

the β eta factor

BEYOND INNOVATION

www.thebetafactor.com

THE BETA FACTOR

We help companies and organisations across the globe drive profitable growth from a strategic approach to innovation

UNDERSTAND
the context



+

LISTEN
to the customer



+

ADAPT
the organisation



Ensure an
EFFECTIVE EXECUTION
Driving value and growth

YOUR NEEDS ARE UNIQUE

so are
our solutions

SIMPLE

Clear path from
idea to execution

FOCUSED

Tailored to each
business need

SMART

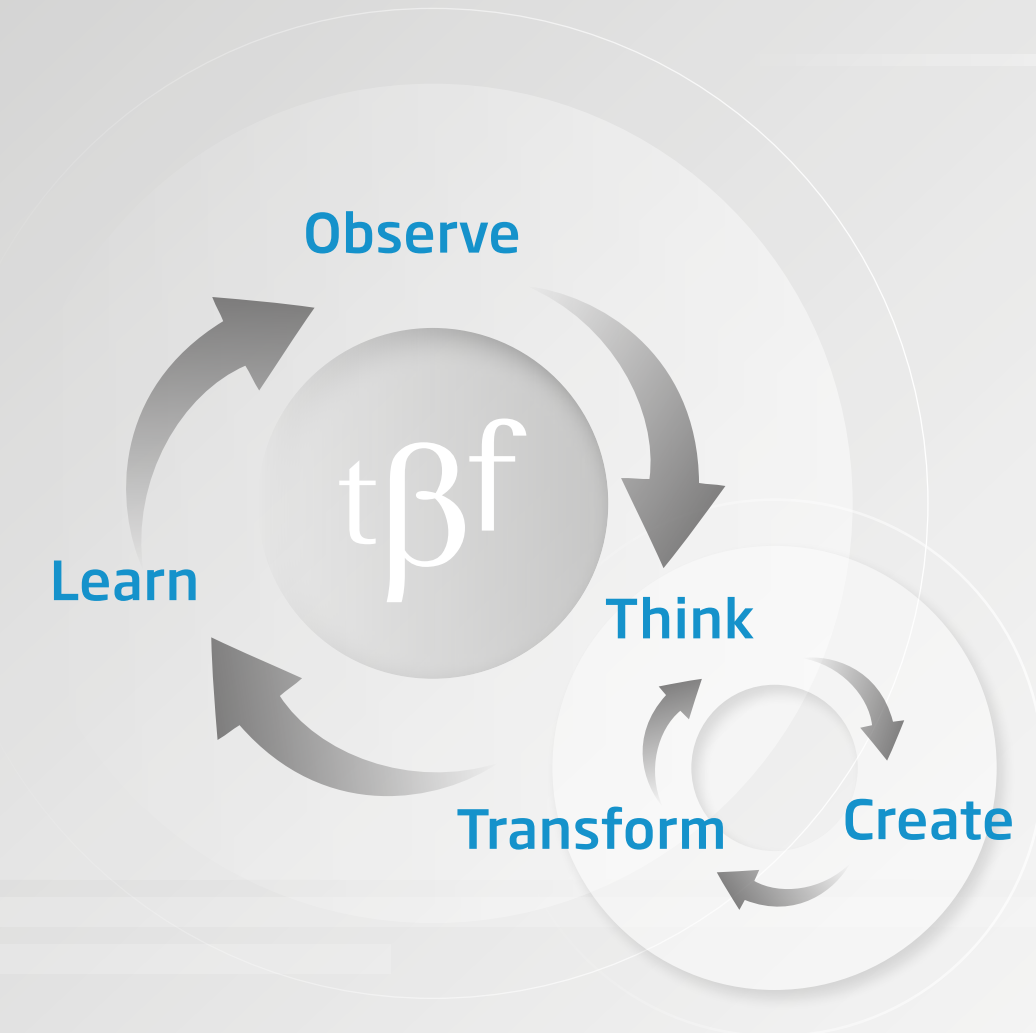
Designed to solve
various problems at once



CREATIVE EXPLORATION

disciplined process

Our comprehensive approach focuses on solving real business challenges



Focus	Identify challenges Define objectives
Observe	Customer vision Market perspective Organisational readiness
Think	Identify growth opportunities Define strategic alternatives Reframe challenges: internal & external vision
Create	Make strategic choices Define and design solutions Prototype and experiment
Transform	Validate solutions with customers. Refine Define and implement execution plans
Learn	Cultural and organisational change Continuous improvement of innovation process New knowledge and capabilities

OUR VALUE PROPOSITION

sets us apart

At The Beta factor we do not innovate for our clients,

we help them to build a foundation for continuous and sustainable innovation by introducing organizational, cultural and process change, whilst building the necessary skills to support their innovation goals.



