

KEYNOTES / LEAN CONSULTING / LEADERSHIP & TEAMS

ANTONI FERNÁNDEZ I BRUGUÉS

— COHERENCE IN ACTION

WHO I AM

THE FACTORY TAUGHT ME TO MEASURE. SILENCE TAUGHT ME TO LEAD.

01

I am an engineer. For more than 15 years I have been implementing **world class manufacturing** and continuous improvement — across 38 countries so far —, transforming processes and teams in multicultural environments. I served as Industrial Director for 6 years, leading strategic projects with results on the bottom line.

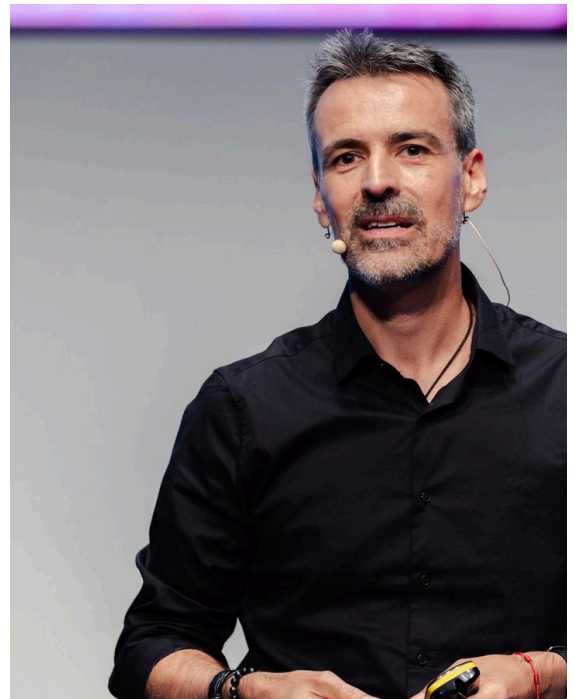
In parallel I took a less conventional path: 44 days of silence at Kopan Monastery in Nepal, and 17 days of complete darkness in Thailand with master Mantak Chia. I trained in transformational leadership with Dr. Mario Alonso Puig.

That combination —operational excellence and inner work— is what I bring today to companies and stages: leadership grounded in data and sustained by coherence between what you think, what you say and what you do.

BOOK — OCTOBER 2026

«HE DESPERTADO, ¿Y AHORA QUÉ?»

Launching in October 2026 in Guatemala. Spanish edition in preparation.



ADÁN MARTÍN AUDITORIUM — TENERIFE

38

COUNTRIES

34

PLANTS TRANSFORMED

6

YEARS AS INDUSTRIAL
DIRECTOR

400

PEOPLE AT LAST
AUDITORIUM

— WHY WORK WITH ME

TANGIBLE RESULTS AND A LEGACY THAT STAYS. 02

Working with me, your company drives not only operational excellence but also human and cultural growth. I speak from my own experience and my own process of transformation.

