



Commercial PAD 2022 - 2023

Commercial PAD Context

leadership statement

He is a human leader .

Exercise *inclusive leadership*.

Believe in the *power of listening and dialogue*.

It adapts to new complex scenarios.

Generates bonds of *trust*, promoting *collaboration*.

Act as *a mentor*.

It is committed to *development*.

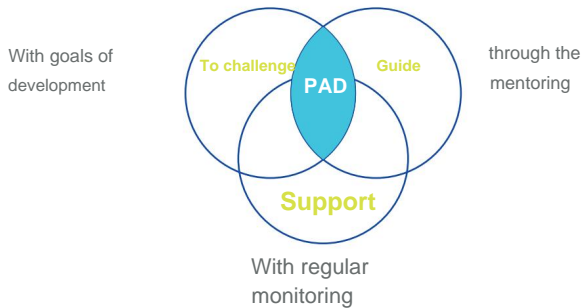


Leadership development over time

1	leadership is a process	→	Train good leaders requires time and dedication	
2	It develops to through conversations	→	Hence the importance of mentoring as a mechanism to cultivate leadership skills	→ using as tool the conversations for confidence
3	Feedback permanently	→	The assessments take a role fundamental	
4	Amplifying role of the Leader	→	Transfer of skills and knowledge	

Commercial PAD Formula

An **Accelerated Commercial Development Program** is an instance of regional development in which that the business leaders of the 6 countries **strengthen** their leadership practices and habits.



PAD history:

2016-2017

Assessment: Meet the commercial leaders of Sura AM.

2018-2019

Home PAD 1.0: Installation of habit conversation.



2019-2020

Continuation PAD 1.0

Training teams transfer PAD method: local TH involved

2020-2021

PAD 2.0: Leaders mentor their teams.



2022-2023

PAD 3.0: Development dialogs and environment awareness



program achievements

PAD 1.0

100%

Participation of leaders at the regional level.

7 / 8

Behaviors defined as essential to lead, with an upward trend.

>95%

Of the participants expressed a high degree of satisfaction with the program

PAD 2.0

99%

Participation of leaders at the regional level.

6 / 6

Defined behaviors with an upward trend:

1. Generate conversations to address conflicts in time.
2. Act as a mentor: design Development plans.
3. Prioritize actions for the different horizons.
4. Fulfill commitments with quality and opportunity.
5. Be a great observer.
6. Give feedback frequently.

99%

Of the participants expressed a high degree of satisfaction with the program

Sources: Closing reports, skills assessments and satisfaction survey.

Commercial PAD 2022 - 2023



2022 Leadership Team:



	95		8
	86		6
	24		4


mentor leader
14


Mentors
23


Leaders
186

223
Participants

Modules: Dates and objectives

1

Name: Value conversations for trust **Start:** August 1, 2022

End: September 16, 2022

Objective: Cultivate in leaders

the habit of generating value conversations, to develop themselves and others, incorporating an appreciative look, focused on the strengths and aspirations, to address their gaps.

2

Name: The path of development **Start:**

September 19, 2022 **End:**

November 4, 2022 **Objective:**

Based on your own strengths and aspirations, design a development plan based on the **70/20/10** learning model. Also, accompany in the construction and follow up on the development plan of others.

3

Name: Present and prospective of Latin America

Start: November 7, 2022

End: December 23, 2022

Objective: To know the new economic perspectives and demographic challenges of Latin America and the Caribbean, through the study of social trends, economic growth, informality and employability of people.

4

Name: Possible Futures **Start:**

January 9, 2023 **End:**

March 4, 2023

Objective: Continue exploring possible future scenarios, through dialogue, listening, and openness to divergent thoughts.

The 70/20/10 model in the Commercial PAD:

The **70/20/10** learning model is a methodology based on more than 30 years of exploration by the Center for Creative Leadership regarding adult learning. According to it, the learning experience should come from:



Model 70, 20, 10, Morgan McCall, Michael M. Lombardo, and Robert A. Eichinger, CCL

How is the Commercial PAD distributed?

10%

- Content in 4 e-learning modules.
- Recommended reading by coaches.

twenty%

- Coaching sessions.
- Group mentoring sessions.

