

StrategyCO.

transforming
leaders and business



DAVID CERDÁ

Speaker

Presentation for:

BIO

David Cerdá is a former executive and professional consultant. Along with his dedication to the business world, he is **strongly involved in civil society** around the axes of ethics, education, leadership, critical thinking and politics. He has given lectures in 6 languages in 8 countries and collaborates with multinationals, local companies and European governments.

He is a **partner** and consultant at **Strategyco.**, writer and lecturer. His ten published titles include *La organización viva*, on leadership, organisational culture, people, creativity and innovation, *El buen profesional*, *Ética para valientes* and *El dilema de Neo*, on critical thinking. As a translator, he has added some fifty titles to his repertoire. He also contributes to innovation and management magazines such as *Harvard Business Review*, and national publications such as *ABC*, *Disidentia*, *El debate* and *La Gaceta*. He has participated in multiple TV, radio and podcast programmes.

He holds a **PhD**, a Bachelor's Degree in Business, an MBA, a Master's Degree in Production and Logistics, a University Expert in Intellectual Capital and HR Management, a Bachelor's and Master's Degree in Philosophy, and has completed a prestigious international Leadership Program.



[Further info](#)



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David is a *rara avis*: an eclectic ex-manager and consultant who combines business, education, culture and philosophy. Usually, when looking for a speaker, you have to choose between substance and form: when you hire him you get both a great communicator and exceptional content.

He does not repeat lectures or workshops: the programs he delivers are tailored to the client and the audience that receives them.

“David offers accessible and entertaining depth. He will talk to you about what matters most, in an original and practical way. He will give you fabulous tools and make you think while he makes you enjoy yourself”

Why would you like to be in of his workshops or conferences?



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David's main asset is the **breadth and substance** of what he conveys: he moves with strength and fluency in the fields of creativity, innovation, critical thinking, communication, leadership, skills and ethics. He customizes all his lectures and has a very wide range of resources. To date, these are **his 6 most popular conferences**:



HOW TO BE CREATIVE

How creativity works; keys to increase it



NOBLESSE OBLIGE

Servant leadership demanded by our age of enormous challenges; a new generational perspective



BE A GREAT PROFESSIONAL

From talent to professionalism: the paradigm shift that changes everything



STRENGTH AND COURAGE

An ethic of honor, meaning and courage that generates engagement



HOW TO EXCEL MDOING MANY THINGS

Time, Effort and Attention Management expert level



LUCIDITY: THINKING AND DOING

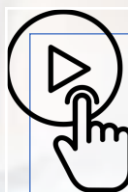
How to develop high-level critical thinking individually and collectively

Some interesting links to learn more about David Cerdá as a writer, columnist and lecturer:



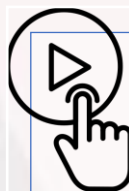
Courage

Filmed cut of 32 sec.



Professionalism and Commitment

Podcast with DosMillenials



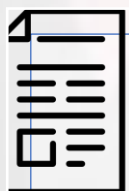
Ethics for the Brave

Presentation



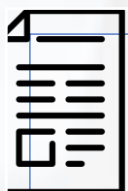
Ethics and courage

TV (7 m.)



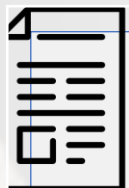
Professionalism

Disidentia



Attention and digital world

ABC



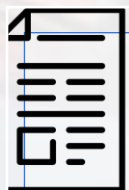
Leadership: from charisma to service

HBR-Deusto



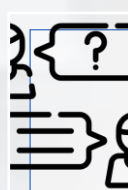
Interview

On Good and Ethics



Critical Thinking vs Creativity

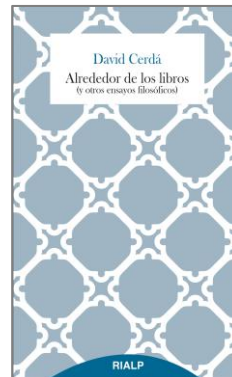
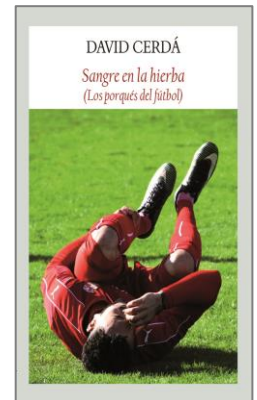
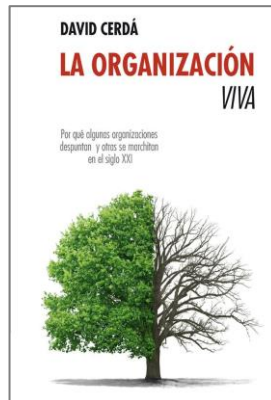
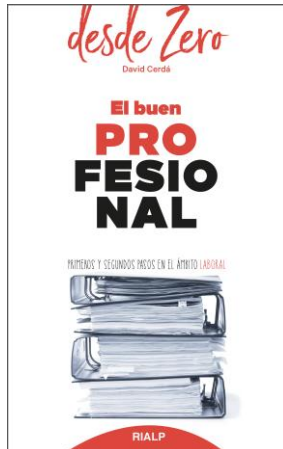
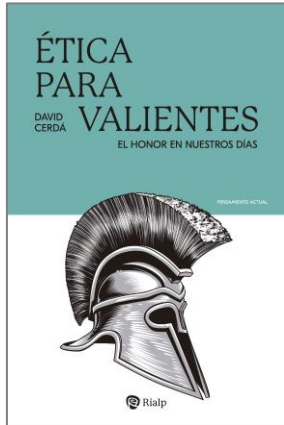
HBR-Deusto



Interview

On ethical leadership

Author



Media

**Harvard
Deusto**
Business Review

Expansión

ethic

ABC

LA GACETA
DE LA IBEROSFERA

El Debate
de hoy

DISIDENTIA
PENSAR ESTÁ DE MODA

LA IBERIA

**educational
EVIDENCE**
INTERNATIONAL MAGAZINE

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