A TRANSFORMATIONAL LEADERSHIP AT EVERY LEVEL

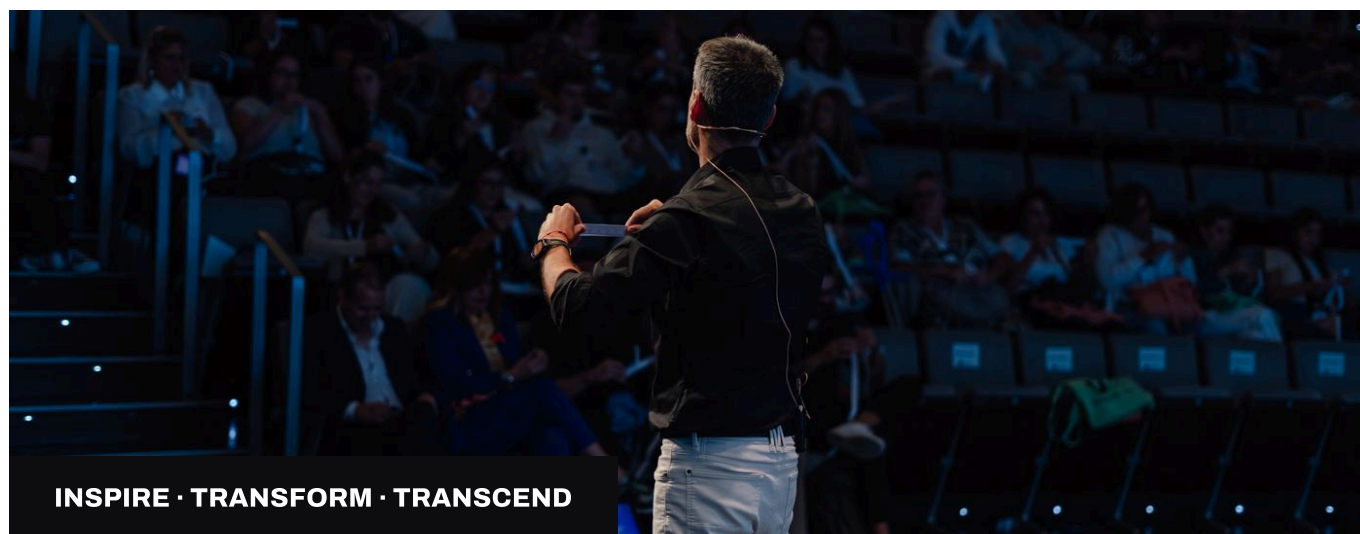
We develop authentic leaders who inspire trust and align their teams with the company vision. The result: more committed, proactive teams and a high-performance culture.

B OPERATIONAL IMPROVEMENT AND EFFICIENCY

Deployment of Lean tools to optimise processes, eliminate waste and reduce costs. Typical impact: productivity gains of 20% to 50%, quality improvement and savings that reach the bottom line.

C A CULTURE OF INNOVATION AND CONTINUOUS IMPROVEMENT

A growth mindset installed across the organisation, with teams that spot and solve problems every day without waiting for instructions.



FROM STAGNATION TO ACTION — ADÁN MARTÍN AUDITORIUM, TENERIFE — 400 PEOPLE

KEYNOTES

NOT TALKS THAT FADE BY MORNING: EXPERIENCES THAT ACTIVATE.

03

Every keynote combines more than 15 years of international experience with participatory dynamics. Real stories—from the factory floor and from the inner path—that awaken purpose and a new way of leading.

SIGNATURE KEYNOTE



MAGNETIC LEADERSHIP

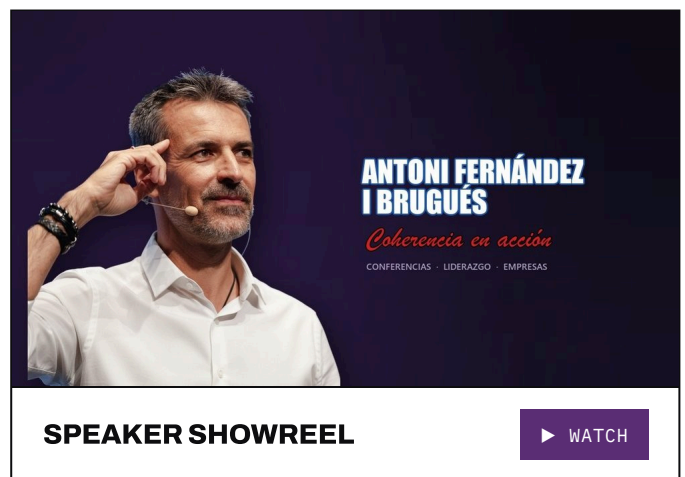
Coherence between what you think, say and do as the core of leadership people actually follow. This keynote opened Navantia's leadership congress.

EXPERIENTIAL FORMAT



FROM STAGNATION TO ACTION

An immersive live show that filled the Adán Martín Auditorium in Tenerife with 400 people as part of the El Talentón entrepreneurship event.


youtu.be/gDgR2KCuek4

youtu.be/12j72TiJxFw

TOPICS AND FORMATS

A CATALOGUE THAT ADAPTS TO YOUR EVENT AND YOUR PEOPLE.

