

TOOLS | EXECUTIVE BUSINESS DECALOGUE | EBD-ALDEHYDE MBS®

Within Executive Mentoring, CINNAM proposes to business Executives a distinctive philosophy and ethics, described by ten intrinsic principles: The Executive Business Decalogue, EBD-ALDEHYDE MBS®.

The Executive Business Decalogue is both a set of principles and an operational framework for business leadership. The concretization of the Executive Business Decalogue within a specific market and environmental context happens through the development, activation, and management of the customized Business and Organizational Model.

We manage with Executives a reflection about concepts concerning his/her self-awareness, vision, VUCA market understanding, people and social understanding, system thinking, creativity, innovation, sustainability, team management, collaborative networking, business modeling, performance management, and continuous improvement.

The high impact of The Executive Business Decalogue can be achieved in Executive Mentoring for situations such as organizational change, strategic business development; new product and/or service development and launch, transformation people management, brand engagement, and other areas.

