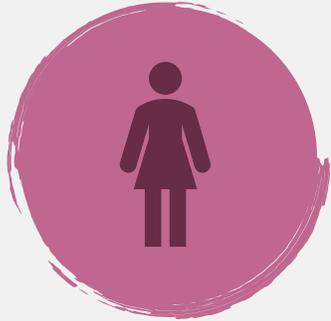




TALENT RETENTION

Georgina Comas Vieta



WOMAN



STEM Education



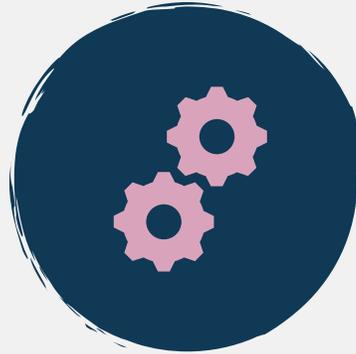
Third generation
of a family-owned
company

About me

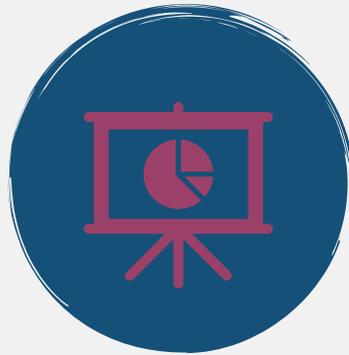
#STEMWOMEN



UB Chemistry
Degree



UPC Materials
Engineering



MBA UdG



HHRR and
leadership

QRM Institute

Studies

#STEMWOMEN

And the Phd of Life...

What am I currently doing?

Management of patrimonial company and group companies



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CENTRE
POLITÈCNIC
COMAS

www.comas.tech



FC FRANCESC COMAS
FUNDACIÓ




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EDVANCE
BUSINESS
SCHOOL

<https://edvancebs.com/>



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Family business of the industrial maintenance sector

Machining service of new or repaired parts,
Surface Engineering, R+D+i, technical office...

