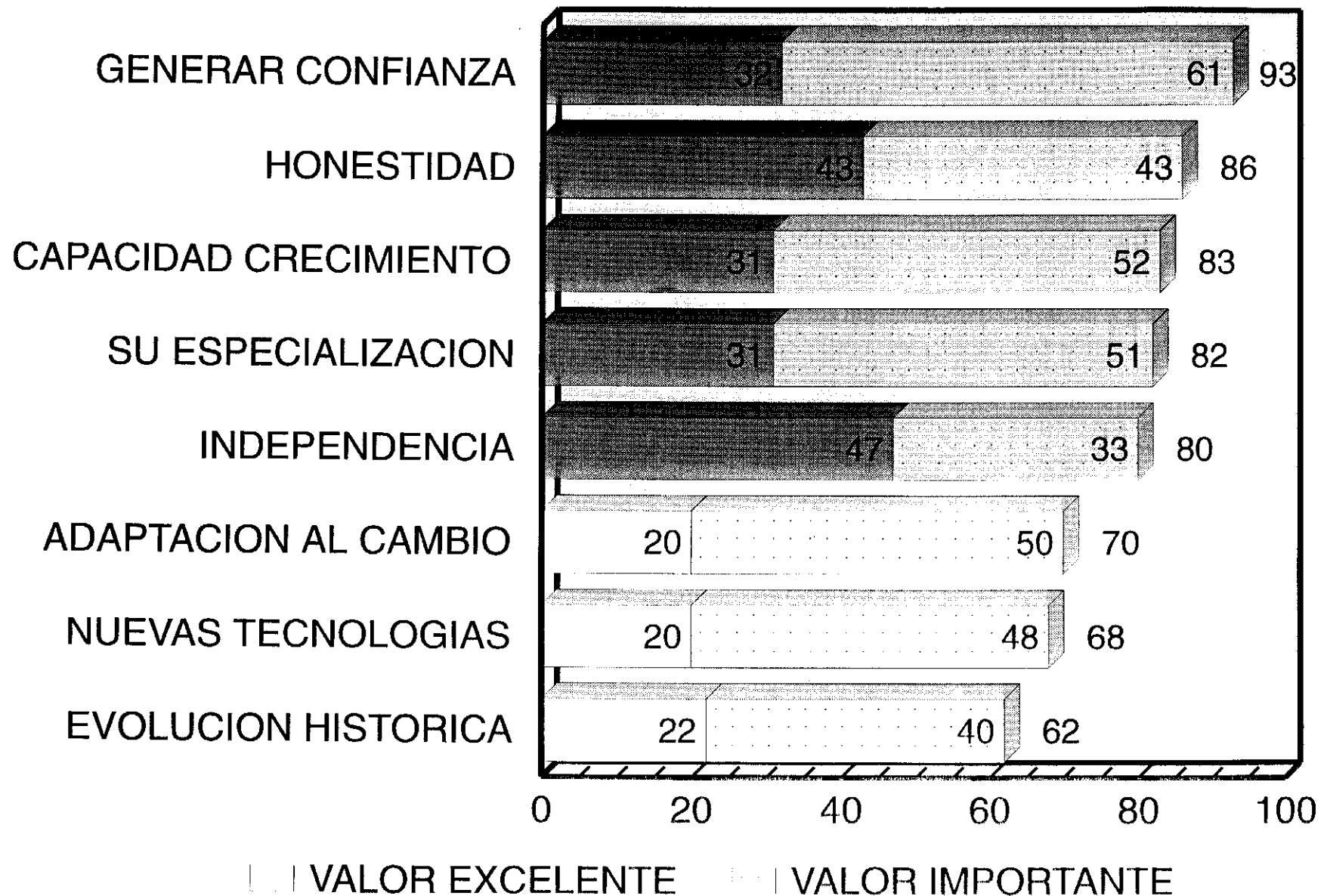


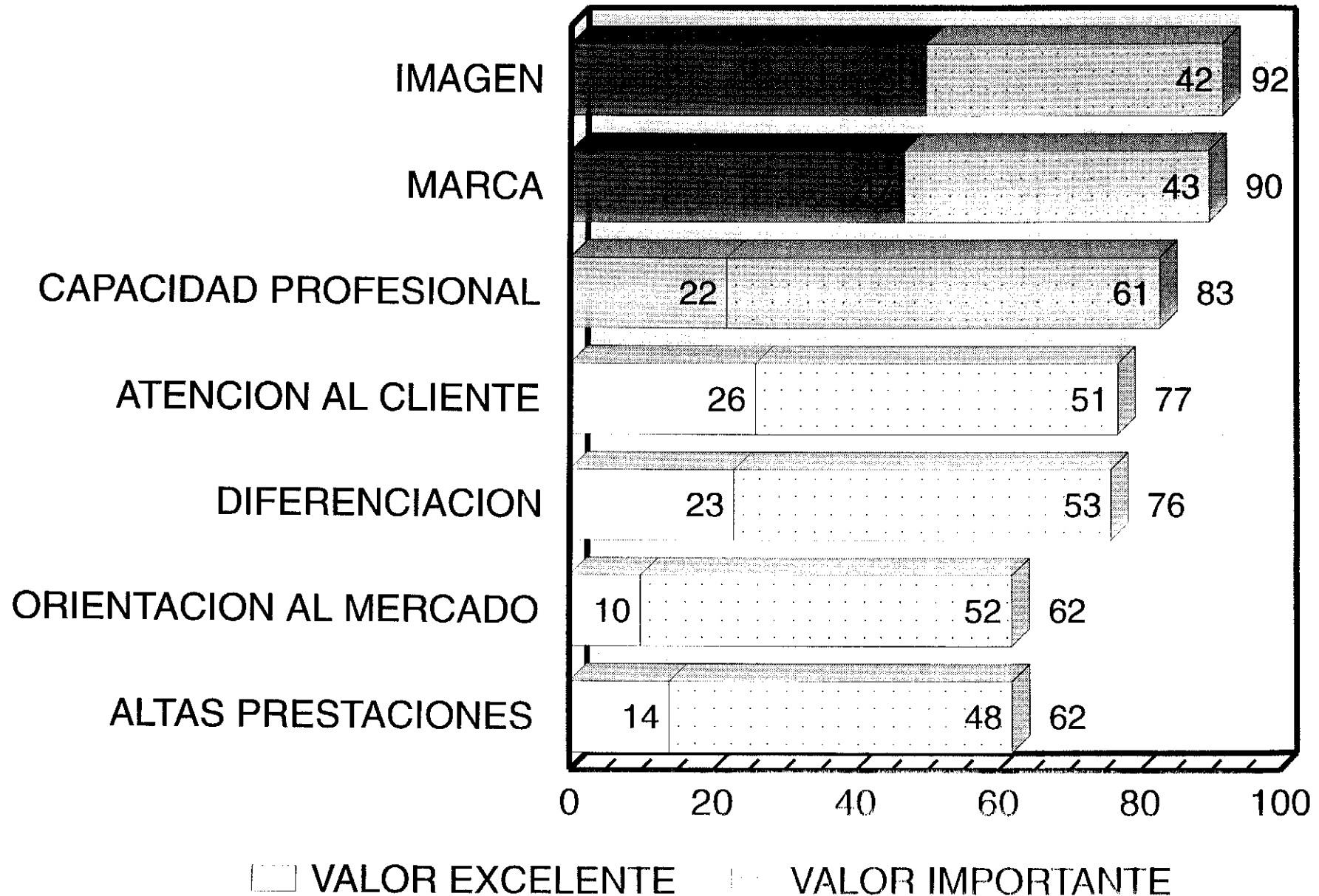
VALORES INSTITUCIONALES

