



MARÍN MALUMBRES

CONSULTING & ADVISORY

IMPACT 360°

HIGH-IMPACT ORGANIZATIONAL
TRANSFORMATION

Álvaro Marín Malumbres

High-Impact Leadership & Teams Specialist

Associate Member at Huete&co

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

www.marinmalumbres.com



Participating in the Impact 360° program with Álvaro Marín was a true turning point for our organization. We were going through a complex stage: the lack of alignment between areas and a disconnected organizational culture were affecting both results and team motivation.

From the initial diagnostic, Álvaro precisely identified the key challenges and designed workshops and strategic sessions that successfully transformed how we collaborate and lead. Step by step, we began building a more cohesive culture—one based on trust and a shared purpose.

The program's holistic approach, combined with Álvaro's personalized follow-up, was essential to maintaining momentum and ensuring sustainable change. In just nine months, we not only improved the organizational climate, but also achieved a 20% increase in operational efficiency and a significant boost in team satisfaction. What we valued most was Álvaro's ability to combine practical strategies with close, tailored support, fully adapted to our specific needs and laying the foundations for lasting impact.

Jorge V.B.

Director of Operations (EMEA)



Consulting & Advisory (IMPACT 360°)

A comprehensive organizational transformation program

IMPACT 360° is a fully personalized journey designed to transform teams and organizations into engines of sustainable high impact. This program **addresses both the internal culture and the visible behaviors of the team**, ensuring a profound, tangible, and lasting change that aligns individual mindset with collective purpose.

What makes Impact Mindset 360° unique?

- **Holistic Transformation:** Goes beyond technical improvements to work on the cultural and behavioral foundations of the organization.
- **Strategic Approach:** Combines practical tools, personalized mentoring, and continuous follow-up to ensure sustainable results.
- **Tangible Outcomes:** Each phase is designed to break down barriers, build resilience, and foster cohesion, with clear KPIs to measure impact.

Process Structure

A sustainable transformation journey

With a **6 to 12-month duration**, IMPACT 360° combines **four key phases** to address the unique challenges of every organization:

- 1. Initial Diagnostic:** Identifies key opportunities for improvement.
- 2. Tailored Workshops:** Boost collaboration and collective alignment.
- 3. Individual and Cross Mentoring:** Drives growth and team cohesion.
- 4. Strategic Follow-Up:** Ensures the sustainability of change over time.



Methodology

IMPACT 360°



I. Diagnostic: understanding the current state

- Individual Interviews

Identify key opportunities through in-depth conversations with leaders and core teams.

- Organizational Climate Analysis

Map internal dynamics to detect strengths, weaknesses, and critical areas for improvement.

- Tailored Surveys

Design customized tools aligned with your organization's reality to obtain precise, actionable data.

II. Workshops: Activating Collaboration

- Tailored Sessions

Create practical spaces aligned with the strategic objectives of each area or team.

- Interactive Dynamics & Facilitation

Foster creativity and team cohesion with immersive activities designed to drive transformation.

- Transformation Office

Establish a strategic hub to coordinate and guide the key processes of organizational change.

III. Mentoring: Personalized Empowerment

- 1-to-1 Coaching

Work individually with leaders to unlock their full potential and strengthen strategic leadership.

- Internal Cross-Mentoring (Intergenerational)

Promote intergenerational learning to align experience with renewed energy.

- Buddy System

Build internal support networks to ensure knowledge transfer and smooth implementation.

IV. Follow-Up: Diffusion & Impact

- Progress Reports (KPIs)

Continuously evaluate progress with clear indicators and measurable objectives.

- Action Plans

Design implementation strategies that ensure the continuity and long-term impact of transformations.

- Transformation Committee

Consolidate sustainability with responsible leaders who oversee, scale, and amplify change.



Real example of an IMPACT 360° Transformation Plan

Month 01

M 02

M 03

M 04

M 05

M 06

M 07

M 08

Lunch

- Conceptualitacion
- Implementation methodology

I. Diagnostic

- Individual interviews
- Organizational climate análisis + results
- Tailor-made surveys

II. Workshops

- Tailored sessions
- Interactive dynamics & facilitation
- Transformation office
- Identification of Change Agents (CAs)
- Project portfolio definition
- Strategic priorities selection
- Creation of teams and task forces

Recalibration

- Adjustments to address non-performing areas
- Bi-monthly review: what's working, what's not, and what to incorporate

III. Mentoring

- 1-to-1 mentoring (individual self-development projects "ALI")
- Internal cross-mentoring (intergenerational)
- Buddy system implementation
- Train-the-trainers program for Change Agents
- Identification of key behaviors for rollout

IV. Follow-up

- Progress reports (KPIs)
- Action plans
- Transformation committee (monthly meetings)
- OKR-based implementation
- Organization-wide rollout

Intellectual Diet

- Incorporation of readings, exercises, and books to complement the transformation process

**Project duration ranges from 6 to 12 months, depending on the company's context and dynamics.*



The **IMPACT 360º methodology** combines the structure of its **four key blocks** —Diagnostic, Workshops, Mentoring, and Follow-up— with the **transformative depth of the 8 stages of our model**. This approach ensures that every step of the change process, from individual self-awareness to collective implementation, is fully interconnected in a continuous cycle of **learning, action, and evolution**.