<https://www.youtube.com/watch?v=3krSYfzEvno>



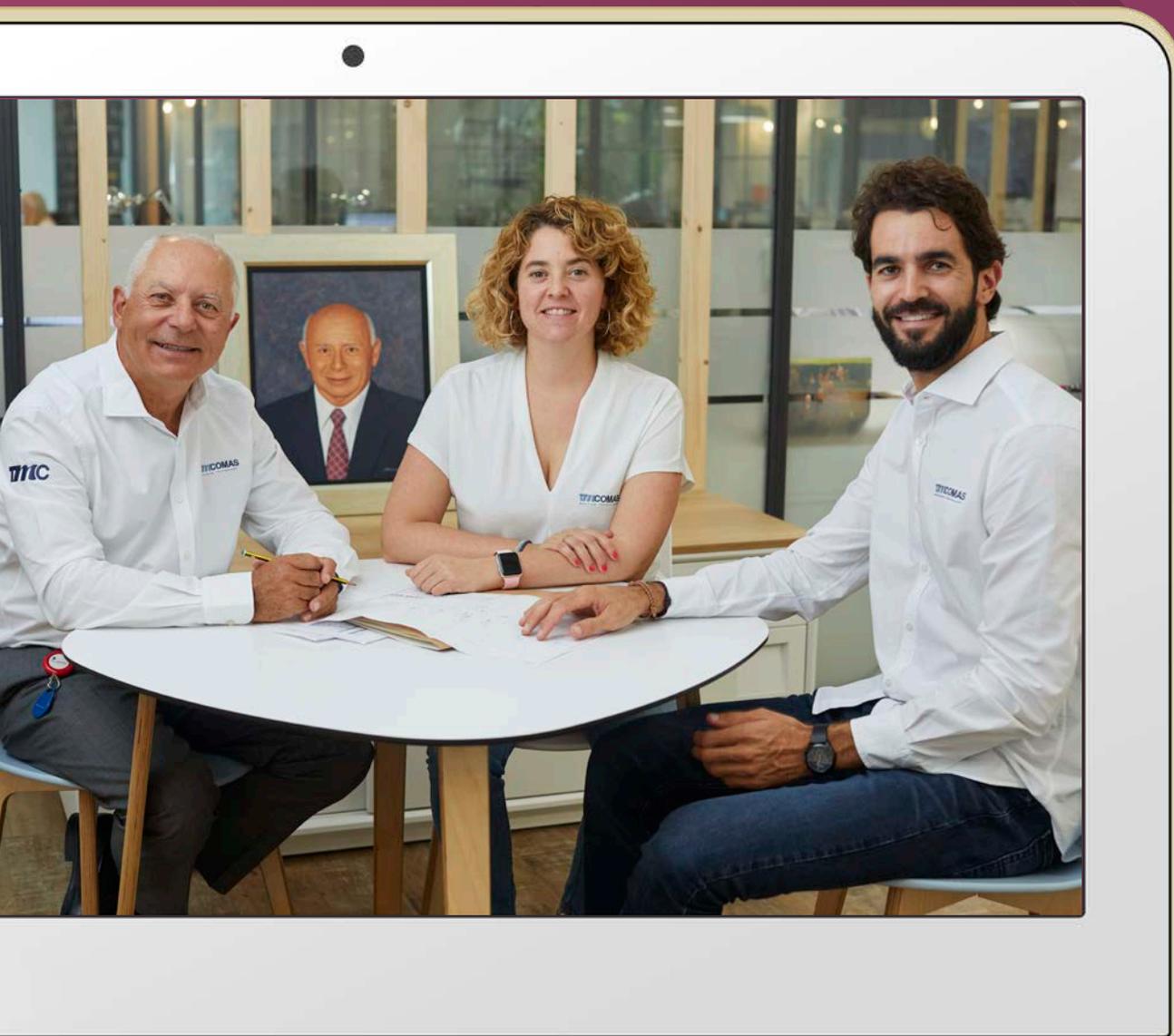
COMASTECH CENTRE
POLITECNIC
COMAS

Integral education in Mechanics and Mechatronics

Integral education center in the field of
mechanical manufacturing and industrial
mechatronics, with all its variants.

Education for life: professional, occupational
and continuous.

<https://www.youtube.com/watch?v=rbSTooEeLew>



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Fundació Francesc Comas

“FP Dual”, Job bank, cluster of user and advisor companies, work for the insertion of people on social exclusion risk, activities to awaken vocations and capture talent, especially aimed at the female public, to work for equal opportunities in the sector.

<https://www.youtube.com/watch?v=WyOb-3-MezM>



CORAL MARINE®

- Sea drink -

Coral Marine Sea Drink

Coral Marine Sea Drink is a unique and exclusive sparkling wine that has been hidden for years in the seabed of the Costa Brava. The secret of Coral Marine Sea Drink is based on the environment in which the fermentation process and the aging of the product take place, the sea. The high pressure, at a depth of 35 meters, the enveloping of the aqueous medium, the almost constant temperature and the low luminosity give this wine a fine and elegant texture, preserving all its essence..

https://www.youtube.com/watch?v=2TRnOVC_Gnc&feature=emb_logo



**GOLEM
BLANES**
— Indoor Climbing —

Golem Blanes Climbing room

Climbing wall area with boulder area and rope area, shop, complementary activities such as yoga, aerial yoga, pilates, barre, personal training, chiropractic therapies...

Extracurricular activities, emotional management workshops, children's parties.