FIGURA 1



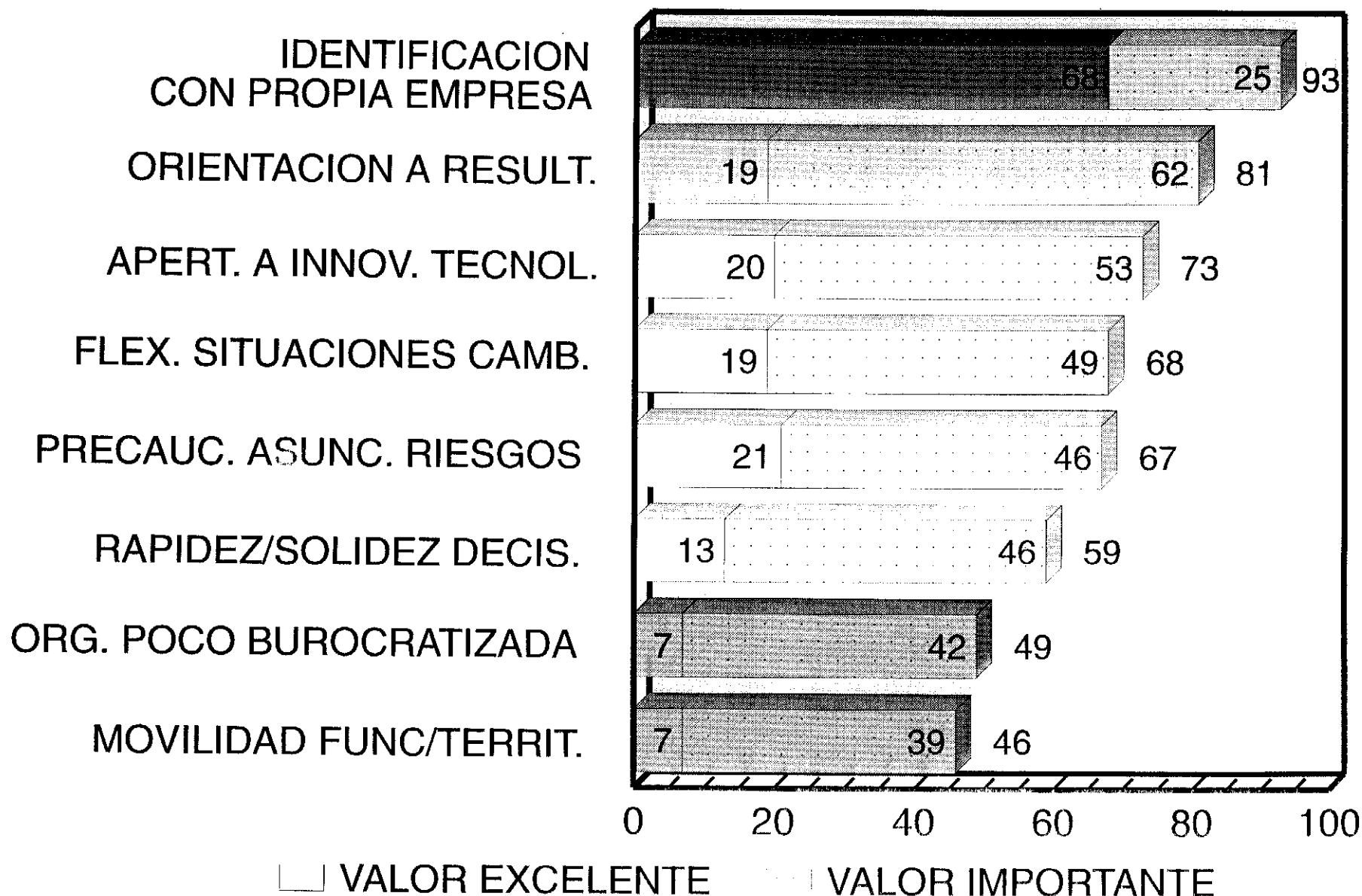
VALORES EMPRESARIALES

FIGURA 2



VALORES CORPORATIVOS

