



FRAN CHERNY
**SPEAKER
KIT**





ABOUT FRAN CHERNY

Fran Cherny is an international speaker with expertise in leadership and cultural transformation, as well as the author of the book "**Be the Change: The art of becoming our own innovation project**".

He is currently the **Cultural Transformation Leader at Booking Holdings**. Additionally, he is a partner and former CEO of Axialent, a pioneer global consultancy firm focused on aligning organizational culture with business strategy.

Born in Buenos Aires and currently based in Barcelona, he specializes in guiding and supporting CEOs and their teams through complex transformation processes.

As an international speaker, he leverages his extensive experience to assist leaders in effecting change through practical examples tailored to the participants, own contexts, whether in **specialized or corporate events**.

Fran is acknowledged by **Fortune 500** executives for his capacity to drive results, seamlessly blending conceptual depth and experience with practicality and methodology. His approach **harmonizes strategy, culture, and execution**, rendering transformations not only feasible but also sustainable over time, thereby fostering a **virtuous spiral of effectiveness**.

"A successful plan cannot exist if one is dissatisfied with the process, if the other party does not share the same sentiment, and if the outcome is unfavorable. Through my experience with Fran, I have gained the compassion, sensitivity, and intention essential for achieving this."

CONY FLORES - VP Global de Marketing en The Coca-Cola Company



EXPERIENCE

With more than 20 years of experience in facilitating cultural transformation and leadership processes within global organizations, he has collaborated with prominent companies such as Procter & Gamble, Microsoft, Booking.com, AXA, and Galp across over 20 countries.

His experience encompasses the facilitation of high-performance teams, coaching senior leaders, and the inspiration of thousands through conferences and workshops.

He served as the Culture and Executive Development Lead at Booking.com, where he spearheaded the "customer at the center" culture and leadership initiative. Additionally, he played a pivotal role in creating Axialent in 2003, where he remains a partner.





BOOK: BE THE CHANGE

THE ART OF BECOMING OUR OWN INNOVATION PROJECT

Both personally and professionally, we occasionally encounter new **challenges that necessitate change for resolution**. At times, this change is far more intricate than it appears, transforming obstacles into limitations.

Change may occasionally take place, yet we often **struggle to maintain it over time**. Consequently, the change diminishes, and the initial problem reemerges.

“Be the change” encourages reflection on the challenges we may face when initiating any transformation and inspires you to **evolve into an individual capable of successfully innovating across all areas of your life**.

Drawing from his experience as a leader and international consultant, Fran suggests that each individual should consider themselves an innovation project, striving to identify the next “best version” of themselves in every situation.



In an increasingly intricate world, 'Be the Change' provides a straightforward and motivating framework to guide our actions and existence by embracing dilemmas and engaging in continuous learning.

JOAO ADAO
Senior Partner at Axialent
and former Chief
Executive Officer of Meta
South America

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CONFERENCES

CUSTOMIZED TO SPECIFIC LEADERS, TEAMS, AND LARGE AUDIENCES
(SPANISH AND ENGLISH)



STRATEGY, CULTURE, AND EXECUTION.
MAKING THE CHANGE HAPPEN.

*"Leaders do not require
another change initiative.
They require a narrative in
which individuals
genuinely have faith."*



WHY IS IT SO CHALLENGING FOR US TO CHANGE?
FROM INTENTION TO TRANSFORMATION.

*"We resist change because
an intrinsic force compels
us to remain unchanged."*



LEADING THE CHANGE: INSPIRING, MOBILIZING,
AND SUSTAINING TRANSFORMATION THROUGH
EXEMPLARY ACTIONS.

*"Leadership is not about
altering others, but about
evolving alongside them."*

REVIEW PAST CONFERENCES



CONFERENCE 1

ADAPTABLE TO LEADERS, TEAMS, AND LARGE AUDIENCES
(SPANISH AND ENGLISH)

STRATEGY, CULTURE, AND EXECUTION. *MAKING CHANGE HAPPEN.*

"Leaders do not require another change initiative. They require a narrative in which individuals genuinely have faith."

Organizations do not fail because of an absence of strategy, but rather due to a deficiency in coherence.

Management teams frequently articulate an inspiring purpose, set ambitious goals, and develop an execution plan; however, these elements often lack cohesion.