**How do we innovate to
retain talent and break
stereotypes?**

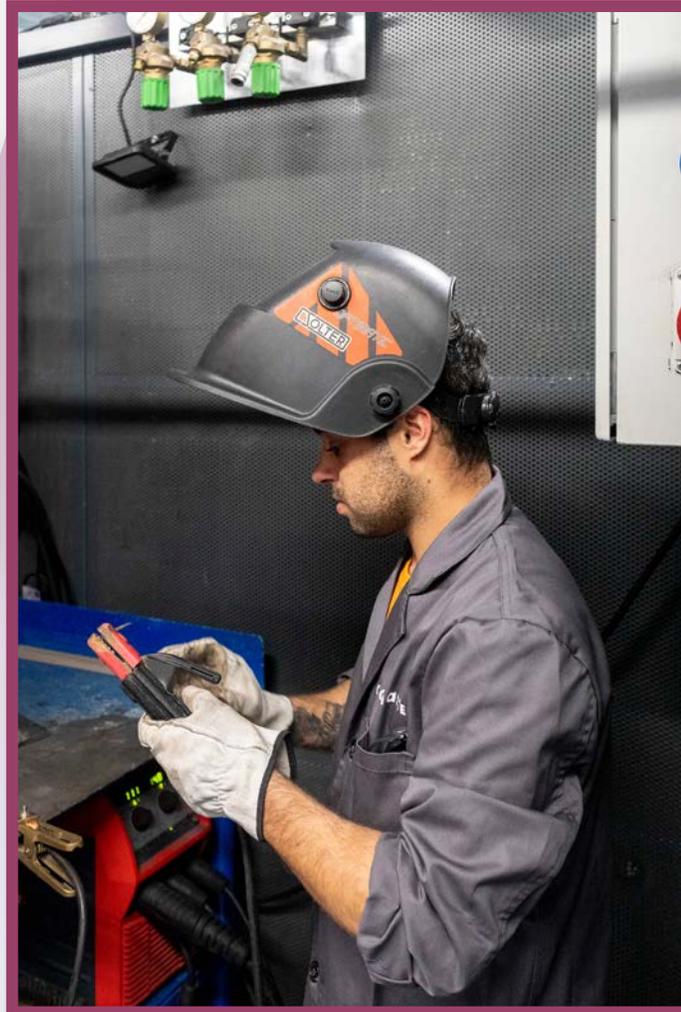
How we innovate to retain talent and break stereotypes?

Giving opportunities, the technique available to everyone



How do we innovate to retain talent and break stereotypes?

Comastech: Preparing talent



How do we innovate to retain talent and break stereotypes?

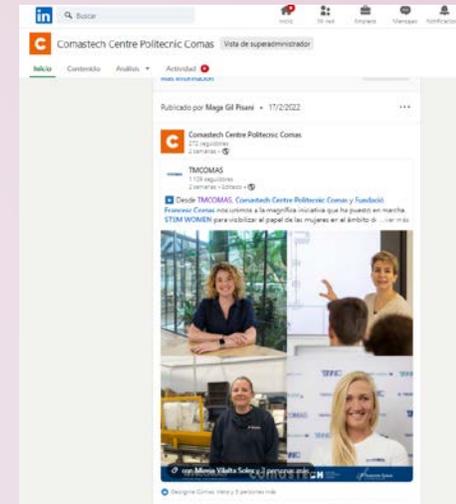
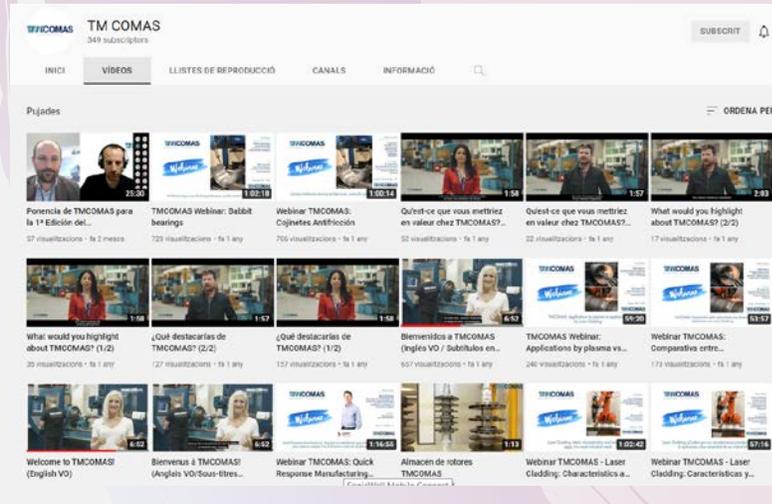
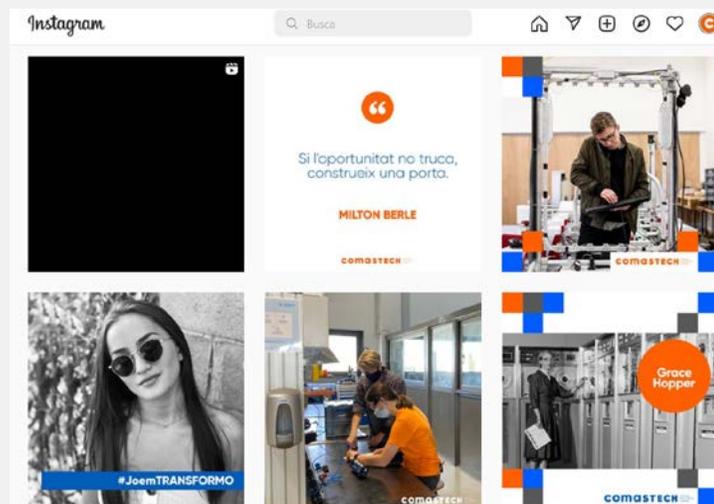
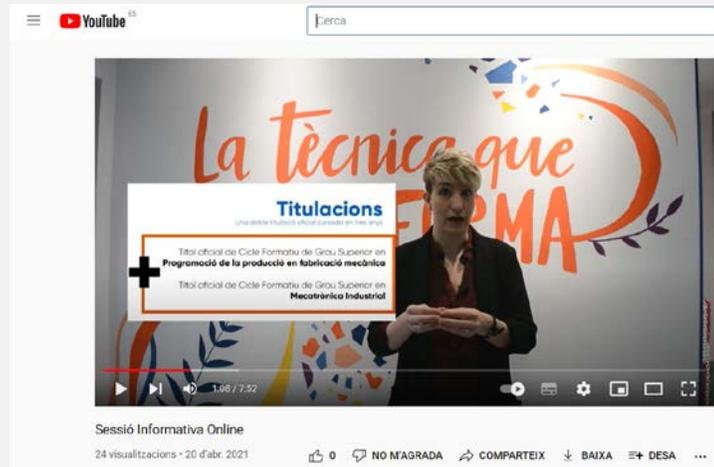
Comastech: Preparing talent



