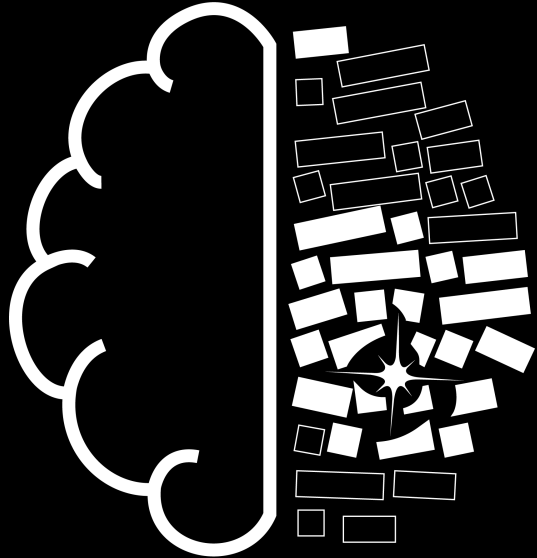


IDENTIFY YOUR NEEDS.
EMBRACE YOUR SPARKS.



rational sparks

an imaginative, strategic, people,
cutting-edge consulting

flexible and creative solutions to
your business challenges



WHY DO WE LIKE OUR WORK SO MUCH?

our years of experience in consulting have made us realize this:

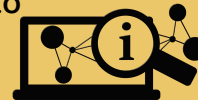


many projects remain a report of "what to do" without the keys to "how to do it," leaving the organization with neither the capacity nor the knowledge to initiate change from within

many projects analyze the objective factors to be achieved (agility, efficiency...), and forget about the subjective factors that condition the results (emotions, perceptions, etc. of the team).



many projects are looking for solutions to implement the idea, the need, the solution to the problem that only a few have thought to observe...



... and many times it is not the real need that needs to be addressed



so... we love to help.

to accompany you in your desire to "shake up" your organization.
to see how you and your team manage the evolution, the change, the small and large needs of your business for success*.

* ([Gartner, 2025](#))

83% of strategies fail

67% of key departments are not aligned with defined activities

58% of organizations believe their performance management systems are inadequate

67% of employees do not understand their role in new initiatives



HOW WE ARE: PURPOSE, VALUES, QUALITIES

our purpose: to **help organizations to be self-sufficient** and agile in the decision making and implementation of their transformation needs, **involving the whole team rationally and emotionally**, and with the certainty that objective and subjective related data have been taken into account.

HONESTY
EMPATHY
COMMITMENT &
RESPECT

CURIOUS
ADVENTUROUS
IMAGINATIVE
ENTREPRENEURS
ENTHUSIASTIC &
RESOLUTE





OUR VISION:

it all begins with a challenge

... more or less complex



SPECIFIC CHALLENGES: EXAMPLES AND GUIDANCE

specific challenges are often easy to address because the need... comes from afar.

individual (ej: a professional who needs support)

relational, transformational, ontological coaching / leadership skills / guidance in professional balance / guidance in preferred futures and action to achieve them.

working teams (e.g. a group that needs to connect)

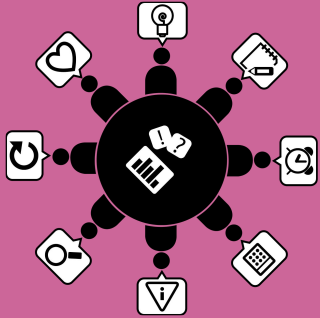
team alignment (communication style, group leadership) / collective intelligence tools

communication/projects (e.g., dynamisation beyond management)

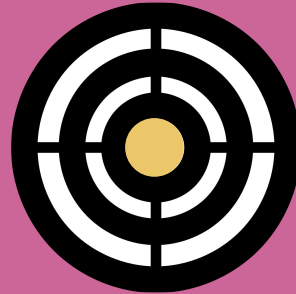
strategic communication (narrative, empathy...)

training/facilitation/mentoring in methodologies for success (lean/agile/flow)

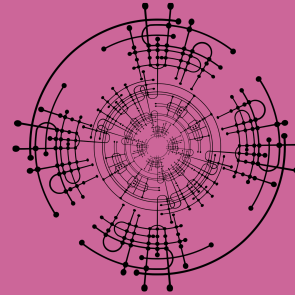
COMPLEX CHALLENGES



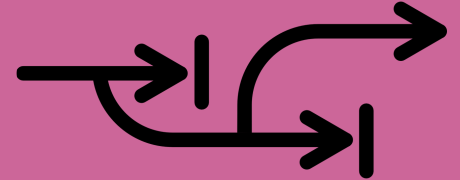
need to identify, design,
develop and achieve
common goals



face a new and
collaborative
strategic plan



align (digital)
transformation with
organizational
culture



create a holistic
integration: new
processes, roles,
generations...



