

The background of the slide features a photograph of a modern building with a large, illuminated red 'NETFLIX' sign on its facade. The scene is set during sunset or sunrise, with a warm orange and yellow sky. A man, Professor Alejandro Moreno-Salamanca, is overlaid on the right side of the image. He is a middle-aged man with dark hair and glasses, wearing a dark suit jacket over a white shirt. He is smiling and has his arms crossed. The building's architecture consists of vertical panels and windows, some of which are lit up.

NETFLIX

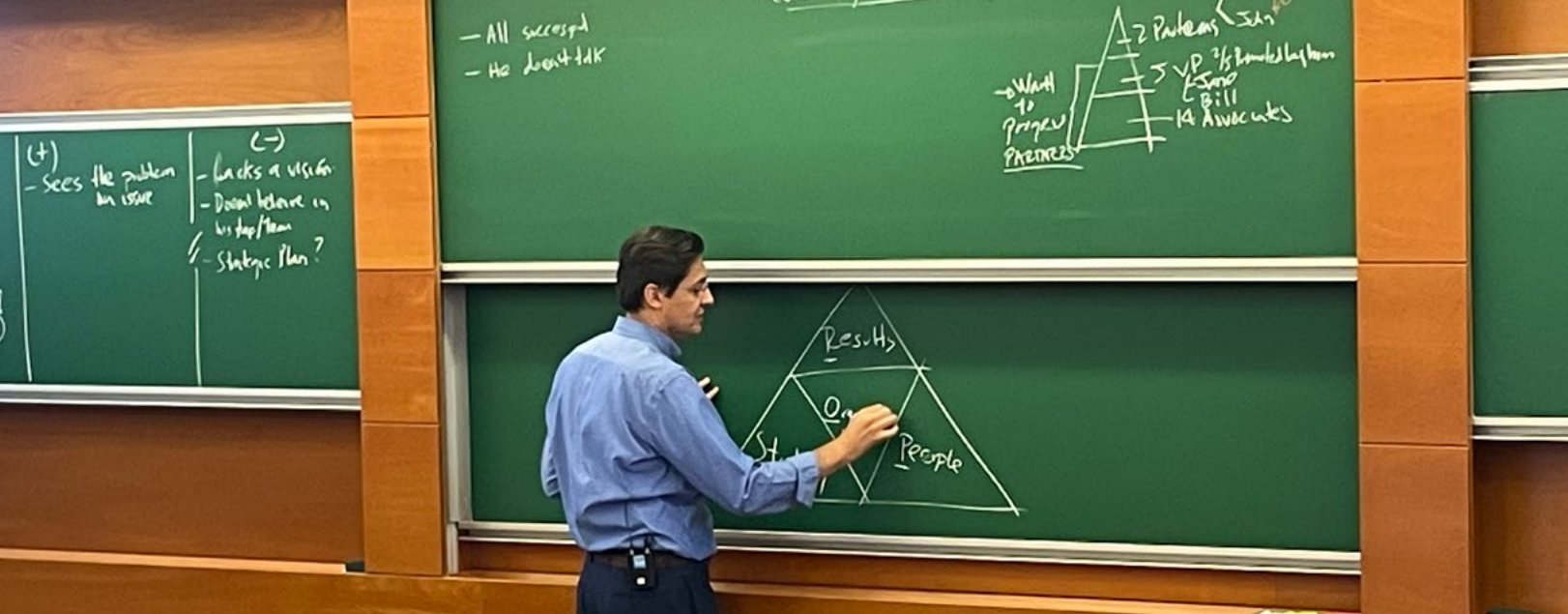
Thursday June 26, 2025

# The Culture Advantage

Developing Talent For Competitive Success

Professor Alejandro Moreno-Salamanca

The Johnstown Estate - Enfield, Co. Meath



## Professor Alejandro Moreno-Salamanca

Senior Lecturer in Managing People in Organisations at IESE

With more than 25 years of managerial experience at companies such as AC Nielsen, Andean Bank, and Liberty Mutual Group—where he received the Chairman's Award in 2005—Alejandro also serves on several boards for both profit and non-profit organisations in Colombia.

This session focuses on **empowering CEOs** to align organisational culture, leadership, and talent development with their business strategy. We will discuss how **core competencies** are shaped not only by strategy but also by the unique context and business model of **each organisation**.

Together, we will analyse how fostering leadership and nurturing talent are critical to creating a culture tailored to your organisation's needs—far beyond generic industry solutions. We will also highlight the importance of **identifying strategic jobs** where exceptional leadership drives **performance and competitive differentiation**.

For more information, please [click here](#)

Read more



# Join this workshop and learn:

How organisational culture can influence and support the execution of your business strategy



How to best integrate core competencies with your particular organisational vision

How to pinpoint key roles within your organisation that are critical for driving performance



How to nurture talent and align it with business goals



How to cultivate & develop leadership skills that align with your company's vision and long-term objectives



# Benefits for Participants



Watch a **brief video** of Prof Arthur Brooks and Timoney alumni discussing the advantages of attending **alumni events**



Continue **your learning journey** as you endeavour to improve and **enhance your leadership skills**

**Non-alumni are very welcome to join us** for this Masterclass.  
The Fee is €550 per person



**Share experiences**, insights and approaches with other leaders





Stay overnight at Johnstown Estate and attend the **company visit to Breedon Cement** in nearby Kinnegad the following morning.

Overnight B&B  
Hotel Rate of €189



Better People

Better Organisations

Better Society



### Workshop Fee

**Alumni members:**  
Included in annual  
subscription

**Guests: €550**



**Thur June 26**  
**9 am - 4 pm**



**Johnstown**  
**Estate**



**Book your place**  
by clicking here



### More info

6 Clare Street,  
Dublin Do2 EF82  
+ 353 (0)1 676 0477