In this presentation, Fran Cherny imparts insights gained from her experience with executive committees globally, focusing on how to harmonize narrative, behaviors, and decisions to ensure that culture serves as the conduit between strategy and outcomes.

Through real-world examples and a thought-provoking perspective, Fran encourages leaders to transcend the rhetoric of change and engage in the genuine practice of transformation:

What discussions are necessary to actualize the strategy?

How can values be translated into observable habits?

What hinders the execution from accurately reflecting our intentions?

A strategy delineates our destination.

The execution illustrates the process by which we arrived at that point.

Culture shapes our identity as we progress through life.



CONFERENCE 2

ADAPTABLE TO LEADERS, TEAMS, AND LARGE AUDIENCES
(SPANISH AND ENGLISH)

WHY IS IT SO CHALLENGING FOR US TO CHANGE? *FROM INTENTION TO TRANSFORMATION.*

*"We resist change because
an intrinsic force compels
us to remain unchanged."*

We all express a desire for change:
to innovate, to adapt, to evolve.
However, in practice, we tend to
replicate patterns that confine us
to our current circumstances.

Why? Because genuine change
does not falter due to a deficiency
of intention, but rather due to
excessive protection. It is the
unseen mechanisms that ensure
our safety... and our stagnation.



In this presentation, Fran Cherny encourages us to address the obstacles
that undermine our best intentions and to explore how to cultivate an
evolutionary mindset that can support change in a conscious and
sustainable manner.

Through a pragmatic and profoundly humanistic lens, we shall examine:
What hinders us from enacting change, despite our awareness of the
necessary actions?

How "immunity to change" functions in individuals and organizations.

What habits facilitate the seamless integration of change within our culture?

It is not merely about change for its own sake, but rather about learning to
evolve while remaining true to ourselves.



CONFERENCE 3

ADAPTABLE TO LEADERS, TEAMS, AND LARGE AUDIENCES
(SPANISH AND ENGLISH)

LEADING CHANGE. *TO INSPIRE, MOBILIZE, AND MAINTAIN TRANSFORMATION.*

*"Leadership is not about
altering others, but about
evolving alongside them."*

*"You cannot spearhead a
change that you are not
prepared to exemplify."*

Leadership is not merely about possessing all the answers; it is about fostering an environment that enables others to discover them.



In this presentation, Fran Cherny encourages us to perceive ourselves as individuals capable of inspiring and mobilizing those in our vicinity, not through control, but through coherence, active listening, and trust.

Drawing on his extensive experience in supporting leaders and teams globally, Fran articulates the core beliefs and values that transform change into a dynamic and collective endeavor:

Transitioning from directing to facilitating.

How to foster commitment rather than enforce compliance.

How to maintain the transformation once the initial momentum dissipates.

Leading change is not merely about urging others to progress; it is about igniting the spark that encourages them to evolve alongside you.



TESTIMONIALS FROM HIS TALKS

Fran delivers transformative presentations that inspire the audience to take action. By challenging established paradigms and leveraging his straightforward humor and approachable demeanor, he encourages individuals to step outside their comfort zones and cultivates the essential human connection required for change.

MARICEL PEREZ LOVISOLO
Vice President Global Learning Excellence and
Organizational Development TELUS Digital

"Few consultants possess the clarity of observation, embody the principles they teach, and demonstrate the impact on their own lives as effectively as Fran Cherny."

GUILLERMINA MAIER, VP of Talent, Global Director of
Human Resources, and Chief Operating Officer of
People and Processes at PECOM

"Thanks to Fran, I was able to grow and assume the role of leader in the transformation. Today, I possess a broader perspective and the tools necessary to leverage culture as the company's competitive advantage."

AGUSTÍN BECCAR VARELA
Advisor to Boards of Directors and Senior Management,
former executive at Mastercard and Walmart

Fran possesses an exceptional talent for engaging diverse audiences, converting concepts into significant experiences that genuinely create an impact. What is most notable is not only the caliber of her work but also the substantial and impressive outcomes she achieves.

ALEJANDRO MELAMED
Founder & CEO Humanize Consulting



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A SPEAKER
FOR YOUR EVENT?

CONTACT US NOW

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