FIGURA 3



VALORES PERSONALES

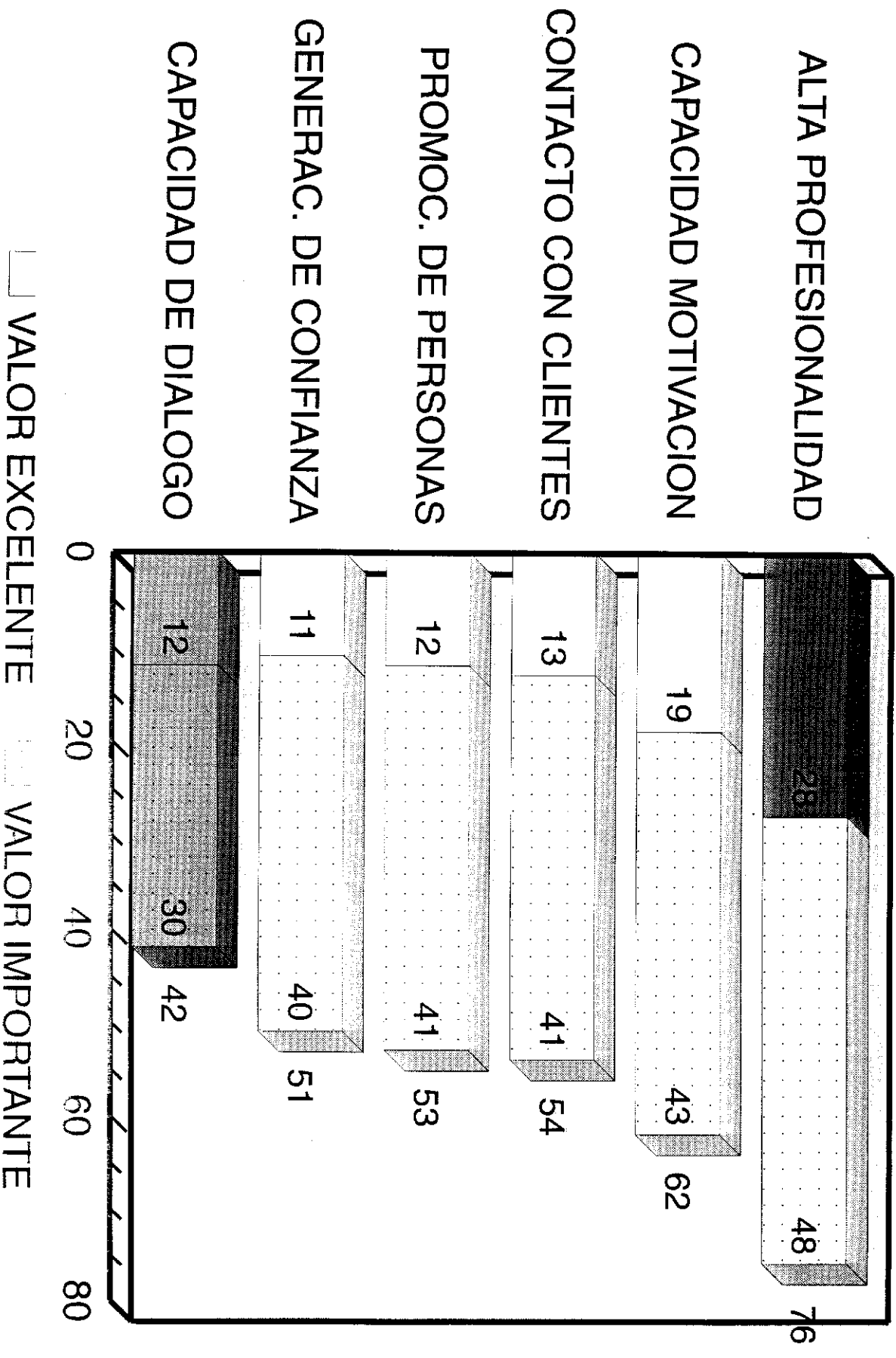
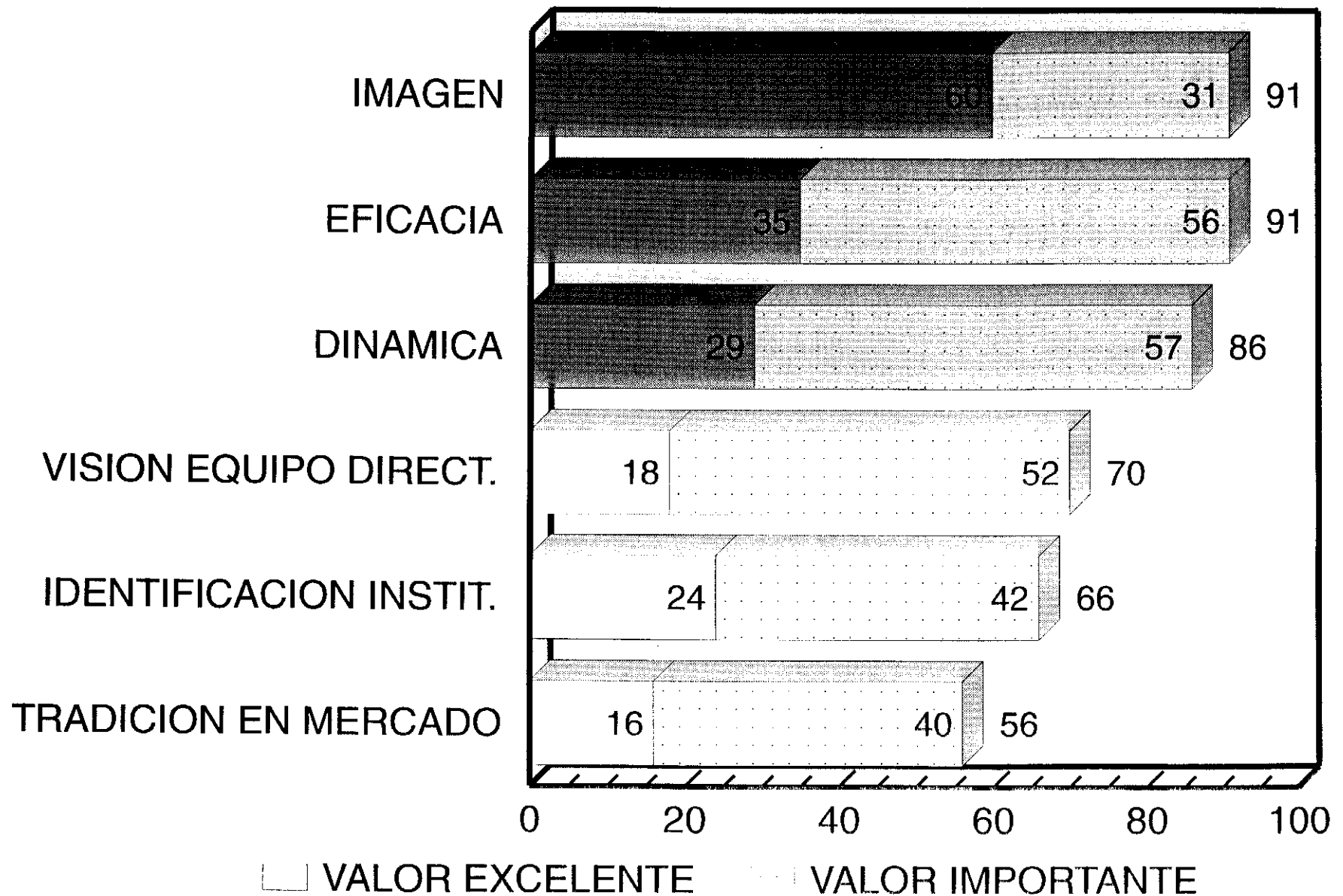