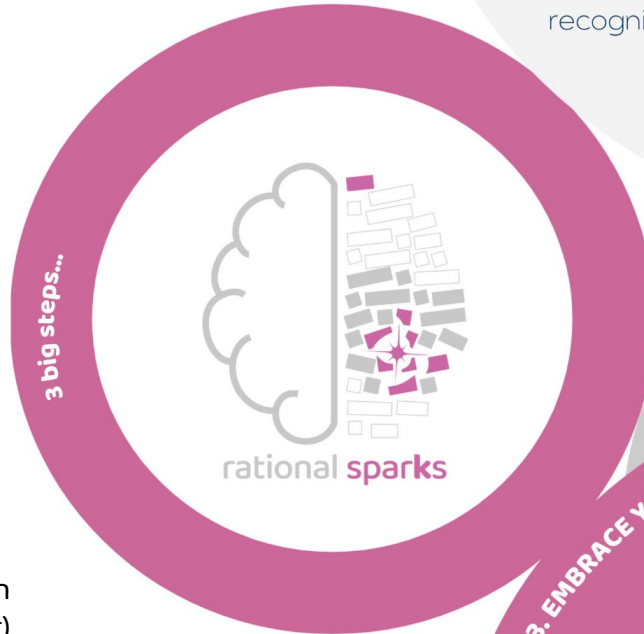
HOW WE HELP

our approach combines **rationality and creativity** by applying our **S.P.A.R.K.S.® methodology**, developed after years of experience.

S.P.A.R.K.S. means:

Study
Participate
Activate
Recreate
Keep
Spread

(this is a preview, we will explain it in detail later)



1. **FIND** the sparks

recognize well the drawback, and be inspired by your new goal. Your new story!

2. **MOLD** the sparks

work on the details of the strategic lines that you want to follow, and go down to specific actions and related concepts

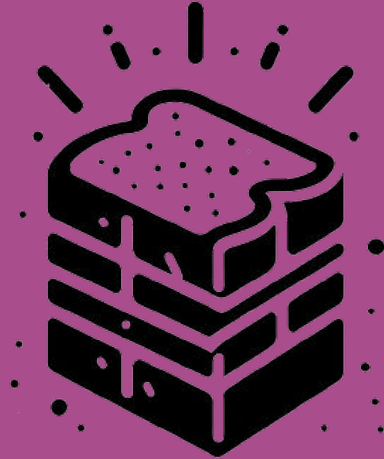
3. **EMBRACE YOUR OWN SPARKS!**

your story, fully delivered (and implemented) by and for your people!!



NOW...

... we will detail some examples of each situation that we have direct experience with.
if you read it all, this presentation may be a bit:



we are better at explaining them in person and focusing on your needs, but we hope some of these will catch your attention!

COMMON GOALS (EXAMPLES)

- identify the **real needs** of the team (spark)

- “get the idea down”
- involve the whole team
- leave with enthusiasm&commitment to the future

hospital clínic - transversal projects
 probeta - purpose of the association

framed poster/miro-mural/dall-e/chatgpt...

- design a **communicative discourse** for their own sparks

- strategic narrative
- pitch, empathic communication...

hospital clínic - NUCLI novel
 vasesa - car sales manual

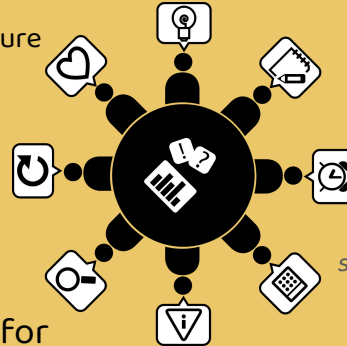
readings, storytelling posters&ppts, personalized manuals...*

- deliver **projects on time and with measurable results** (facilitation, project management, change management)

- brainstorming “from global to local, from transversal to departmental”
- team synchronization
- training, project management

hospital clínic - transversal challenges
 vasis conseil - use of new technologies
 familia torres - iso
 sara lee - logistics
 ub - change management

s.p.a.r.k.s. method - face-to-face and/or on-line dynamics/personalized readings/cinema/design thinking, lean, asana/trello, 365...*

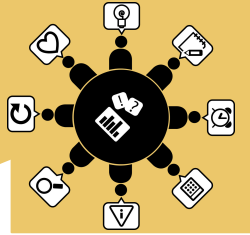


- teams that need to work together, **overcome personal/professional tensions and empower themselves**

racc - coaching
 kpmg recursos - people assessment, conflict resolution
 hospital clínic - interpersonal communication

coaching sessions, leadership cercle, bridge model...*

EXAMPLE: FROM CHALLENGE TO OPPORTUNITY



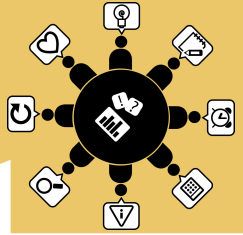
we ran the FIND THE SPARKS workshop with a team of professionals from different sectors, companies and roles, focusing on a four-year need. in less than 5 hours, each team experienced how to go from an undefined starting point to a complete action plan.

more info!