70%

- Practical exercises within each module, which mobilize action.
- Exercises within the coaching and mentoring sessions.
- Enabling new learning with teams.
- Communities: Participation in creation and conversation spaces group.

Roles within the program:



external coach

Individually accompanies the Mentor Leader, in order to open development conversations and guide the leadership path.

In addition, it accompanies the incorporation of content to the mentors, in group coaching sessions.



mentor leader

The mentor leader has the mission of accompanying the mentor, as an observer, in the group mentoring sessions that the latter conducts for his team of leaders.



Mentor

The mentors guide and accompany their leadership teams in incorporating the content through group mentoring sessions.



Leader

The leaders share the content and open valuable dialogues with their direct teams, thus materializing what they have learned.

Flow of mentoring sessions:

- external coach



mentor leader



Give individual mentoring to the Mentor Leader.

- external coach



Mentor



Give group mentoring to mentors.

- mentor leader



Mentor



leaders



- The Mentor Leader accompanies the mentor, as an observer, in the group sessions that the latter has with his direct team of leaders.
- The mentor generates group mentoring spaces with his direct team of leaders.

All interactions will be accompanied by a mentoring script, which will contain:



Summary module

Goals

Observation and return script:

I observe myself, I observe you and I return you

Offer and responsibilities of each role:



mentor leader

CH: Commercial Managers

PE: Commercial VP

SV: Commercial Director

MX: Leader of commercial channels

Protection: Regional Manager

 Competitor

 Receiving

 what responsibilities do you have

- 1 hour of individual external mentoring per module (total 4 hrs). 1 self-
- observation script, observation of others and feedback.



Total hours of individual mentoring for mentor leaders: 56 hrs.

Total hours of e-learning for mentor leaders: 112 hrs.

- Incorporate the content of each module.
- Schedule your external mentoring sessions.
- Accompany, as an observer, the mentor in the group sessions that he has with his team of leaders.
- Record the final reflections of the module on the platform.



Mentor

CH: Commercial Assistant Manager

PE: Channel Assistant Manager, Sales Manager

UY: Commercial Manager

MX: Product Owner Remote consulting

Protection: Manager

- 1 ½ hour of external group mentoring per module (total 6 hrs).
- Accompaniment of the mentor leader in a group session with leaders. 1 self-
- observation script, observation of others and feedback.



Total hours of group accompaniment for mentors: 136 hrs.

Total hours of e-learning for mentors: 184 hrs.

- Incorporate the content of each module.
- Coordinate and schedule the group mentoring session with your leadership team.
- Invite the Mentor Leader to mentoring sessions with your leadership team.
- Record the final reflections of the module on the platform.



Leader

CH: Head of Office/Commercial

PE: Supervisor, Manager, Boss

SV: Head of Business

MX: Patrimonial Leader

Protection: Boss

- 1 ½ hour of internal group mentoring per module. 1
- self-observation script, observation of others and feedback.



Total hours of group mentoring for leaders: 1122 hrs.

Total hours of e-learning for leaders: 1496 hrs.

- Incorporate the content of each module.
- Attend and participate in group mentoring sessions scheduled by the mentor.
- Record the final reflections of the module on the platform.

3106
Hours of
learning
and development

Human talent team

To accompany you and give you support in case of doubts and queries, depending on the country where you are, you can always contact:



Carlos Cortez

carlos.cortez@sura.pe



Marisela del Hierro

marisela.delhierro@suramexico.com



Rocio Zarate

rzarate@crecer.com.sv



Veronica Rocha

vrocha@afapsura.com.uy



diana gomez

diana.gomezb@proteccion.com.co



gabriela helman

gabriela.helman@afpcapital.cl



Gretel Stomerzan

gretel.stormezan@sura.cl



Camila Ibaceta

camila.ibaceta@sura.cl

Our external partners:

In the **individual and group accompaniments** for Mentor and Mentor Leaders, we are accompanied by:



jose louis valle



Mayra Grigera



Fernanda Guerra



Veronica Sirkovich



candelaria navarro



Commercial PAD 2022 - 2023