HANDS-ON APPROACH

learning-by-doing

**Our services combine action and learning
for an agile and profitable transformation**

We are experts at simplifying and adapting innovation to each business needs, designing ad hoc strategies and building the necessary skills and mindset to implement them successfully.
This hands-on approach leads to a new innovation capability allowing to systematically identify new opportunities, and transform them into value.

ADVISORY SERVICES

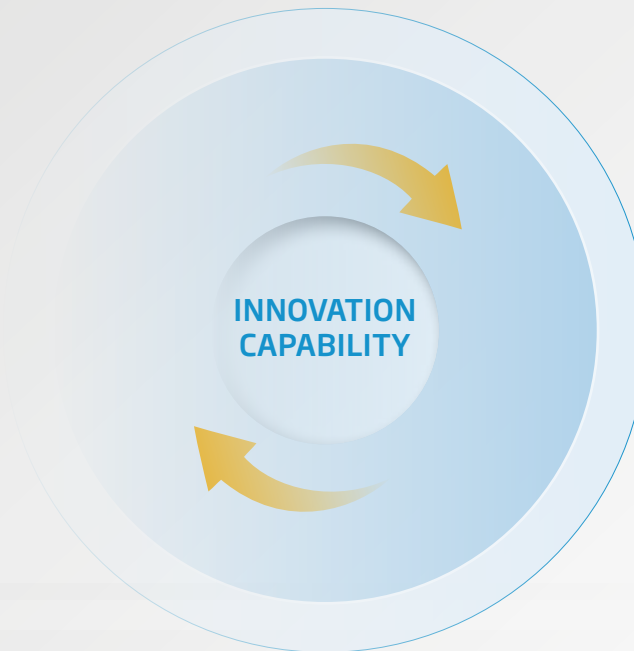
INNOVATION
STRATEGY

DEVELOPMENT OF
NEW BUSINESS MODELS

ENTREPRENEURSHIP PROGRAMME
SUPPORT AND ADVICE TO ENTREPRENEURS

CREATION OF NEW BUSINESS
CONCEPTS AND SERVICES

BUSINESS PROCESS
INNOVATION



TRAINING AND COACHING

STRATEGY, CREATIVITY
AND INNOVATION

INNOVATIVE
BUSINESS MODELS

INNOVATION
FOR ENTREPRENEURSHIP

DESIGN THINKING
& SERVICE DESIGN

INNOVATION
BOOTCAMP

CONNECTING KNOWLEDGE

creating value
 $1+1=11$

OUR NETWORK

The unrivalled value added of The Beta factor is a collaborative network integrated by best-of-breed experts in relevant fields, who collaborate with us to solve our client's challenges in an integrated manner. A smart and flexible working model that blends different perspectives and knowledge depending on the project needs, to build the best possible solution.



OUR CLIENTS

We work with clients across industries world over including large corporations, institutions, SMEs and entrepreneurs. Organisations seeking transformational change that, despite their size or market context, understand that the solutions that brought them to the present won't take them to the future.

**Our working languages are: English,
Spanish, French, Portuguese**

OUR RAISON D'ÊTRE

We have created The Beta factor to solve a growing business challenge: simplify and leverage innovation to drive profitable growth. We believe that there are individuals and organisations who have identified the need to innovate, but they lack the time, expertise or the resources to plan for innovation outside their normal course of business; and we have the capability and the will to help them.

**Innovation is not about investment,
it is about vision and results**



**Vision
Responsibility
Collaboration
Learning**

PARTNER PROFILE



Noelia Rodríguez Managing partner

Noelia is founder and Managing partner at The Beta factor. She has developed a wide international career and has over 11 years of multidisciplinary experience in Finance, Strategy and Innovation and management of Strategic alliances. Committed to business transformation and people development through Innovation, her principal interest lies in helping companies to achieve agile and sustainable growth, from an innovative approach that balances practical learning, collaboration and knowledge development.

Prior to setting up The Beta factor, Noelia worked for the multinational Meliá Hotels International in Switzerland and at the company headquarters in Palma. Noelia holds a Bachelor Degree in Hospitality Business Management from the University of Santiago de Compostela, a MBA in International Hospitality from the Ecole Hôtelière de Lausanne and an executive MBI (Master in Business Innovation) from the universities of Deusto and Cambridge.

See Noelia's LinkedIn profile

es.linkedin.com/in/noeliarodriguezyanez

noelia.rodriguez@thebetafactor.com

the **β**eta factor

**WE GO WHEREVER YOUR
CHALLENGES TAKE US**

Drop us a line or give us
a call to discuss your project

You can also ask us for an introductory
lecture to Strategic Innovation
Free of charge– confirm available dates

The Beta factor

La Rambla, 13
Palma de Mallorca

welcome@thebetafactor.com
+34 606 814 688
www.thebetafactor.com