EXAMPLE: ONLY 3 MONTHS FOR THE ISO? COME ON!



in 3 months we learned, designed and implemented the new ISO process-based approach, just an excuse to review operations and communication, work in multi-departmental teams and initiate a new culture of collaboration.

more info!



arantxa acosta is the founder of rational sparks. some examples may predate its creation... in these cases the specific link to the project is indicated.

STRATEGIC PLANS (GLOBAL AND/OR DPT., EXAMPLES)



t

identification and definition of growth axes

design and facilitation of the dynamics and material for the management team to take ownership, prioritize and work on their **strategic lines** along the defined axes, prioritizing urgent/important projects **with their entire team**

creation of a **tool for the collection of transversal projects**

training of "ambassadors"

communication analysis and implementation, member of the configuration committee of Office 365 for the dissemination of the strategic plan (creation of the communication structure, registration site and content)

coordination of events (debates, talks, presentations...)

connection between management and people (hubs)

dynamization of all professionals

hospital clínic - NUCLI and NUCLI2025 strategic plans

face-to-face and on-line dynamics, brainstorming, design thinking, agile governance.



EXAMPLE: NUCLI, COLLABORATIVE STRATEGY



design of a collaborative strategic plan, from future conception to communication and implementation throughout the organization, facilitating tools, work sessions, creativity spaces....

more info!



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TRANSFORMATION AND CULTURE (EXAMPLES)

transformation

- global -> local identification
- project management (IT and business)
- client - IT collaboration
- organizational redesign, critical position mapping
- talent assessment
- project management vs. change management

danone - organization

familia torres - iso

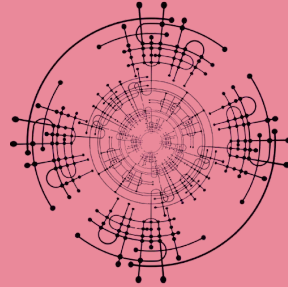
hospital clínic - nou clínic, electronic signature, IT/EF coordination, 365

facilitation manager, HR reorganization with team assessment

kpmg - document management, IT reorganization

ub - change management

s.p.a.r.k.s. method - face-to-face and/or on-line dynamics; agile governance/project, erp's, training



culture

- values and behaviors, the basis for day-to-day operations, the driving force of transformation
- generational engagement and new leadership
- talent repositioning and new leadership model
- strategic cinemaforum
- integration of new ia technologies

danone - leadership facilitation

hospital clínic - hospital of values; cinemaforum

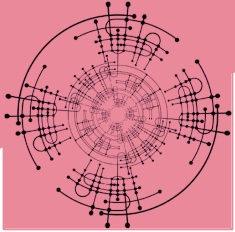
seat - on-line car sales

institut ecologia emocional - elf-awareness through film, learning to relate (sex, love and relationships in cinema)

s.p.a.r.k.s. method with the management team, facilitation dynamics, emotional and behavioral evaluation...*



EXAMPLE: GOOD PROCESSES, HAPPY PEOPLE



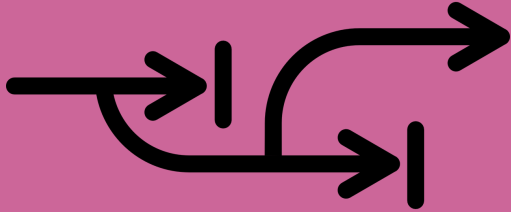
reorganization of IT department, creating service levels and new processes, based on the evaluation and personal interests of the team members.

more info!