FIGURA 4

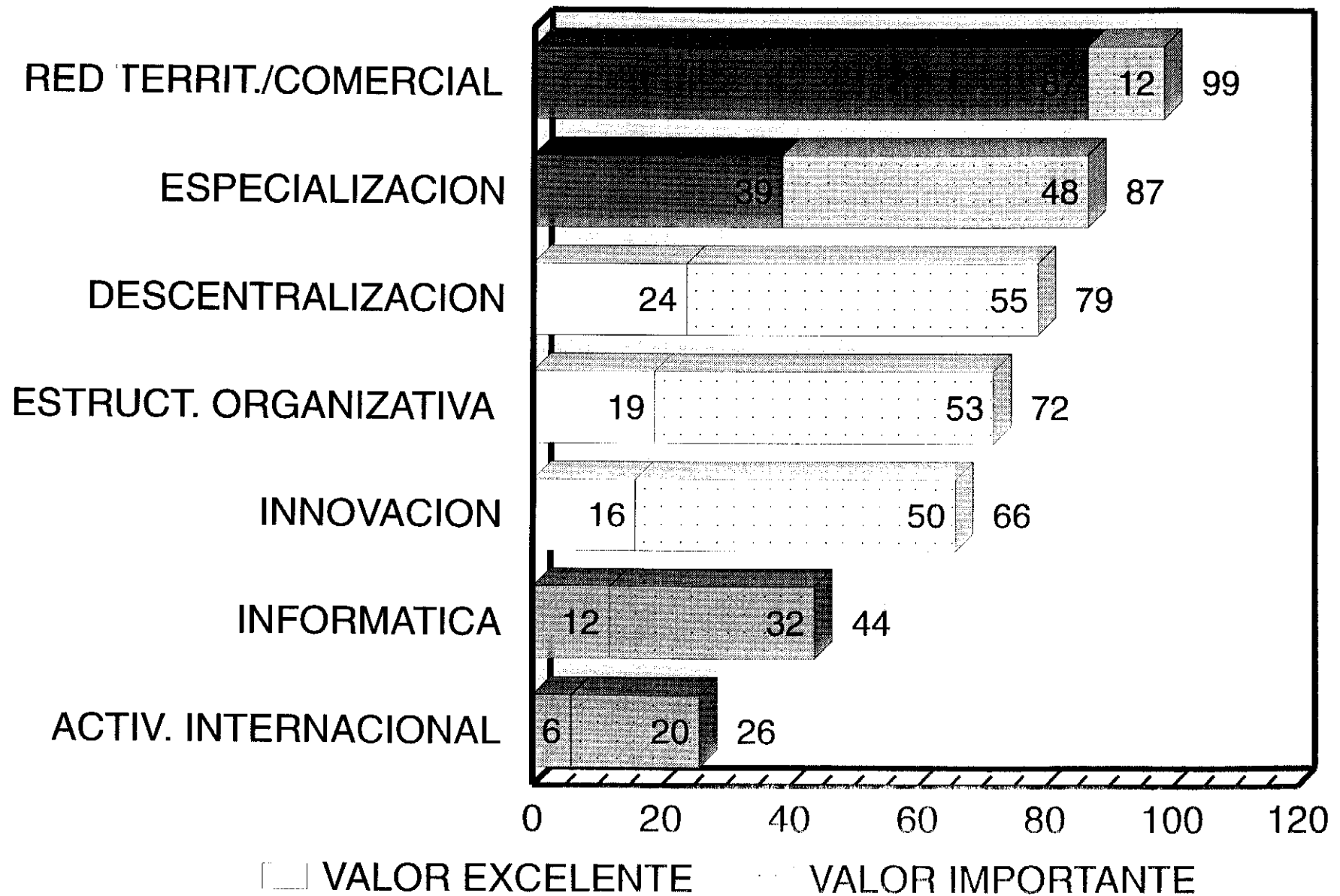
VALORES EN LOS QUE DESCANSA LA COMPETITIVIDAD DEL SISTEMA MAPFRE: VALORES INSTITUCIONALES

FIGURA 5



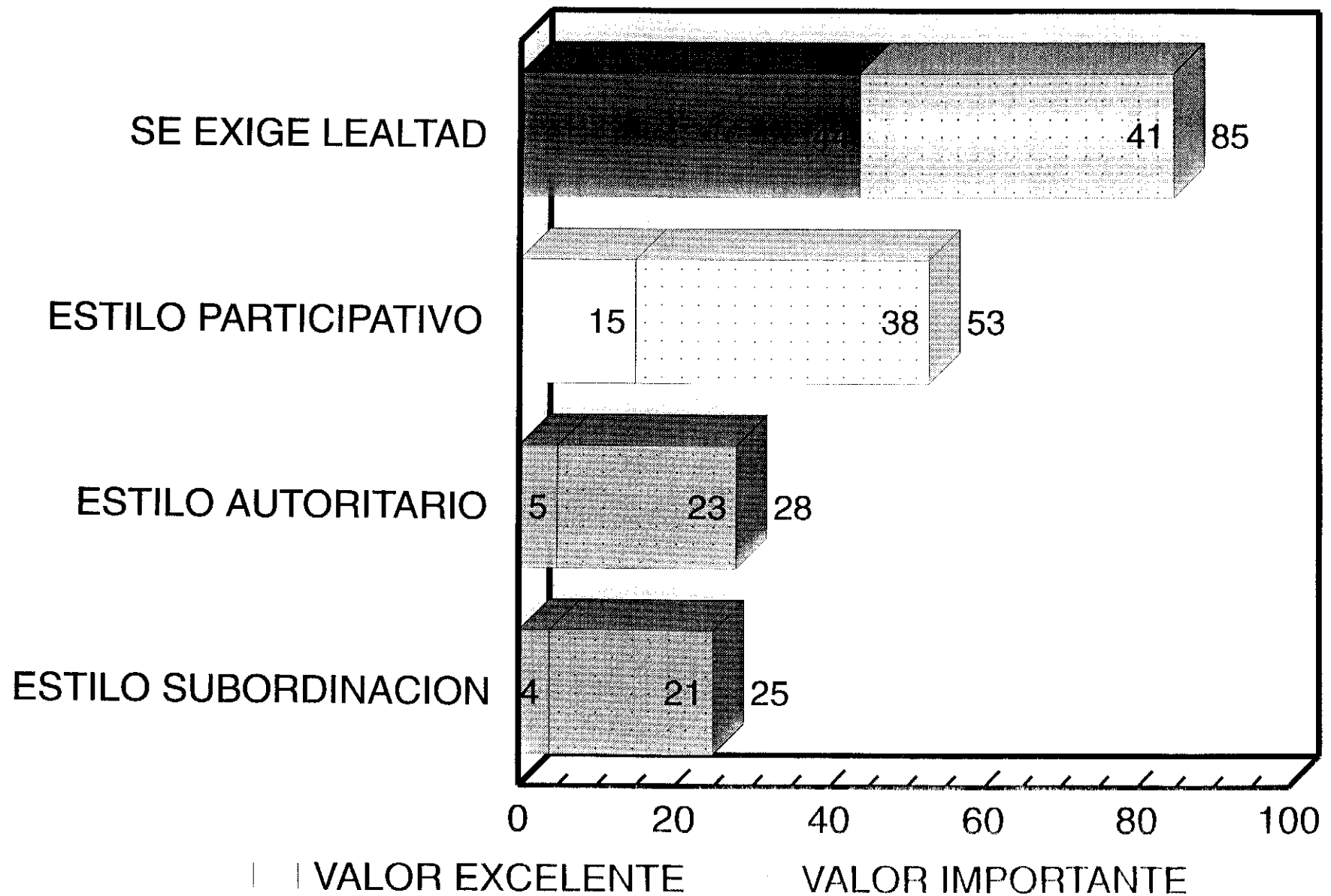
VALORES EN LOS QUE DESCANSA LA COMPETITIVIDAD DEL SISTEMA MAPFRE: VALORES ORGANIZATIVOS