Value Proposition

Beyond a transformation process

Authentic transformation happens when each team member connects with their full potential and aligns it toward a collective purpose. IMPACT 360º goes **beyond skills development** by redesigning team mindset and providing the tools to create leaders who can thrive and drive transformation in today's competitive, ever-changing environments

Key Benefits

What can you expect from IMPACT 360º?

- + **Transformational leadership development:** empowering leaders to drive change and build resilient, adaptable organizational cultures.
- + **Stronger commitment and trust,** fostering collaboration and high-performance dynamics across teams.
- + **Significant improvement in effectiveness** and organizational agility, enabling proactive adaptation in highly competitive environments.
- + **Generation of measurable and sustainable results,** supported by KPIs strategically aligned with the organization's objectives.

Strategic Alliance

Senior consulting team from Huete&co

We count on the **expertise and best practices of 30+ professionals across 9+ countries** from Huete&co, led by Professor Luis Huete (IESE Business School), with whom Álvaro Marín collaborates as an **Associate Member**. This network amplifies our capacity to address complex challenges and design **tailored high-impact solutions**.



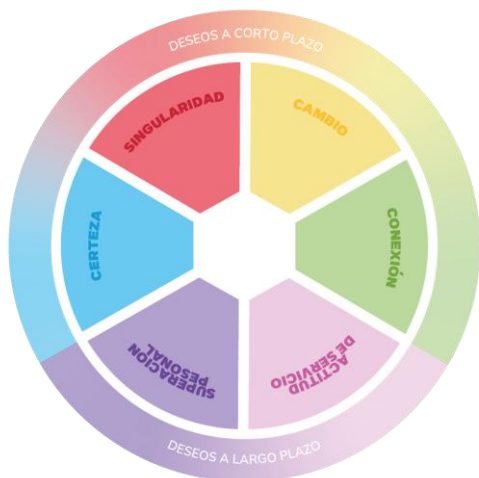
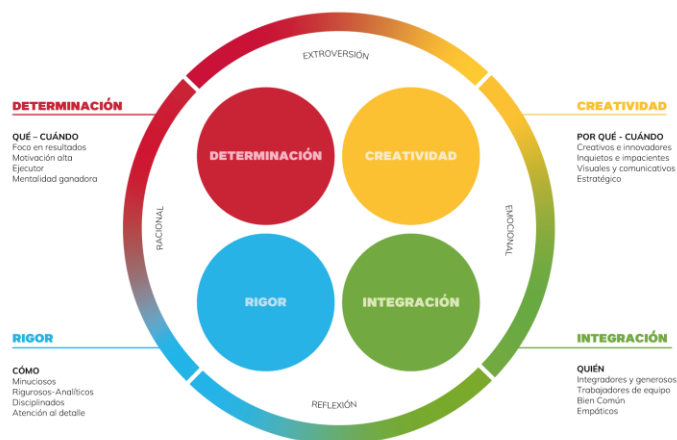
Leadership Insights Test (LiT)

Our proprietary diagnostic tool

The **Leadership Insight Test (LiT)** is a self-awareness tool designed to explore and understand two interconnected dimensions: the unconscious emotional drivers behind our decisions and the visible personality we project in public settings (the “four vitamins”).

With this diagnostic, participants gain a complete view of themselves: deep **introspection “inside”** and a better understanding of their **impact “outside”**.

Fully **online and adaptable** to the specific needs of each program, LiT ensures that every participant can identify key areas for personal and professional growth, laying a solid foundation for transformation.



What does LiT evaluate?

4 Vitamins

Determination to produce
Rigor to manage and structure
Creativity to innovate
Integration to empathize and connect

