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Comentarios (0)

Ivan Babic

Ciudad De México, México

Conferencista | Capacitador | Coach | Moderador | Panelista

País de residencia: México

Nacionalidad: Eslovenia, Venezuela

Idiomas: Español, Inglés

Áreas de conocimiento

Human-Centered Value Creation, Business & Digital Transformation, Human-Centered & Digital Marketing, Human-Centered Approach, Creativity & Ideas, Agile & Lean Startup, Design Thinking, Entrepreneurship & Startups, Innovation & Business.

Descripción del perfil

"Si todo lo que haces, lo haces PARA EL BIEN DE LA GENTE, encontrarás la congruencia en tu vida que te permitirá crear ideas de negocio de clase mundial, deseables y rentables, y convertirte en un mejor ser humano en el proceso". Si estás de acuerdo con esa frase, déjame presentarte a Ivan Babic. Socio en Innovación y Fundador de Business as Unusual, conferencista internacional y un gran narrador de historias. Debes hablar con Ivan si deseas retar los paradigmas de tu organización a todo nivel. Experto en Marketing e Innovación, Emprendedor y Desarrollador de Startups, ha desarrollado diversas metodologías y modelos utilizando los principios del ENFOQUE CENTRADO EN LAS PERSONAS y el PENSAMIENTO DE DISEÑO para crear nuevas maneras de hacer negocio. Con más de 20 años de carrera divertida, emocionante y exitosa en diversas industrias creativas, y con algunos fracasos en su haber, ha aprendido de primera mano sobre la falta de sentido común en el mundo de los negocios. "Luego de años trabajando para clientes de todos los tamaños en Venezuela, España y México, descubrí que casi todo el mundo carece de lo mismo: BUENAS IDEAS. Todo gira alrededor de las finanzas, estructura, tecnología y comunicaciones." "La ecuación de valor ocurre dentro de las personas, es una fórmula aritmética multifactorial. Crear valor es una combinación de arte y ciencia. El arte de comprender a las personas, cómo piensan y se comportan, sus creencias y necesidades. Y la ciencia de generar soluciones a esos problemas, detonando hipótesis, validando, iterando y recolectando data para soportarlas." Creador de ENTREPRENEURAS.COM, un cómic sobre el lado gracioso del emprendimiento y las startups, y co-autor de BEHAVIORAL TRENDS, un juego de innovación y creación de valor centrado en las personas. Estudió Comunicaciones en la Universidad Católica (Venezuela) y es Master in Business Entrepreneurship de la Universidad Politécnica de Madrid (España). Sus palabras favoritas son: QUÉ TAL SÍ...

Conferencias, Cursos o Talleres

Human-Centered Value Creation

Flexible

Value is a subjective measurement unit that people assign to those things that satisfy their needs or affect them positively. Ergo, there's no chance for value creation if we don't focus first on people, understanding them, empathizing with them, creating things to enhance aspects in their lives or solving problems for them.

20 unsolicited pieces of advice for entrepreneurs

Flexible

Enjoy the most useful advices from Paco Ceo, the main character of the international comic entrepreneuras.com

Decoding Digital Marketing

Flexible

We all are digital creatures, we use digital tools and technology in every second of our daily lives. Nevertheless, when given the task of planning a digital marketing strategy, we feel like cavemen. We shouldn't. Let's change that forever.

Becoming a Trendwatcher

Flexible

Trendwatching (also called coolhunting) is about spotting the trends on the rise out there, seeing them in action, how people live them, and how other brands, institutions and governments are taking advantage of them to create desirable things. A life changer practical workshop for trends-sensitivity, full of insights & needstates in real life.

Behavioral Trends on the Rise

Flexible

Discover what is happening out there, what new groups of consumers are on the rise, and what are their needs.

Human-Centered Creative Innovation

Sin especificar

Every successful innovation comes from a human-centered approach. That is, instead of starting from what you do, you should ask what is needed out there, what problem needs to be solved, what aspect in life needs an enhancement.

Human-Centered Entrepreneurship

Flexible

Every successful startup we know is not a matter of luck. They come from a human-centered approach, riding the rising trends of what's needed (and feasible) in the world nowadays.

The Art of Storytelling

Flexible

In an infoxicated world, where every brand shouts at the same time and the new consumer has chosen selective deafness, the only way to be noticed and remembered is by telling good stories. Come and learn with us the why, when, who, what, how and where to apply the art of storytelling using top-of-the-line methodologies (human-centered, brand-centric, timeline, matrix, etc.)

The Art of Negotiation

4 Horas o más

Every successful negotiation is about the resolution of a conflict between 2 parts, a difference between the initial positions/offers on each side that can be solved creatively. We have transformed the famous methodology called BATNA into a cards game to help your teams think outside the box.

Innovation-Driven Business

Flexible

Learn the basics on how to plan for the future and build the creative environment and processes to transform your business into an innovation-driven business.

Brands with a Purpose

Flexible

Most of the problems of 21st-century brands can't be solved through communications or hard selling techniques. People are looking for more than just a transaction. Get inspiration on where to focus your brand contribution to society and environment, and insights on how to do it for real.

Never Fall in Love with an Idea

Flexible

Because love is blind, and it won't let you see if your idea is one of those condemned to die before the second year of existence. Learn how to evaluate an idea, validate it, enhance it to make it irresistible, or kill it before it's too late.

Moments-Based Marketing Strategies

Flexible

In an infoxicated society, marketing is no longer about interrupting, but adding value to the consumers. Learn how to articulate an attractive value proposition and insert it properly and timely into the lives of your consumers.

Where Good Ideas Come From

Flexible

Learn how to create and evaluate good ideas, based on the news, real insights, common problems and unmet needstates.

Innovate or Die

Flexible

Surviving in the new world through continuous adaptation. Learn about the small revolutions that are breaking paradigms and challenging all the industries, including yours.

Experiencias

Chief Innovation Officer - Founder

Business as Unusual

2015 - Actual

Chief Creative Officer

Entrepreneuras.com

2012 - Actual

Various

https://www.linkedin.com/in/yobabic/

1996 - 2015

Estudios

Master in Business Entrepreneurship

Universidad Politécnica de Madrid

2011

Communications

Universidad Católica Andrés Bello - Venezuela

2001

Libros

Entrepreneuras.com

Un cómic sobre el lado crudo y gracioso del emprendimiento y las startups.

Behavioral Trends

BEHAVIORAL TRENDS: The Human-Centered Innovation & Value Creation Game For the past years, we have focused on creating a post-demographic human-centered view on people. We have come with this set of Behavioral Trends to group and cluster human behaviors, insights, needstates, and beliefs. Therefore, you can focus on these different groups to create value for them. For each of these groups, we have created a trend-card. Using a gamification approach, each trend-card is used as an immersion tool for these human clusters: each one is full of insights and needstates that can be read out loud to establish an empathic connection with the person behind the trend.

Artículos

Unusual Blog

All my texts and contributions are being grouped in my professional blog.

https://unusual.business/tag-portfolio/blog/

Perfil en Mentes a la Carta

https://mentesalacarta.com/conferencistas-capacitadores-coaches/ivan-babic