



rramirez\_digitaltransformation

# RETOS & OPORTUNIDADES INDIGITAL

La era

INDIGITAL

RAÚL RAMÍREZ  
COUNTRY MANAGER  
HONDURAS

**W.IdeaWorks**  
INTERNATIONAL

**Pensamiento  
de fabrica**



# Educación

Suprime la espontaneidad  
Reprende la singularidad  
Impulsa el conformismo



# Empresa

Hacerlo mas Barato  
Hacerlo mas Rápido  
Eliminar el Riesgo  
Controlar variables



# Poder

Consolidarlo en pocos

No cuestionarlo

Premiar la obediencia

Evitar la vergüenza de Fallar



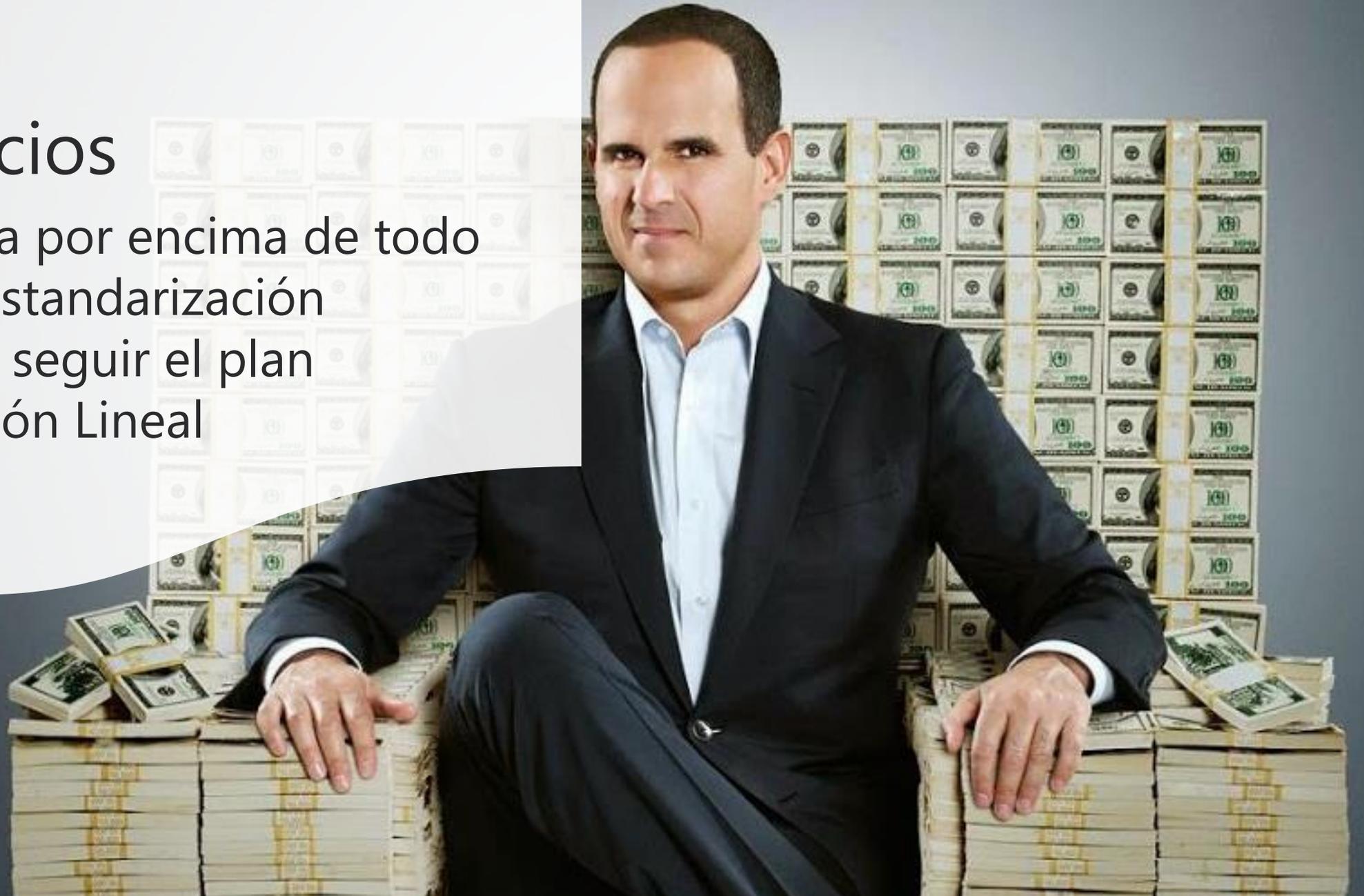
# Negocios

Ganancia por encima de todo

Buscar Estandarización

Siempre seguir el plan

Innovación Lineal



# El Mundo

Jerarquías verticales

La escasez es la norma

Espera estabilizarse

Es predecible



A futuristic, sci-fi illustration of Earth. The planet is shown with a green and blue surface, overlaid with intricate, glowing circuitry and data patterns. In the foreground, a large, complex space station or orbital structure is visible, featuring various modules, antennas, and a prominent blue and white structure on the left. The background is a dark space filled with stars, a crescent moon, and several other celestial bodies, including a ringed planet and a reddish planet. The overall scene conveys a sense of advanced technology and space exploration.