FIGURA 6



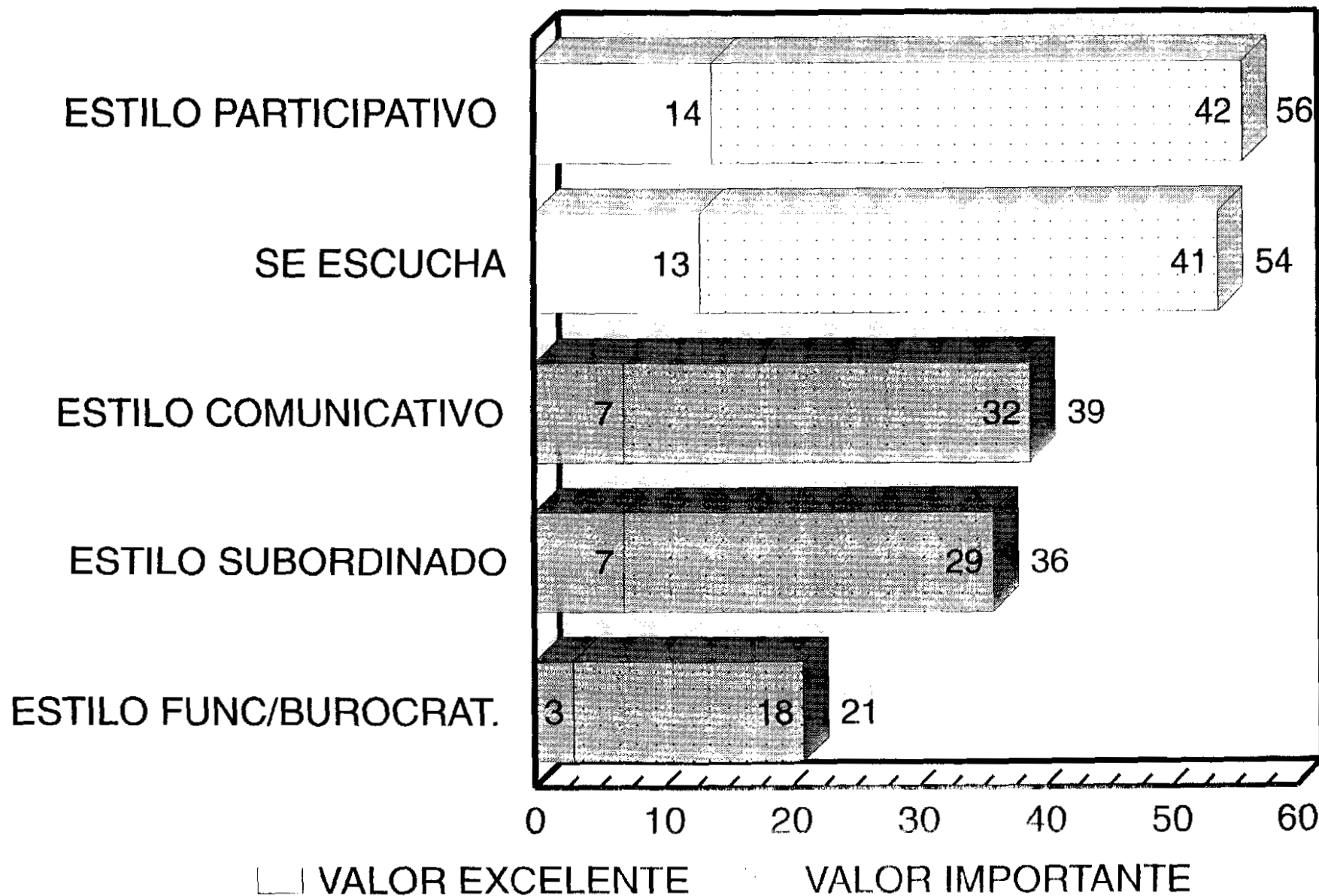
ESTILO DE DIRECCION DE ARRIBA HACIA ABAJO

FIGURA 7



ESTILO DE DIRECCION DE ABAJO HACIA ARRIBA

FIGURA 8



PREDISPOSICION DEL DIRECTIVO (I)

