

Would you pay for authentic
People?



Who is authentic?

1. Bruno Mars. ...
2. Pharrell Williams. ...
3. Johnny Depp. ...
4. John Mayer. ...
5. Chris Martin. ...
6. Jimmy Hendrix.
7. Simone de Beauvoir
8. Angela Merkel
9.

AUTHENTICITY

“The objective of Kierkegaard's existentialist philosophy is to show that, to achieve authenticity, one must face reality and form their own opinions of existence”

CLUES OF AUTHENTICITY





What is being authentic?

BEING AUTHENTIC MEANS...

Live one's life according to the needs of one's inner being

Be true to yourself

Awareness of your freedom to choose your own path

How am I not myself?

"Socrates' that "unexamined life is not worth living"

Søren Kierkegaard media and the church as agency intervention, blocking people's path to real experiences, authenticity, and God-embodied life results

- It shows us vulnerable and we don't understand the value of authenticity

Willard F. Harley, Jr., Ph.D.

Shared needs between men and women but to which we assign different valuation. The needs in ranking for both sexes would be:

- Ranking WOMAN: Affection, conversation, authenticity and honesty, financial security, family commitment
- Ranking MEN: Sexual Fullness , Leisure or activities, Attractive Woman, Peace and quiet, Admiration

4 agreements+1



4 agreements+ 1 Miguel Ruiz (Toltecs)

1° Be impeccable with your word

Don't assume. Take nothing for granted. If you have doubts, clarify them. If you suspect, ask. Speak with integrity. Say only what you mean. Avoid using the word to speak against yourself or gossip about others. Use the power of your word in the direction of true and love.

2° Don't take anything personally.

Honor your words. Coherent with what you do and you think and feel. Being authentic make you respectful to yourself and others. What other do and think is a projection of their own reality, their own dream.

3° Don't make assumptions.

What comes out of your mouth is what you are. Find the courage to ask questions and express what you really are. Communicate with others to avoid misunderstandings, sadness and drama.

4° Always do your best.

Always do the best you can. Under any circumstances do your best. You will avoid self-judgement, self-abuse, and regret.

5° Acceptance of yourself.

Grants the power of doubt, but learn how to listen.



WHO TO SAY NO

- When I'm struggling to say 'no' (and I do still struggle sometimes, albeit I'm getting better), these are the quotes that support me:
 - * 'If they expect me to say 'yes' then I've trained them to expect me to say "yes"'
 - * 'If they are offended by my saying "no" then these are relationships that need to be considered / examined / questioned'
 - * 'If I'm having trouble saying "no" then there's a small child part of me that's still alive inside me' (I can certainly confirm that one...and I'm passionately working with her too ;))

And to encourage me, I remember: 'If you're consistently authentic then you'll attract authentic people'

You probably don't need me to share that these are all quotes from Dr Gabor Mate!

Wishing everyone an authentic week noticing our relationships with "no" and making our "yeses" more meaningful.

PRINCESSES AND HEROINES. When I was 3 all my dresses were pink. When I was 6 I wanted a Scalextric and the Three Wise Men. They brought me a cleaning kit (miniature bucket and mop). When I was 8 I wanted to play handball and they signed me up for ballet. When I was 17 in college, some professors asked me to study engineering. At 18, when I obtained the title of pool lifeguard, they tried to convince me that I was not strong enough. I got it the first time. At 19 I applied to become a basketball referee, suffering the laughter of the examiners. I approved it. At the age of 23, a company manager called me during a selection process only to tell me that in no way would I hire a woman but that out of sheer curiosity, I wanted to see what I looked like. I did more than 200 interviews (which one was more curious) to find an engineering job. I was never examined or interviewed by a woman. With my first salary as an engineer, I bought a Scalextric. Between the ages of 19 and 27, I lived in different companies sexist behaviors, micromachisms and expressions such as: "Be quiet, you're prettier" or "Don't be nenazas" and don't protest or "You're unbearable, do you have the menstruation?" or "to win you have to teach" or phrases like "And doesn't it bother your husband that you work all day?" or for example "Miss Teresa, Mr. Martínez, Pérez and García to my office." At the age of 28 I suffered workplace harassment of an unknown person who called me every day by phone from somewhere in the company masturbating. At 29 I had a feeling of invisibility when I gave my opinion and spoke. I was the "girl." When I got pregnant, my husband celebrated in his company and I didn't even know how to say it in mine. At 35 I slapped a colleague for constantly invading my private space, touching me. On my first trip to the USA they expected Mr Busto and not Mrs Busto. They had to change the itinerary of post-work events. When opting for my first managerial position they asked me if I could travel since I had two children. The one who was interviewing me had three and was French. At 40, in a meeting, they made a mistake with the secretary since I was the only woman. With 41 I listen phrases such as "managers will go to dinner with their wives." With 43 I sent letters to supplier companies telling them that as long as their advertising was sexist (semi-naked women advertising their products) they would have no place in my company. With 45 I was VP. He had no bosses, no companions, no providers. I have faced gender stereotypes and I have overcome resistance from subordinates, colleagues or superiors in Spain and outside of Spain. At 52 I was appointed factory director. When I left, 50% of the leadership positions in the factory were women. Today, my 6-year-old niece wants to be a princess even though she only watches motorcycles at home.