<https://youtu.be/y84uxUAMBFw>

How do we innovate to retain talent and break stereotypes?

Communication based on equality



How do we innovate to retain talent and break stereotypes?

Divuligation to break stereotypes



“One of the greatest threats that girls face today is not being able to obtain the necessary skills to carry out the jobs of the future”.

Jordi Puigneró i Ferrer (Vice President of Generalitat de Catalunya)

How do we innovate to retain talent and break stereotypes?

Management of human teams to retain talent.



“We must be brave and reinvent organizations to operate without hierarchy. Power fits well on just few people, but it definitely fits bad on all companies”.

Sergi Mussons (CEO QRM Institute Spain)

How do we innovate to retain talent and break stereotypes?

Leadership in feminine

Reducing inequalities strengthens economies and creates more stable and resilient societies for everyone.

It has been shown that the more diversity there is in organizations, the more they resemble society. Female Talent is a driver of transformation in companies of the 21st century, and more so in VUCA (volatile, uncertain, changing, ambiguous) environments.

Softskills + technological knowledge=

Leadership based on inspiration, motivation, emotional intelligence, high resolution skills, agility, adaptation skills, teamwork...

How do we innovate to retain talent and break stereotypes?

Leadership Alfa vs Omega

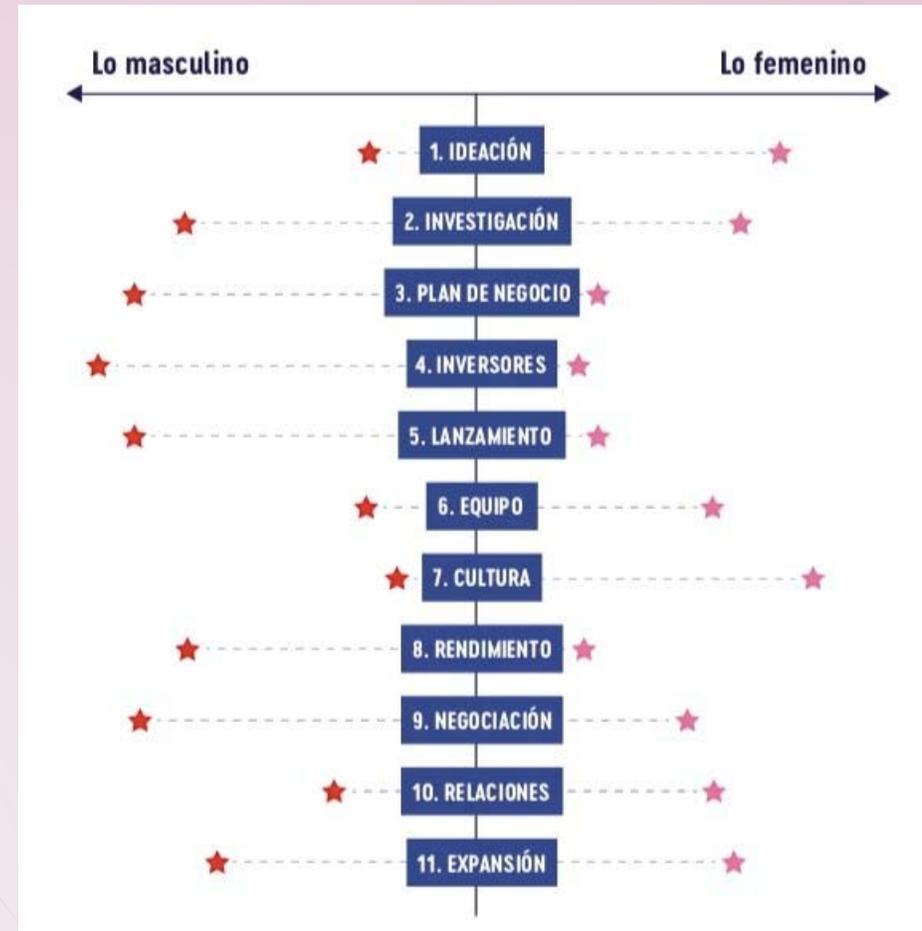
The **term Alfa** refers to people in whom their masculine side predominates exaggeratedly. Decision making tends to be imposition, courage, irresponsibility; confidence, arrogance or strength, violence.