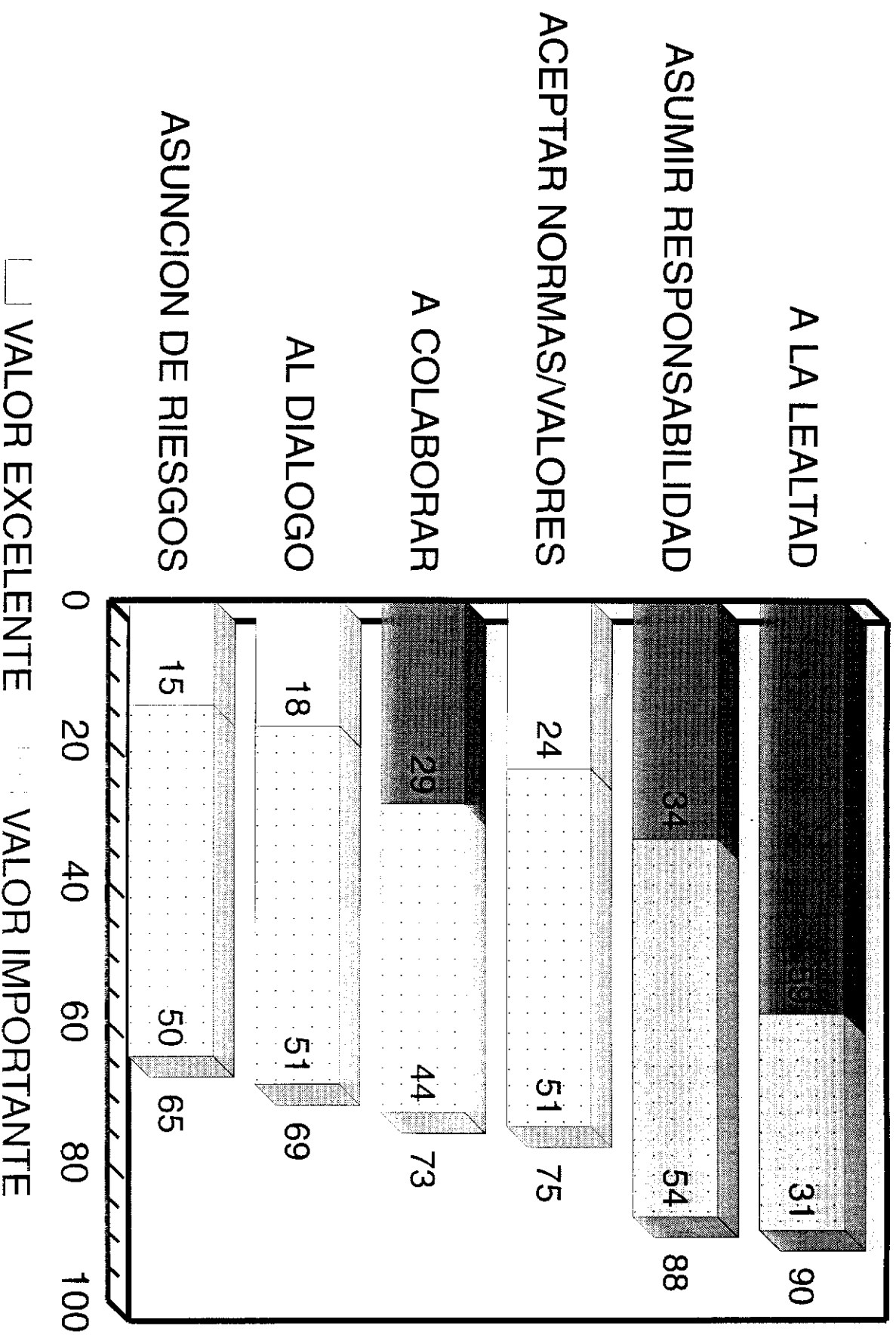
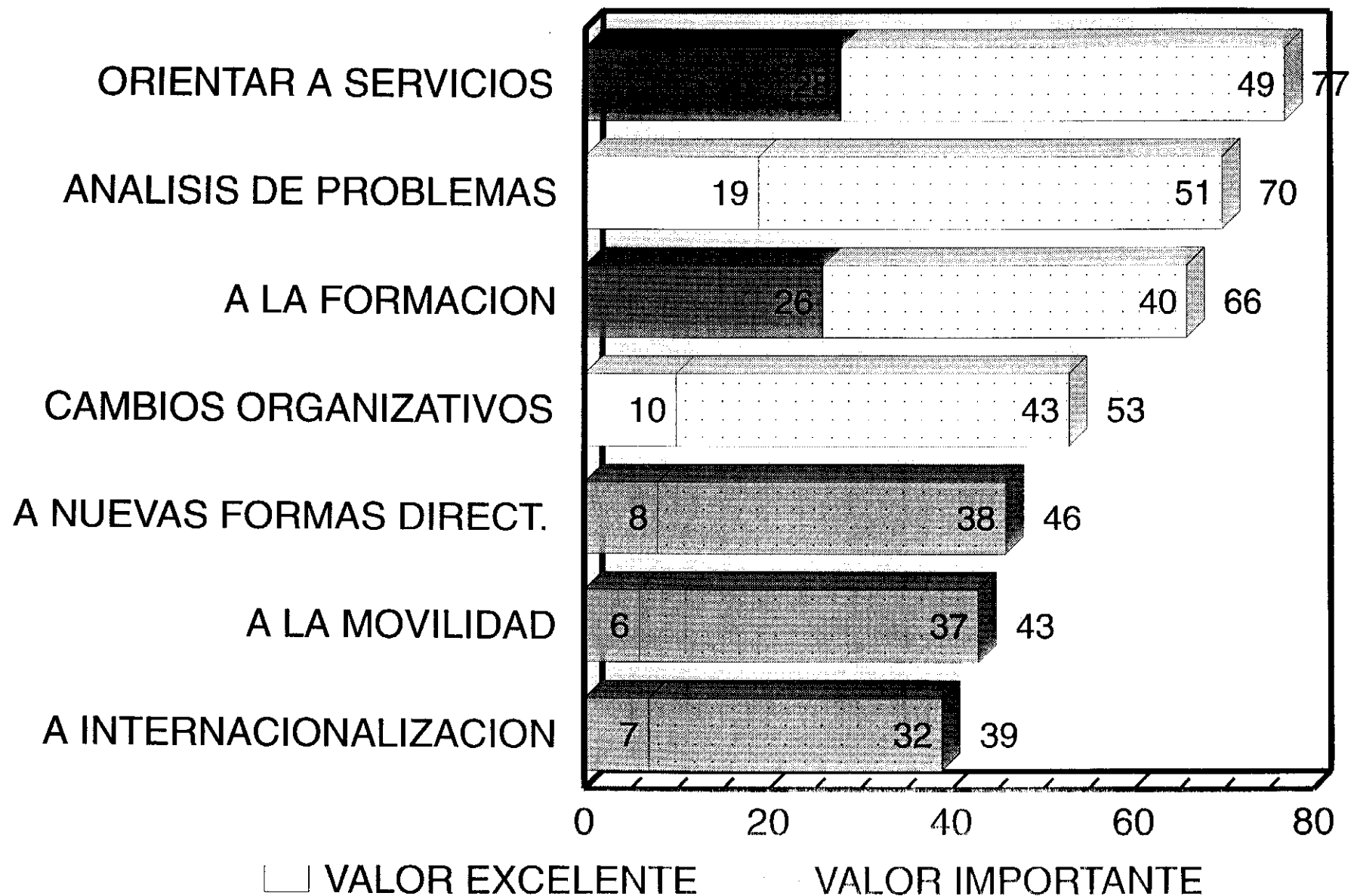


