

Grupo Lucci | Human Resources

# Building the year 2030 together with leadership and team synergy

We tend to reproduce an organizational culture lined up with our corporate identity focused on people and creating a cooperative atmosphere. In this process, the concept of organizational construction plays a very important part. We work in favor of attracting, keeping and developing talents that are necessary to reach our goals.

**“We seek that our people and our culture be our competitive advantage,” explains José Luis Palacio, Human Resources Manager at Grupo Lucci.**

In this changing process that we are going through, the people are our main concern and our role is to line up different areas in order to overcome our challenges.



**José Luis Palacio**

HR Manager at  
Grupo Lucci



## 2030: We prepare today with our eyes set on the future

We offer customized solutions for our clients based on our Company DNA that stands out for innovation and enables us to be competitive and competent in our local management and global presence.

Our challenges are related to:

- Managing our business and reaching high standards of efficiency at a global level. Association, collaboration and a long-term bond with our clients is part of our role.
- Ensuring that our operations will occur within a sustainable strategic framework given by our leadership and therefore causing a triple impact: social, economic and sustainable.
- Carrying out learning activities necessary for our collaborators to match up to present and future challenges.
- Working on effective communication and synergy guiding us to become a high-performance team.
- Our strategies are designed for the short, middle and long-term objectives.







## We worked on three main ideas throughout this year:

- 1. Focusing on results:** We evaluate and measure our collaborator´s performance related to the Board of Directors´ goals.
- 2. Innovation:** As part of the Company´s DNA, we promote changes in the way we work, in the opportunity to exchange ideas and the possibility to work with prototypes.
- 3. Constant development:** We incorporated Lean Management philosophy to ensure operational excellence.

## We introduced the new innovation committee

This interdisciplinary team is formed by outstanding collaborators and their contribution lies in their specialization, expertise and creative initiative among other qualities.

They are challenged to motorize exploratory capacities in our organization making agreements with the Board of Directors about innovation strategies lined up with the business and management.

The committee is the continuation of a process we have been following together with a specialized consulting firm, which is part of our ecosystem since 2019.

It is a very important step to start several improvement processes.





## Constant development and continuous improvement with strategic allies

This year we started to design and display the **Citrusvil Excellence Operational Model (CEOM)** starting with the long-term objectives with a particular focus on the challenges the organization proposes.

This process will be applied from the application of the **Lean Management Methodology** and the advice of an external consulting firm.

## The LUCCI WAY

We have travelled the path towards Continuous Improvement-Constant Development reflecting on our mission and values, understanding our vision, detecting opportunities to improve and projecting our future.

Together with Lean Management we have defined the LUCCI WAY, which is a set of principles and behaviors, which are the basis of Citrusvil Excellence Operational Model (CEOM).

The year 2021 was highlighted by a strong commitment in the development of this process. 2022 will find us ready to take our first steps towards the generation of a true Innovation and Continuous Improvement - Constant Development culture.