



FRAN CHERNY SPEAKERS KIT

About Fran Cherny

Managing Director of Axialent and author of the book “Be the Change: The art of becoming our own innovation Project”.



Fran Cherny is a business leader, inspirational speaker, and advisor to executives driving **cultural transformation processes**.

Born in Buenos Aires and currently based in Barcelona, Fran leads **Axialent Global**, an international consulting firm **pioneering conscious change in organizations**.

Fran is recognized in the industry for his ability to facilitate change processes that last and produce **real business results**. His methodology is based on agile and innovative practices applied in real day-to-day situations and has proven effective. He generates **sustainable transformations**, and helps leaders and teams to **align business strategy with their values and practices**. His proven methodology is based on agile and innovative practices applied in real day-to-day situations.

Experience

- For over **15 years** and in more than **20 countries**, Fran has supported leading multinationals — such as Procter & Gamble, Microsoft, Facebook, and AXA — through cultural transformation projects, conferences, direct coaching to executives, and facilitation of leadership teams.
- Fran was responsible for opening Axialent's European market. As CEO (2012-2017), he led **global expansion** efforts, developed new markets, and expanded the Axialent Advisory board bringing the most relevant content clients needed. He also led the recruitment and development of hundreds of consultants and inspired many others through his speaking engagements.

“Through Fran I learned the power of starting with ‘what I can do better’, and how this can transform a culture and lead to transformational growth.”

GUY B. PERSAUD | President of Procter & Gamble Co New Business

Some of the clients Fran has supported throughout the years:



facebook



galp



TELUS International

Walmart+



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His book

BE THE CHANGE

THE ART OF BECOMING OUR OWN INNOVATION PROJECT.

Both personally and professionally, we are sometimes faced with **new challenges that require us to change to overcome them**. Sometimes, this change is much more complex than it seems, and thus the obstacles become limits. Other times the change does take place, but we do not manage to sustain it over time. Thus, the change is diluted and the original problem resurfaces.

Be the Change invites us to **reflect on the difficulties** we may encounter when undertaking any change, **and to transform ourselves** into a person capable of innovating on ourselves successfully in all of our fields of action.

From his experience as an international consultant, Fran proposes that each of us become our innovation project and find, in each situation, the next "best version" of ourselves.



«In an increasingly complex world, Be the Change offers a simple and inspiring roadmap for leading (and living) by integrating dilemmas and flowing with continuous learning.»

JOAO ADAO
Managing Director of Facebook, South Cone.

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Talks

CONFERENCES FOR LEADERS AND ORGANIZATIONS WANTING CHANGE TO HAPPEN (English and Spanish).



1 - Why is it so hard to change?

This talk stems from one of the main reflections of the book, which has to do with the difficulties we may encounter when undertaking any change, and how we can transform ourselves into someone capable of successfully changing in all our areas of action – and do it sustainably.

2 - Creating the culture we want.

Drawing on his extensive experience as a consultant and as an expert in cultural transformations of multinational companies in various industries, Fran reviews the key points to consider when embarking on this type of process and invites us to take action to make it possible.

3 - Leading change.

In this talk, Fran invites us to look at ourselves as people capable of inspiring others to constantly change and evolve. We all occupy places of leadership in different areas of our lives. From that thesis, he explains what the fundamental beliefs and values are to make the changes we want happen and how to invite others to be part of that same process.

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Articles

ARTICLES WRITTEN BY FRAN CHERNY



Culture Change: Make it Simpler. Make it Happen

Culture enables a company to function. But like the air we breathe, it becomes invisible, and we forget how it affects everything we do.

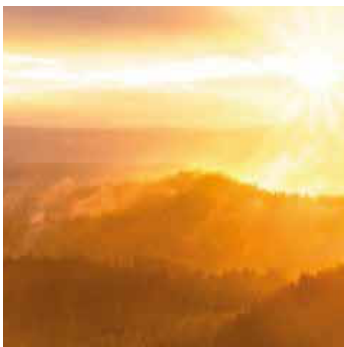
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Disruption – Are You Ready for It?

Lack of curiosity, lack of accountability and multitasking limit your ability to respond to disruption and adapt to business changes.

[READ ARTICLE](#)



The Moment of Truth

This is not an article intended to judge what is "good" or "bad", "right" or "wrong". I write these words to challenge ourselves and the people around us, including our teams and organization, on how we are responding to the current pandemic situation.

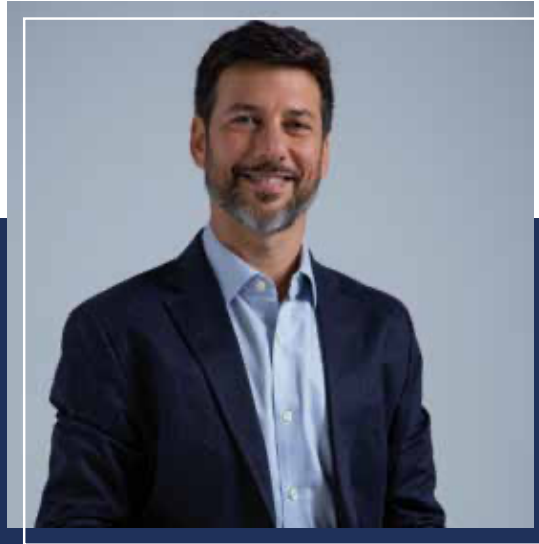
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«There is no successful plan if one is not satisfied in the process, if the other person involved does not feel the same way, and if the result does not turn out well. With Fran, I learned the compassion, sensitivity, and intention necessary to make it happen»

CONY FLORES

Senior Marketing Director at The Coca-Cola Company

FRAN CHERNY



Do you want to become your own innovation project?

I WANT TO KNOW MORE

axialent^{••}
CONSCIOUS BUSINESS