03

OTHER TOPICS AVAILABLE

- **The values effect** — how a purpose-driven culture redefines business success.
- **The art of leading without masks** — being the boss is one thing; being a leader is quite another.
- **Awaken your inner power** — the magic of aligning what you think, say and do.
- **Continuous improvement and empowerment** — practical tools to transform work areas.
- **The life you deserve is the one you allow yourself to create** — a journey towards balance and purpose.

FORMATS

KEYNOTE 60-90 MIN

WORKSHOP 4 / 6 / 8 H

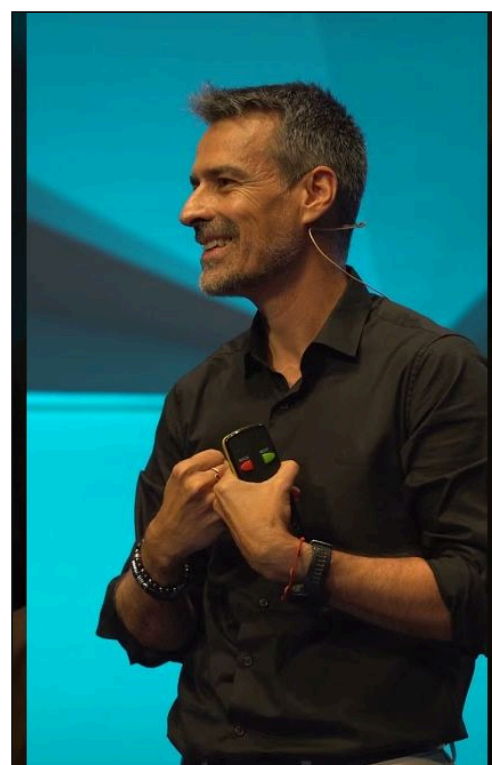
FULL-DAY PROGRAMME

ON-SITE · ONLINE · HYBRID

ENGLISH · ESPAÑOL · CATALÀ

FUNDAE-FUNDABLE (SPAIN)

Every keynote can grow into a workshop or a full weekend experience, integrating team dynamics and high-impact activities depending on the context.



AUDIENCE REACTIONS


youtube.com/shorts/YaoDjHvq1L8

LATIDO METHOD — THE SYSTEM

YOUR COMPANY HAS A PULSE. BUT ONLY WHEN YOU ARE IN THE ROOM.

04

A company with a pulse has its own rhythm: processes move forward, teams know what they own, leaders decide without replacing the system, and direction knows where it is heading. When that rhythm is lost, the company keeps working — but only when someone pushes it. The LATIDO Method works on all three layers at once so the company regains its own pulse.

01

THE HEART

LEADERSHIP

Self-leadership, CEO, committee, middle management, culture, values, delegation, coherence.

02

THE BODY

ORGANISATION

Processes, roles, internal communication, Lean, continuous improvement, critical knowledge.

03

THE HEAD

DIRECTION AND PURPOSE

Vision, purpose, KPIs, Hoshin Kanri, OKRs, decisions and management cadence.

DO YOU RECOGNISE ANY OF THESE SYMPTOMS?

- **The day you are away, the flow breaks.** Operations live in your head, not in a system.
- **The team is good, but things do not land.** Motivated people without a system that orders priorities.
- **You have tried consultancies and nothing changed.** They touched processes without touching leadership. Or the other way round.
- **There are KPIs nobody talks about.** Indicators that get published but do not drive decisions.
- **Critical knowledge lives in two heads.** If one person leaves, you bleed.
- **Your calendar is urgencies, not strategy.** You wanted to build a company; you have ended up being the company.

«ATTACKING PROCESSES WITHOUT TOUCHING THE LEADER DOES NOT WORK. TOUCHING THE LEADER WITHOUT INSTALLING A SYSTEM DOES NOT WORK EITHER. HERE I WORK ON ALL THREE LAYERS AT ONCE.»

