



INTEGRACIÓN  
**mIGI**<sup>©</sup>  
Grupos de Interés



# KNOWLEDGE-BASED CULTURAL TRANSFORMATION

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In three easy steps, this document aims to invite you to take advantage of the benefits that mIGI<sup>©</sup>, the Stakeholders' Integration Methodology, offers to your organization.

# HOW TO MAKE CULTURAL TRANSFORMATION BASED ON KNOWLEDGE?

In 3 steps:



LIST  
STAKEHOLDERS



INTEGRATE  
STAKEHOLDERS,  
*facing*  
KNOWLEDGE  
& *focusing*  
INNOVATION

IDENTIFY THE CHALLENGES  
in the short and medium term

# LIST STAKEHOLDERS

Example of classification of the Stakeholders of a university

1

- **Active students**
- **Graduates linked to the productive sector**
- **Corporate clients in Academic and Consulting Services**
- **Teachers. Researchers. Consultants**
- **Rectory and all academic and administrative areas**
- **Other universities, national and international**
- **Government and Public Entities**
- **NGOs and multilateral entities**
- **Clusters to which the university belongs**
- **Communities linked to university projects**
- **Suppliers**
- **Parents**
- **Other Stakeholders.**



**Getting started is as easy as  
listing Stakeholders**

# IDENTIFY ISSUES of community's interest in short and medium term

*Focus Problems, Crises and  
Challenges.*

# THE

DESIRED

URGENT

IMPORTANT

FUNDAMENTAL

UNFORESEEN

# REALITY



Invite to lead your Organization's Cultural Transformation.

**Surprise yourself with the Knowledge and Creativity of your Stakeholders that, *unexpectedly*, contributes to the solution of problems, crises or challenges, by participating *EmoActively* in ? CoCreation Cafes<sup>®</sup>**



How many?

In order to carry out the transformation, it is convenient that process for integrating knowledge and focus innovation faced to common problems, be conceptualized and planned in the short and medium term.



The mIGI<sup>®</sup> integration program can be included in the normal training programs, workshops, events and relationship activities, without further budgetary addition.



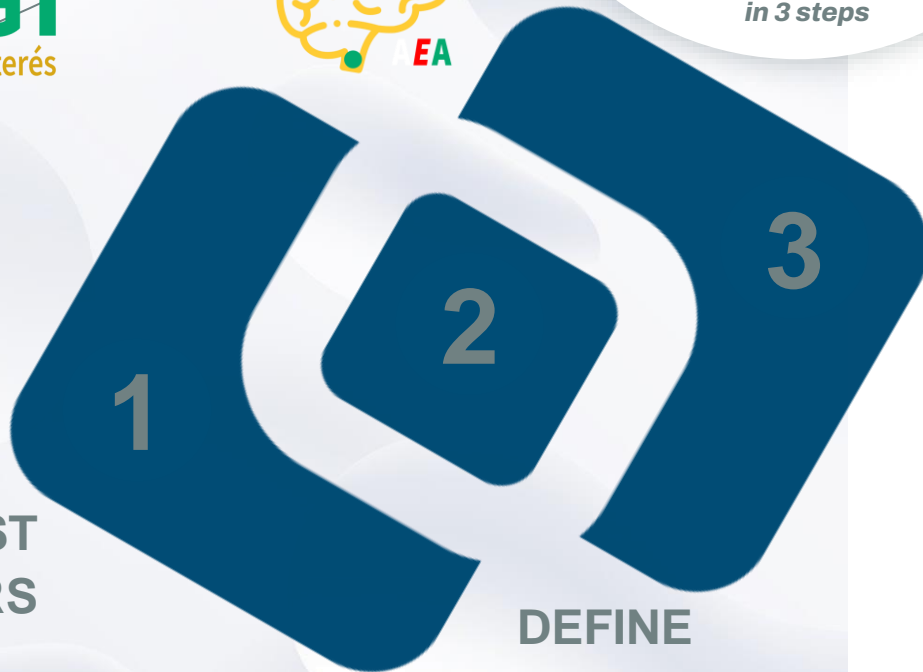
# BENEFITS OF INTEGRATION

Leadership, innovation, learning, knowledge,  
training, better organizational climate, happiness,  
better relationship with customers, suppliers,  
allies, support entities and communities...  
among others that converge to Cultural Transformation





KNOWLEDGE-BASED  
CULTURAL  
TRANSFORMATION  
*in 3 steps*



INTEGRATE  
STAKEHOLDERS  
with mIGi's resources

LIST  
STAKEHOLDERS

DEFINE  
CHALLENGES

**CESOFT**  
Colombia  
*Avanza con nosotros*

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