CONSEQUENCES

HAVING AUTHENTICITY

Take right decisions save money

Reduce steps to arrive to your goals

You get paid by your authentic point of view

NOT HAVING AUTHENTICITY

Your health will change

People know at the end who you are

You will be rejected anyway



"I am confident that our experience, our scale, our intimate knowledge of the needs of our customers put us on the front line of economic and social progress." -**ANA PATRICIA BOTIN** Spanish banker

AUTHENTICITY



Angela Merkel has opted for solidarity and together with her French colleague Emmanuel Macron proposed a 500-billion-euro recovery fund in May. The aim is to help the member countries most affected by the consequences of this crisis. Germany holds the rotating presidency of the Council of the European Union this semester and expectations are enormous. Everyone is confident that Merkel will seize this opportunity to strengthen her legacy

AUTHENTICITY

Telefónica

Laura Abasolo

Chief Finance and Control Officer

“Europa se está quedando atrás. Necesitamos una política a favor de las inversiones para incentivar el despliegue de las redes de próxima generación.”

#FTETNO

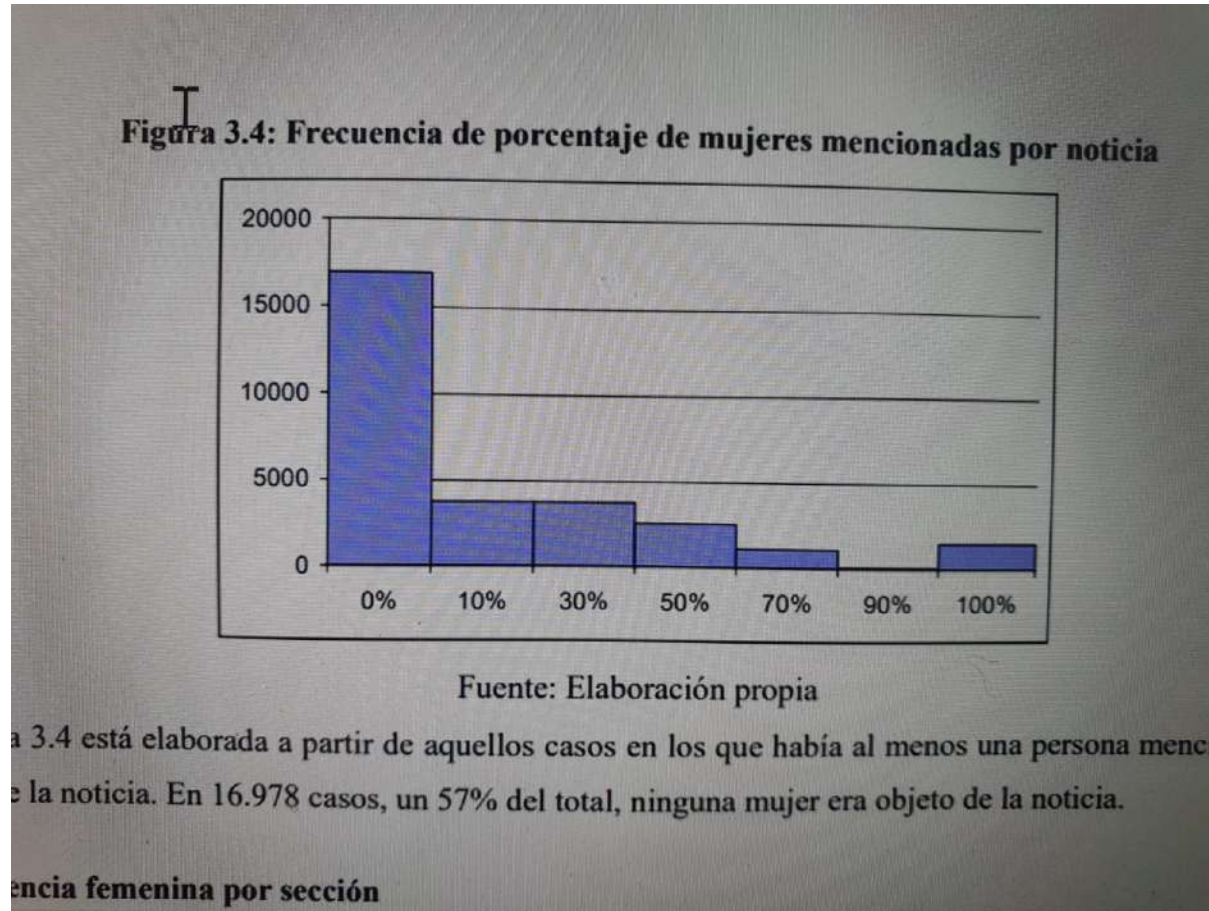


AUTHENTICITY



Balba Camino
Pilot

Presence of women in online press



34.225 online press news in : el país, el mundo, abc, libertad digital. Investigation by Ceu University, 2005

EMOTIONS



AUTHENTICITY KEY PERFORMANCE INDICATORS

- Number of decisions taken with less effort
- Number of times I feel centered
- Number of times I feel I am in the right place
- Number of likes in branding
- Number of leads you got from your exposition with authenticity

Be yourself

 INÉS MAZARRASA