— LEAN CONSULTING

INTELLIGENT EFFICIENCY, TEAMS THAT SUSTAIN IT.

05

Operational transformation grounded in real experience: over 15 years and 34 plants led worldwide, with a hands-on approach that delivers measurable, sustainable results.

01 DIAGNOSIS AND OPTIMISATION

We analyse processes, detect inefficiencies and design a tailored Lean strategy to optimise profitability.

02 IMPLEMENTATION ON THE GROUND

We apply Lean and world class manufacturing methodologies at the gemba, and train your team so the change becomes theirs.

03 FOLLOW-UP AND GUARANTEED RESULTS

We measure the impact of improvements and secure their sustainability with strategic support.



GEMBA WALK — PRODUCTION PLANT



KAIZEN WEEK — VALUE STREAM MAPPING

LEADERSHIP AND CULTURE

OPERATIONS ARE AN ECHO OF HOW YOU LEAD.

06

A three-phase cultural transformation programme that aligns values, leadership and results.
Because no operating system performs above the level of awareness of whoever runs it.

01 CULTURE AND LEADERSHIP DIAGNOSIS

- Analysis of the organisation's culture and values.
- Leadership assessment: gaps and improvement opportunities.
- Strategic surveys and interviews with leaders and teams.

02 LEADER AND TEAM DEVELOPMENT

- Leaders ready to run high-impact teams.
- Alignment between personal values and organisational goals.
- Motivated teams focused on continuous improvement.

03 RESULTS AND CONTINUOUS IMPROVEMENT

- Strategies tailored to each company.
- Impact measurement and follow-up over time.
- Ongoing support to make the change stick.

«PROCESSES DO NOT CHANGE UNTIL THE CONVERSATIONS THAT
HOLD THEM UP CHANGE.»

— PREMIUM EXECUTIVE PROGRAMME

3 MONTHS TO BECOME THE LEADER YOUR TEAM NEEDS.

07

An intensive, strategic engagement for leaders, executives and CEOs who want order, clarity and results without losing their team — or themselves. No pretty theory here: judgement, structure and practice. What gets trained becomes habit, and what becomes habit becomes culture.

12

INTENSIVE WEEKS

+8

WEEKS OF FOLLOW-UP

24h

CONTINUOUS SUPPORT

1:1ONLINE OR HYBRID ·
ADAPTABLE

THIS IS FOR YOU IF...

- You have a team and feel the weight falls on you.
- You struggle to delegate without losing control.
- You live firefighting and never reach what matters.
- You notice emotional wear or a lack of clarity.
- You want better communication without creating conflict.
- You need to order the way you lead in order to sustain results.

THIS IS NOT FOR YOU IF...

- You are after a motivational hit with no real commitment.
- You expect quick fixes without getting involved.
- You have no team and no decision-making authority.
- You are not willing to look at yourself as a leader.

This is not a programme for learning concepts. It is a process for leading with clarity, structure and judgement, without burning yourself out along the way.

MENTORING AND TEAMS

SUPPORTING THE LEADER AND THE TEAM THEY LEAD. 08

Tailored programmes to strengthen leadership inside your company, from someone who has run real teams and had to deliver results with them.

A ONE-TO-ONE EXECUTIVE MENTORING

Sessions for executives and middle managers: conscious leadership, emotional intelligence, effective communication and balance. Three to six-month engagements.

B TEAM WORKSHOPS

Training that combines theory and practice to build resilience, growth mindset and self-leadership at every level.

C HIGH-IMPACT EXPERIENCES

Team-building days and immersive dynamics —on or off site— designed around where the team actually is.



IN-COMPANY TRAINING — MATERIAL FLOW METHODS

The starting point is always your reality: I interview, observe and design to fit. No off-the-shelf programmes.