Un Mundo VICA

Volatil Inestable

Complejo Ambiguo

@raulram78 #ASORLACHONDURAS



Un Mundo VICA  
Volatil

@raulram78 #ASORLACHONDURAS

A large, colorful sign for Toys 'R Us is mounted on the exterior of a building. The letters are stylized and multi-colored: 'T' is red, 'o' is red, 'y' is green, 's' is pink, and 'R' is blue with a white star inside. The background is a clear blue sky.

Toys 'R Us

| Un Mundo VICA

| nestable

A large, vertical sign with a red and black background. The text is written in bold, yellow, sans-serif capital letters. The sign is slightly tilted to the left.

GOING  
OUT OF  
BUSINESS

A large, vertical sign with a black and red background. The text is written in bold, yellow, sans-serif capital letters. The sign is slightly tilted to the left.

ENTIRE  
STORE  
UP TO 30% OFF  
ORIGINAL PRICE  
LIMITED COUPONS ONLY

A large, vertical sign with a black and red background. The text is written in bold, yellow, sans-serif capital letters. The sign is slightly tilted to the left.

EVERYTHING  
MUST  
GO!

@raulram78 #ASORLACHONDURAS



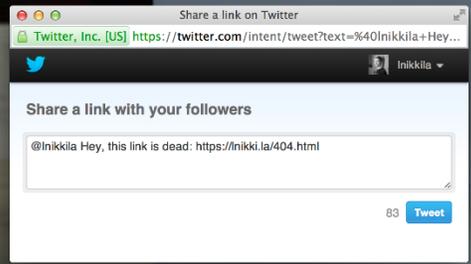
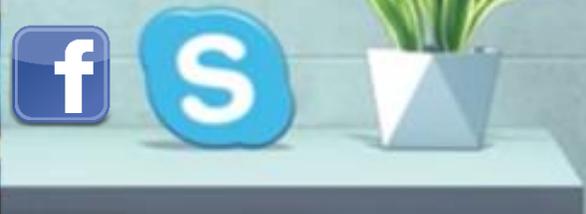
# Un Mundo VICA

## Complejo



| Un Mundo VICA  
A Ambiguo

# Realidad



# Mezclada



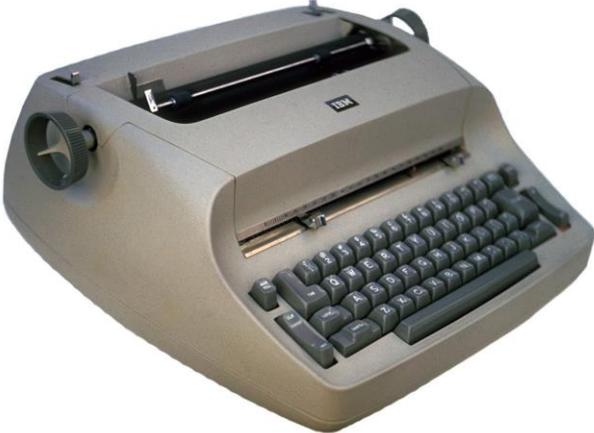
# Innovación lineal vs Disrupción

*M.*



















**Pensamiento  
de la era  
conectada**



An abstract painting with a vibrant, swirling palette of blue, red, yellow, and purple. Overlaid on the right side is a black silhouette of a person with their arms outstretched, palms facing forward. The background is filled with dynamic, swirling patterns and thin, white, curved lines that suggest movement and energy. A white-bordered box is centered over the painting, containing text.

Tengamos actitud de  
artista

El pensamiento de la Era Conectada

A 3D rendering of a blue puzzle with one gold piece standing out. The puzzle pieces are arranged in a grid, and the gold piece is the only one that is not blue. The background is a solid yellow color.

Demandemos ser  
extraordinarios

**El pensamiento de la Era Conectada**

A stylized illustration featuring black silhouettes of several people against a vibrant orange background. The figures are depicted in various poses, some appearing to be in conversation or gesturing. The style is reminiscent of mid-century modern graphic design. A central text box is overlaid on the image.

Comuniquémonos con historias  
que vale la pena difundir

**El pensamiento de la Era Conectada**



Conectemos lo que esta  
desconectado

El pensamiento de la Era Conectada



Cultivemos Credibilidad y  
Confianza

El pensamiento de la Era Conectada

A woman is shown from the chest up, holding a transparent umbrella that is illuminated with warm white string lights. She is smiling and looking upwards. The background is a dark night sky filled with stars and a bright meteor streak in the upper right. The bottom of the image shows a soft, warm glow from the horizon. A vertical yellow bar is on the left side of the image.

Busquemos lo real, lo  
importante

**El pensamiento de la Era Conectada**

# Actitud de la Era Conectada

**Cultivemos  
Credibilidad y  
Confianza**

**Demandemos ser  
extraordinarios**

**Comuniquémonos con  
historias que vale la pena  
difundir**



**Tengamos actitud  
de artista**

**Busquemos lo real, lo  
importante**

**Conectemos lo que  
esta desconectado**

La cerca **desapareció**  
Tenemos abundancia de  
**opciones, conocimiento,**  
**conexiones...** entonces que  
vamos a hacer?

---

El efecto de la era conectada





rramirez\_digitaltransformation

# GRACIAS



**RAÚL RAMÍREZ**  
**COUNTRY MANAGER**  
**HONDURAS**

**[raul@ideaworks.la](mailto:raul@ideaworks.la)**

**+504 9982-4776**