teams and individuals who want to strengthen their communication skills to better manage conflicts, build stronger relationships, and achieve their goals.

Clear, practical and inspiring delivery, with state-of-the-art staging and interactive engagement.



Impactful Results!

What you gain from our keynotes

- **Acquire practical and transformative tools** that empower participants to effectively navigate both personal and professional challenges, achieving sustainable results.
- **Reconnect with purpose and unlock inner potential**, inspiring each participant to become the best version of themselves with clarity and focus.
- **Foster authentic and meaningful connections** among attendees, promoting a culture of belonging, mutual trust, and meaningful collaboration.
- **Explore innovative perspectives in deep reflection spaces**, where ideas and emotions converge to transform into actionable strategies.
- **Mobilize intellect and emotions to generate real impact**, inspiring participants to turn insights into effective strategies that transcend their personal and professional environments.

Format & Duration

Tailored to your needs

- Our keynotes are highly versatile, adapting to diverse audiences and objectives. Available in **20, 45, 60, and up to 90-minute formats**, they can be delivered both **in-person** and **online**, always ensuring a dynamic and transformative experience.
- Each keynote includes an **exclusive workbook**, designed to deepen key concepts and maximize learning through inspiring readings and hands-on exercises.
- Content is carefully structured to create an **engaging and powerful flow, combining high-impact ideas with real-life stories, case studies, and visual resources** like videos that enrich the experience and foster both emotional and intellectual connection.
- Additionally, all our keynotes are available in **Spanish and English**, ensuring a fully bilingual experience tailored to each organization's needs.





Transforming the **world** begins by transforming **yourself**; the power of change comes from within.

Photo: Cascaes, Portugal, 2023.



Marín Malumbres

Inspire | Transform | Lead

Empowering High-Impact Teams and Leaders

Education & Certifications

Álvaro holds a Law Degree, a Master's in European Law, and an LL.M. in International Law from ISDE (Instituto Superior de Derecho y Economía). He has completed executive programs in high-performance teams, positive psychology, and people management at institutions such as Google New York, Dale Carnegie Institute, Adizes Institute Worldwide, and IESE Business School (Spain). He is a certified Executive Coach in both the Leadership Circle Profile (TLCP) and the Leadership Insights Test (LiT), offering a holistic perspective on leadership and organizational transformation. Additionally, he holds a Master's Degree from the Instituto de Desarrollo Interior (IDI).

Professional Experience – Europe & United States

Álvaro began his career as a lawyer specializing in Litigation and Arbitration, working at leading firms such as Clifford Chance, FYR Legal, and the Spanish Consulate in Edinburgh, with assignments across Brussels, Luxembourg, and Barcelona.

After more than five years as Project Manager at Huete&Co, the consulting firm of IESE Business School professor Luis Huete, he joined the firm as an Associate Member, focusing on high-performance teams and organizational development.

He later moved to New York, where he served as Business Development Manager at Rebelbase, a startup accelerator based in Manhattan, helping entrepreneurs scale their ventures through innovation and strategy.

Consultant, Trainer & Key-note Speaker

Álvaro currently designs and leads strategic and cultural transformation projects, collaborating with top-tier consultancies such as Huete&Co (Spain) and The Chalfont Project (UK).

As an educator and keynote speaker, he partners with institutions like Forbes Sagardoy Business School and thePower Business School, where he serves as Academic Director of the High Impact Skills Executive Program (PDD). He also teaches as a visiting professor at University of Navarra, TECNUM, San Telmo Business School, CEU San Pablo, Cardenal Herrera, and ISDE. His international teaching experience includes work with Bard College (New York), Seminario (Peru), the Madrid Chamber of Commerce, and University of São Paulo (Brazil).

Global Impact – Clients in 12+ Countries

He has advised and supported organizations across twelve countries, including: HAIFA GROUP, SHAMIR, and NETAFIM (Israel); APECOSE, AJE, T-FORMA, and SEMINARIUM (Peru); TEQUILA OLLITAS, NUCLEA, IGNITE, and ELITE INDUSTRIAL (Mexico); GRUPO FERRALIA (Dominican Republic); BLP Legal (Nicaragua); HAMAYESH FARAZAN (Iran); REBELBASE and ACCELERATION GROUP (New York); PHILIP MORRIS (Portugal); LEROY FOOD (Norway); RATISBONA (Germany); REGENT GROUP (London); and in Spain: SEUR, PwC, KPMG, ECOEMBES, NORAUTO, ORBIA, BAXTER, CHIESI, NOATUM LOGISTICS, TÉCNICAS REUNIDAS, ADIF, CANARIENSE, BANCO DE ESPAÑA, ESCOEM, IPG MEDIABRANDS, PARIS 64, INMODE, INTERNATIONAL ADVERTISING ASSOCIATION, DYNAMIUM, RED LEAF, and KELLS COLLEGE, among others.

Publications & Personal Values

Álvaro is co-author of "Vitaminas y Vacunas para la Empresa de Hoy" and contributor to "Dirigir y Gobernar". He authored the IESE Technical Note "The Role of Measurement in Improvement Processes: The OKR Methodology" and has published in Harvard Deusto, including the articles "The 4D Model of High-Performance Teams" and "From High Performance to High Impact."

Originally from La Rioja and based in Zaragoza (Spain), he is passionate about good people, sports, and wine (WSET Level 2 certified). He is also a Red Cross Spain volunteer. Álvaro believes deeply that authentic leadership and kindness are the keys to building lasting impact in people and organizations.



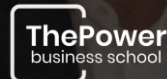
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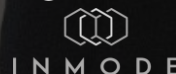
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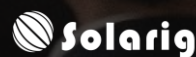


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