The **term Omega** is the preponderance of the feminine. A Mega Omega profile runs the risk of being so tolerant that it is not capable of setting limits, of having so much empathy that it always gives in to the priorities of others, or of turning collaboration into servitude.

The good news is that there are beginning to be men who embrace the new masculinity. Leading men who acquire the so-called feminine attributes (such as empathy, persuasion or vulnerability) to promote **the well-being of people as well as the efficiency of companies.**

It has to be a continuous **flow of masculine and feminine attributes**; both are necessary and the balance between the two must be present to successfully develop the different activities of the company.

The key is in balance.



fuelle: <https://miriamballesteros.com>



Conclusions

Professional Training

- ✓ Internal talent preparation, Comastech.
- ✓ FP DUAL.
- ✓ Involvement and connection with surrounding companies.
- ✓ Alignment with industry.

Vocation

- ✓ Work from the Comas Foundation with schools to awaken talent from childhood.
- ✓ Mentoring program.
- ✓ Awaken vocations.

Visibility

- ✓ Break stereotypes.
- ✓ Active participation.

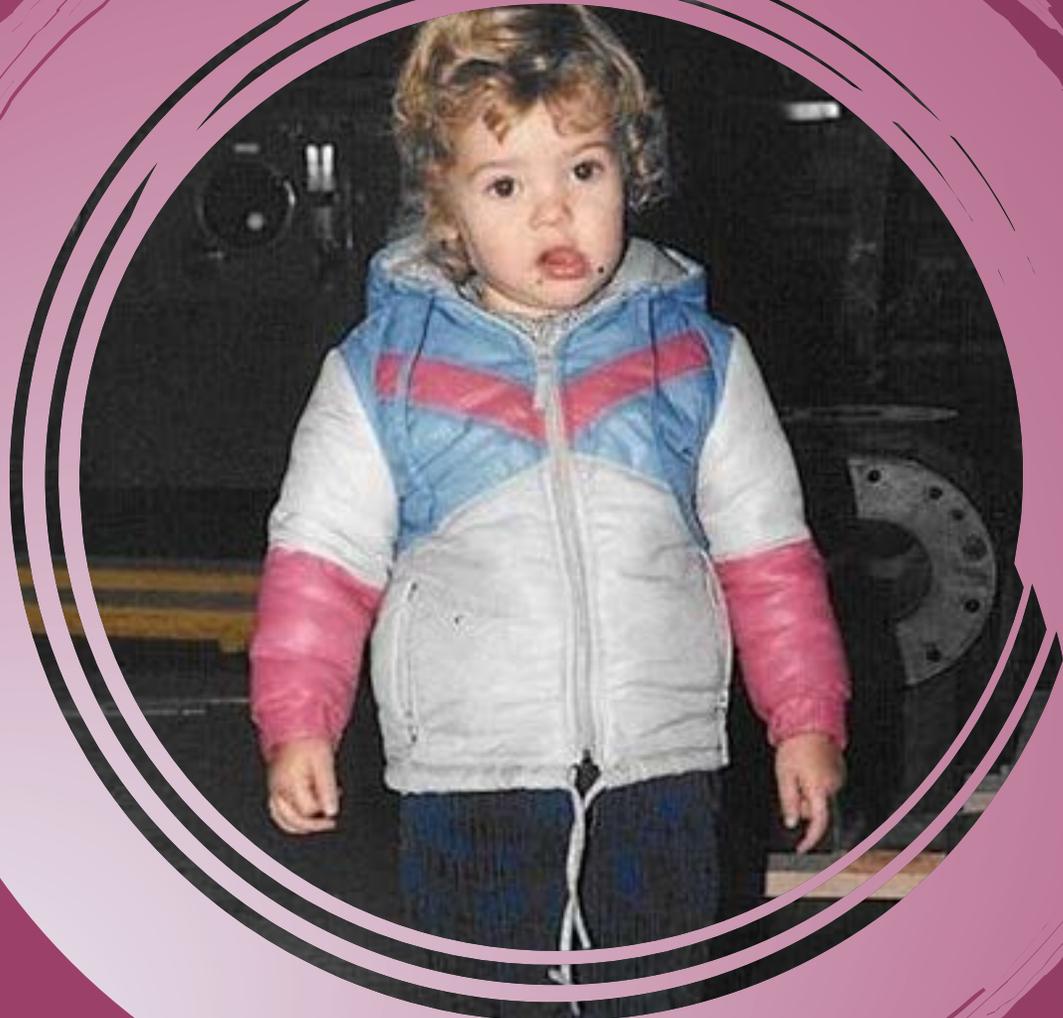
Corporate culture

- ✓ TEAL Culture.
- ✓ QRM Method.
- ✓ More horizontal organization charts.

Leadership

- ✓ Commit to leading in feminine/OMEGA leadership.
- ✓ Diversity is the key.
- ✓ ODS 2030.

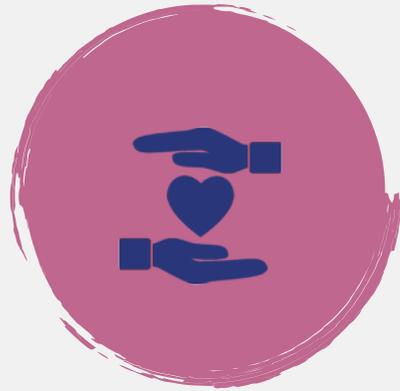
Conclusions



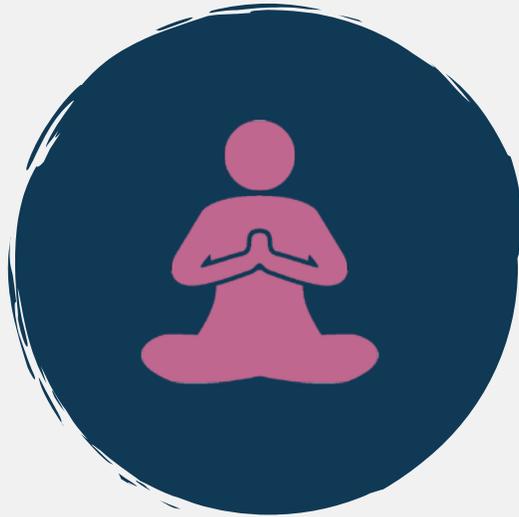
**Before
finishing...**

Some tips that I would like to share with you...

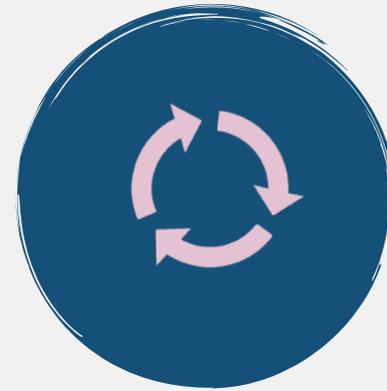
Things that I have learned over the years and that have worked well for me



TRUST YOURSELF



**TAKE CARE OF
YOURSELF**



**NEVER STOP
LEARNING**



Thanks for your attention

<https://www.linkedin.com/in/georgina-comas-vieta/>