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PROJECTS, PROCESSES, FUNCTIONS (EXAMPLES)



- process redesign based on data and emotions (objectivity vs. personal/professional needs)
- cross-process and cross-professional connectivity (learning, cross-promotion...)
- design and implementation of **generational change** as a whole:
 - talent attraction and development
 - definition of career paths
 - involvement of (pre)retirees (knowledge transfer, volunteering...)
- analysis of new roles, current and future
- training and internal communication management

danone - process redesign

familia torres - process redesign for sap

sara lee - erp logistics processes

gallina blanca - talent attraction mode

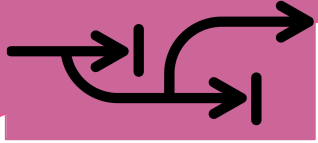
vueling - compensation model

hospital clinic - coordination of generational change projects +

leadership model + hospital of values + nou clinic



EXAMPLE: YOUTH, VALUES AND LEADERSHIP



values, the basis for the definition of a new, diverse and rich culture: involvement of all generations in the definition of future challenges (new hospital, management, professional careers of young people supported by the knowledge of older people...).

more info!





OTHERS, COMPLEMENTARY...

INSTITUT D'ECOLOGIA EMOCIONAL - LEARNING ABOUT CINEMA AND LIFE

design and delivery of a course on **self-awareness through films** with active student participation, and an exhibition on **film and relationships**.

UNIVERSITAT DE BARCELONA - CHANGE MANAGEMENT CLASS MASTERS IN HEALTHCARE MANAGEMENT

interactive session demonstrating the need to manage the project and change in parallel, based on **real ad hoc cases** and centred on the trailer of a film about shoes.

HC- STRATEGIC CINEMAFORUM

connecting professionals to the strategic plan by selecting films and generating discussion with experts.

VASIS CONSEIL - 3 LEVELS OF USE OF IA TOOLS FOR IMAGE GENERATION

explanation and practice of the use of dall-e in team dynamics at 3 levels (strategic → operational)

[see who recommends our way of being and working](#)

want more examples and references? ask us!!

arantxa acosta is the Founder of rational sparks. some examples may predate its creation... in these cases the specific link to the project is indicated.



HOW WE HELP

our approach blends rationality and creativity by implementing our S.P.A.R.K.S. methodology[®]



your own sparks: align and empower your team. achieve your challenges →→→

FIND, MOLD and EMBRACE YOUR SPARKS

3 phases, 6 actions. we can assist you in all or some of the phases, on three levels:

LEVEL 1: GET TO KNOW S.P.A.R.K.S.

just one workshop to find your sparks and experiment our methodology.

LEVEL 2: YOUR OWN SPARKS

live the complete methodology with a pack of sessions or with a complete journey that we can design, adapt and adjust just for you.

LEVEL 3: EXPERT SPARKS

temporary support:

- . as a continuation of Level 2
- . for a specific project you already have underway

in the role you need to execute your projects with quality and integration of the whole team.

→→→ more info:



LEVEL 1: GET TO KNOW S.P.A.R.K.S.



you think that it's interesting and we can help you... but **want to try first our approach.** that's reasonable.

we propose a first **session 0** where **we will work with your team the phase FIND THE SPARKS** working around one simple need or idea that we had worked with you previously.

STUDY

how does it work?

0. in a previous, collaborative interview, we help you **identify the need** you want your team focus on.

1. **we prepare a 4-5 h workshop** (depending on the size of the team and the complexity of the need, we encourage face-to-face sessions).

what will you experiment?

2. prior to the session, if it's necessary, we ask the team to work individually.

3. we **STUDY** and analyze, all together and in a **PARTICIPATIVE** way, **past, present and future of the challenge.** we do it **based on facts and data, emotions and feelings, and illusions for the future.**

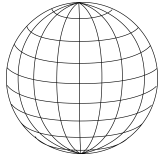
PARTICIPATE

what will you get?

4. the organization receives the **end product of the entire imaginative analysis** process in a unique, high-impact format that reflects all teamwork: **a clear identification of the problem or need to be addressed** (according to their consensus and aligned opinion) **and an outline of the strategy to achieve it.**



LEVEL 2: YOUR OWN SPARKS. PALPABLE RESULTS



starting with the initial FIND THE SPARKS workshop or with the project already defined by the organization, **we design the experience with tools adapted to the culture and needs of the organization to develop all phases.**

tools, methodologies and overall timing of the **immersion on the MOLD and EMBRACE** your sparks phases will be designed together depending on your needs. don't worry, we are fair. what we want is for the knowledge to stay in the organization as quickly as possible.

ACTIVATE

RECREATE

KEEP

SPREAD

personalisation of the use of ai tools, stories, films, business cases... this ensures that the team feels comfortable and can easily identify with the activity

- . designed and used from the moment we define the challenge to be carried out, so that the experience is unique, fun... and useful.
- . you get people motivated and excited about the change, using their own data and expressing their own abilities and feelings without fear.