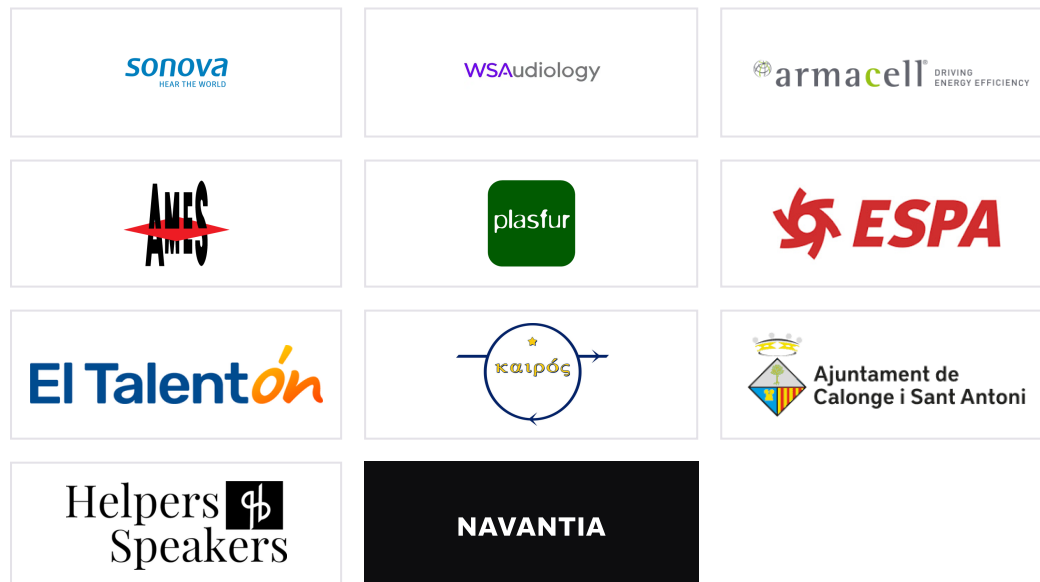
TEACHING AND COLLABORATIONS

WHERE THIS APPROACH IS ALREADY AT WORK.

09

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- **UVIC — UNIVERSITAT DE VIC**
Guest lecturer on the Executive Programme in Leadership for AI environments (Graduate School), 2026-27 edition.
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- **DIPUTACIÓ DE BARCELONA**
Trainer in the Training Actions Bank: leadership training for local government executives (2026).
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- **CAMBRA DE COMERÇ DE PALAMÓS**
Trainer and mentor on the Impulsa Startup entrepreneurship programme (2026 edition).
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- **PIMEC**
Collaboration with the Labour Department on high-performance team training.
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- **SPEAKER BUREAUS**
I work with several national and international speaker bureaus for corporate and institutional events, among them Helpers & Speakers.

THEY HAVE TRUSTED ME



THE PATH BEHIND IT

TECHNICAL TRAINING AND INNER WORK.

10

PROFESSIONAL TRACK RECORD

- Engineering + world class manufacturing across 38 countries.
- Industrial Director for 6 years.
- WCM training with FIAT experts (New Value Group).
- Transformational leadership with Dr. Mario Alonso Puig.

INNER PATH

- 44-day silent retreat · Kopan Monastery, Nepal.
- 17 days in complete darkness · Thailand, with Mantak Chia.
- Inner Engineering and Shambhavi Mahamudra · Sadhguru.
- Active meditation · Osho Ashram, India.
- Buddhist mindfulness · Kadro-la and Lama Zopa Rinpoche.

IN THE MEDIA

- Castilla-La Mancha Despierta · CMM TV — interview.
- Estando Contigo · CMM TV — «Self-leadership for the New Year».
- Radio Capital — interview.

REPRESENTATION

I work with several national and international speaker bureaus for corporate and institutional events.



SHALL WE SHAPE YOUR PROJECT?

LEADING MEANS TUNING INTO DIRECT FREQUENCY WITH WHAT YOU **THINK,** **SAY AND DO.**

If you want to strengthen your team's leadership, transform your operations or bring a keynote to your next event, let's talk. I adapt to your context and your dates.

CHECK AVAILABILITY

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► [Watch the introduction video](#)