6 Emotional Needs

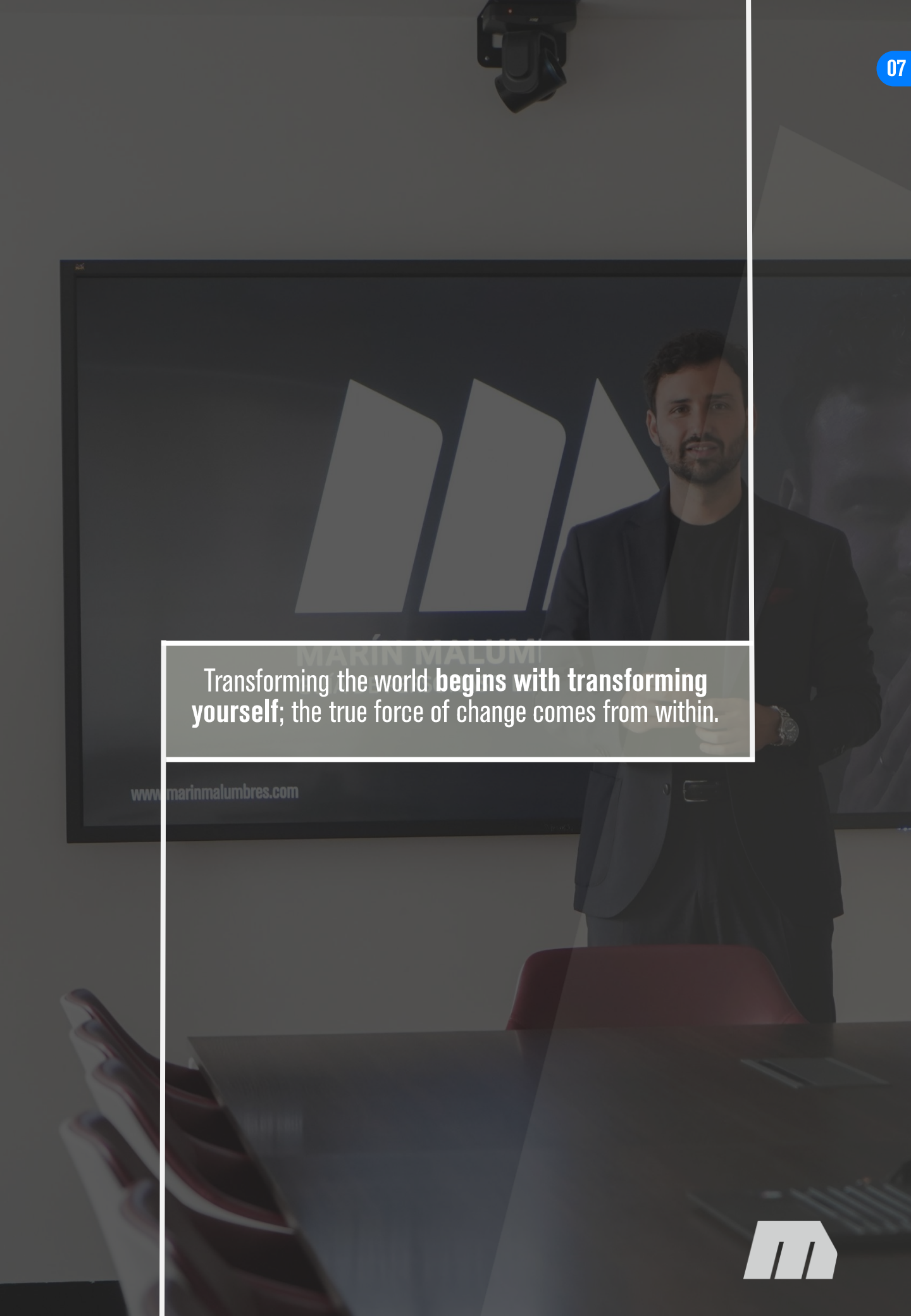
Certainty/safety and security
Uniqueness/mastery and recognition
Change/novelty and challenge
Connection/harmony and belonging
Growth/personal achievement
Contribution/service to others

LiT example:



Each participant receives a personalized report of approximately 25-30 pages, providing insights that become the foundation for sustainable self-leadership and impact.



A man with a beard and short dark hair, wearing a dark suit jacket over a dark t-shirt, stands in front of a large screen. The screen displays the Marin Malumbres logo, which consists of three stylized, overlapping white shapes on a dark background. Below the logo, the website address "www.marinmalumbres.com" is visible. The man is looking directly at the camera with a slight smile. The background is a dark, modern interior with a camera mounted on the ceiling.

Transforming the world **begins with transforming yourself**; the true force of change comes from within.



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.



Business Schools & Universities



tecun
Universidad
de Navarra



CEU



Bard College



ISDE
Law Business School
High Performance Education

SagardoySchool BUSINESS AND LAW

EUROFORUM

Business+

THE BRIDGE



Organizations from +12 Countries

Gartner



PHILIP MORRIS
INTERNATIONAL

Baxter



BANCODE ESPAÑA
Eurosistema

ayesa



PARIS / 64



Invesco



MEDIABRANDS



TEQUILA SQUARE
OLLITAS



AJE



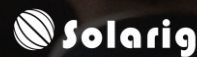
Norauto



Compañía Canariense
de Tabacos, s.a.u.



TECNICAS REUNIDAS



KELLS



EROSKI



Jazz Pharmaceuticals





MARÍN MALUMBRES

For more information

comunicacion@marinmalumbres.com

+34 628 260 805 / +34 976 155 930

[@marin.malumbres](https://www.instagram.com/marin.malumbres)

www.linkedin.com/in/alvaro-marin-malumbres/

www.marinmalumbres.com

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

www.marinmalumbres.com