FIGURA 9

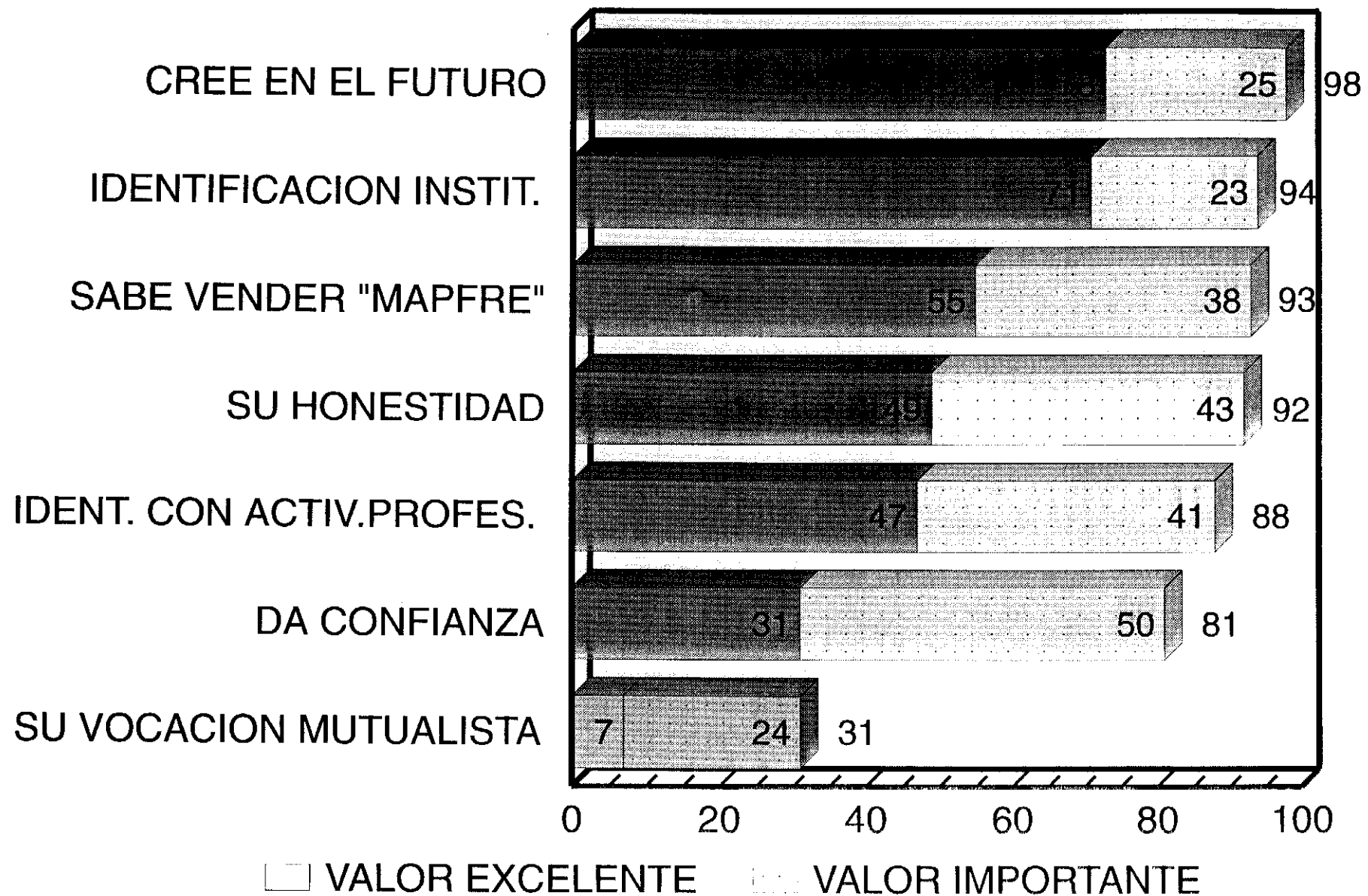
PREDISPOSICION DEL DIRECTIVO (II)