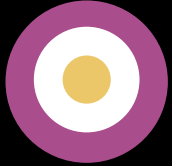
we are curious and love to use new technologies, especially in cultural transformation projects that accompany digital adaptations of processes and systems.

we can combine **other innovative methodologies and tools** integrated with our own S.P.A.R.K.S. methodology.

- . for business projects: **agile, design thinking, lean...**
- . for team assessments & support: **bridge communication technique, leadership circle, coaching...**



LEVEL 3: EXPERT SPARKS

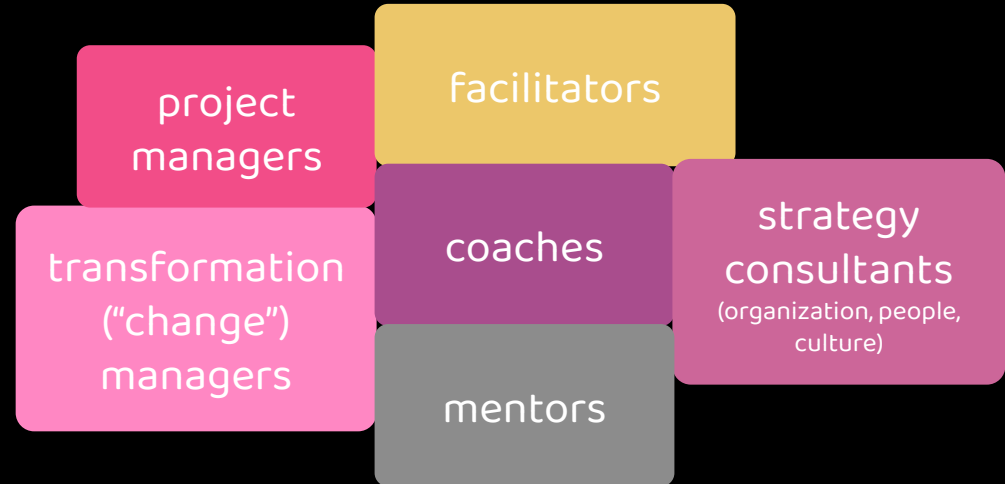


expert, specific and temporary support to reinforce the accompaniment of teams and ensure the success of your projects and formal and informal networks and hubs.

we move **away from traditional consulting**. we encourage learning, empowering teams. we apply the appropriate level of support that best benefits the organization. no more.

our work adds up years of experience in the following areas:

- . business development & organizational culture
- . organization & transformation management
- . people strategy & development
- . processes, IT project management



tell us your concern and we can **design together** the best collaboration!



KNOW THE TEAM



"every transformation needs head and emotion, data and imagination... and curiosity for everything new!"

engineer. executive mba. esade lecturer in new methodologies. consultant. facilitator. organization & transformation manager. project manager. film critic. writer. cultural manager. ai enthusiast. founder.

<https://arantxaacosta.com>

"awareness is the first step to an ambitious personal and professional awakening. deep understanding of self and environment drives meaningful goals."

project manager. agile governance mentor. facilitator. professional coach. bold team member.



[silvia's linkedin](#)

and many other trusted partners to whom we turn when your need, your story, requires it
- marked with (*) on the pages with examples-.

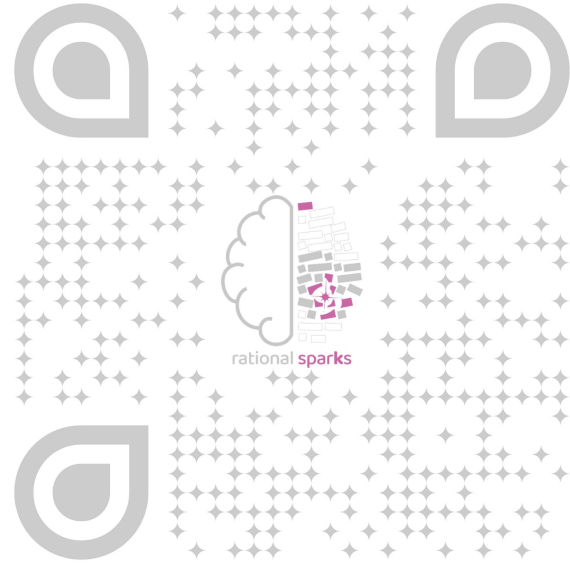
thank you for your time

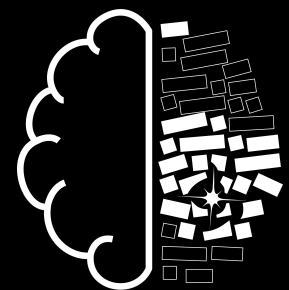
can we help? then... let's talk!

hello@rationalsparks.com

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barcelona, 2024





rational sparks