FIGURA 10



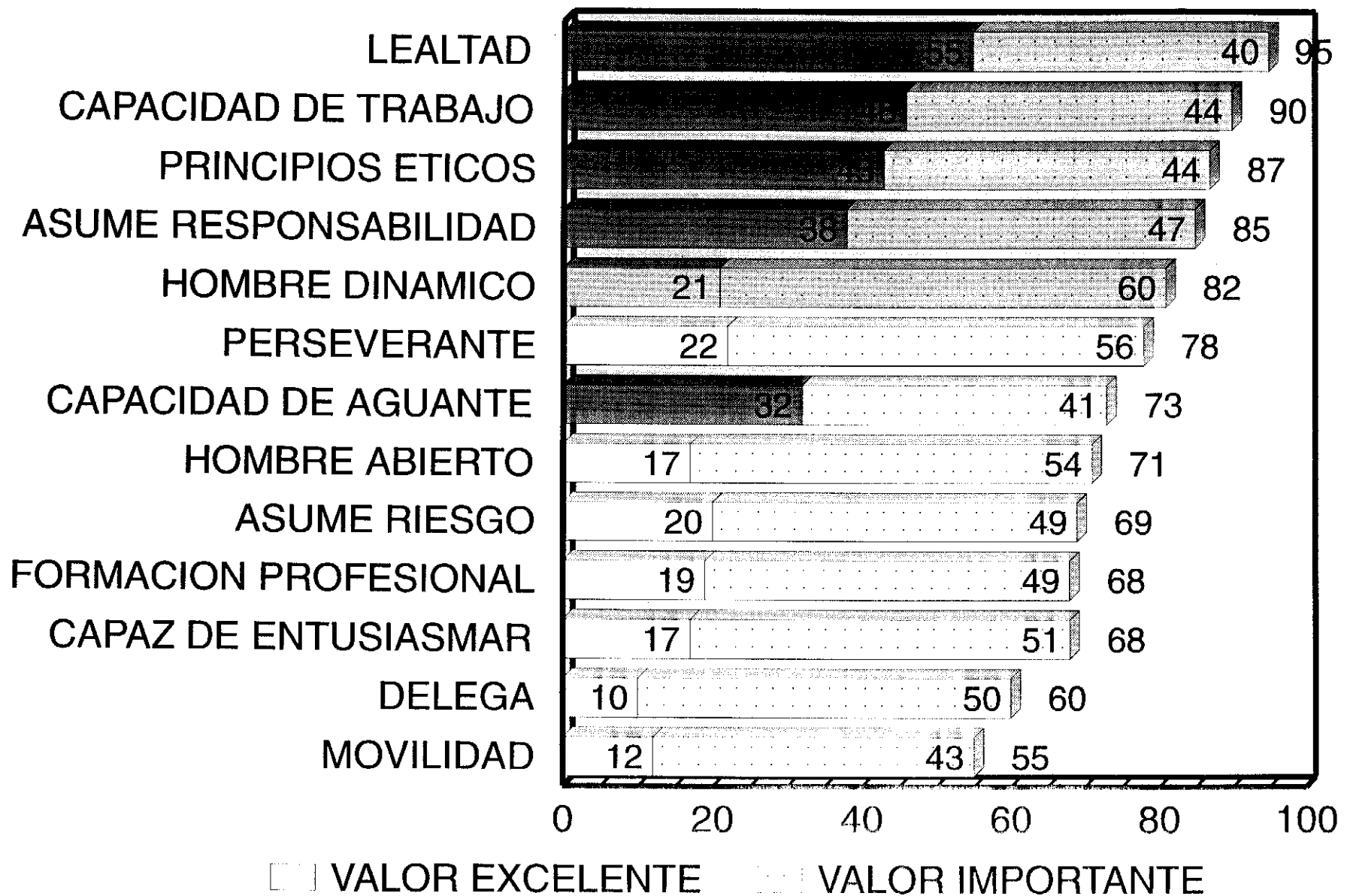
VALORES DEL DIRECTIVO DE MAPFRE: VALORES INSTITUCIONALES

FIGJRA 11



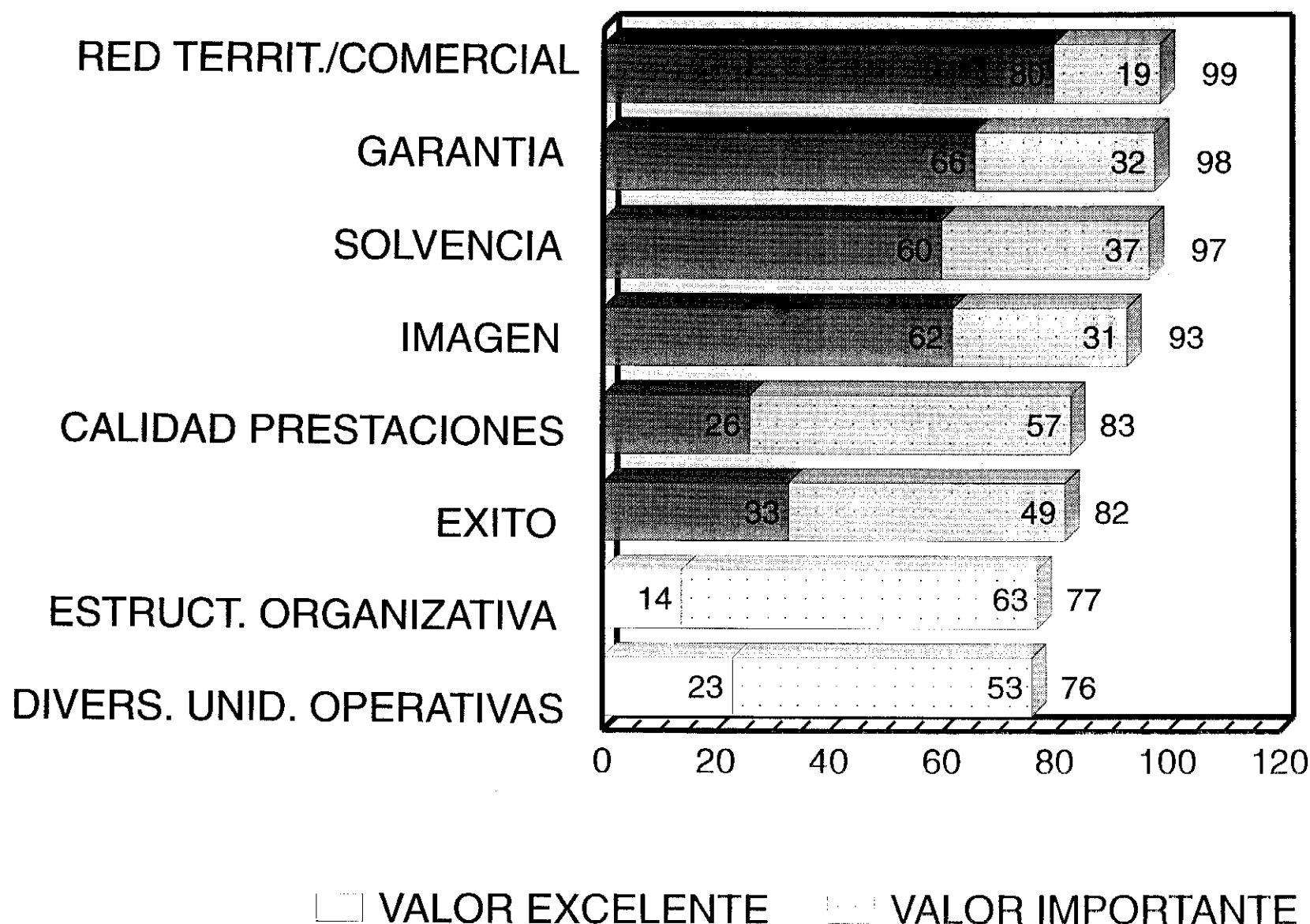
VALORES DEL DIRECTIVO DE MAPFRE: CARACTERISTICAS PERSONALES

FIGURA 12



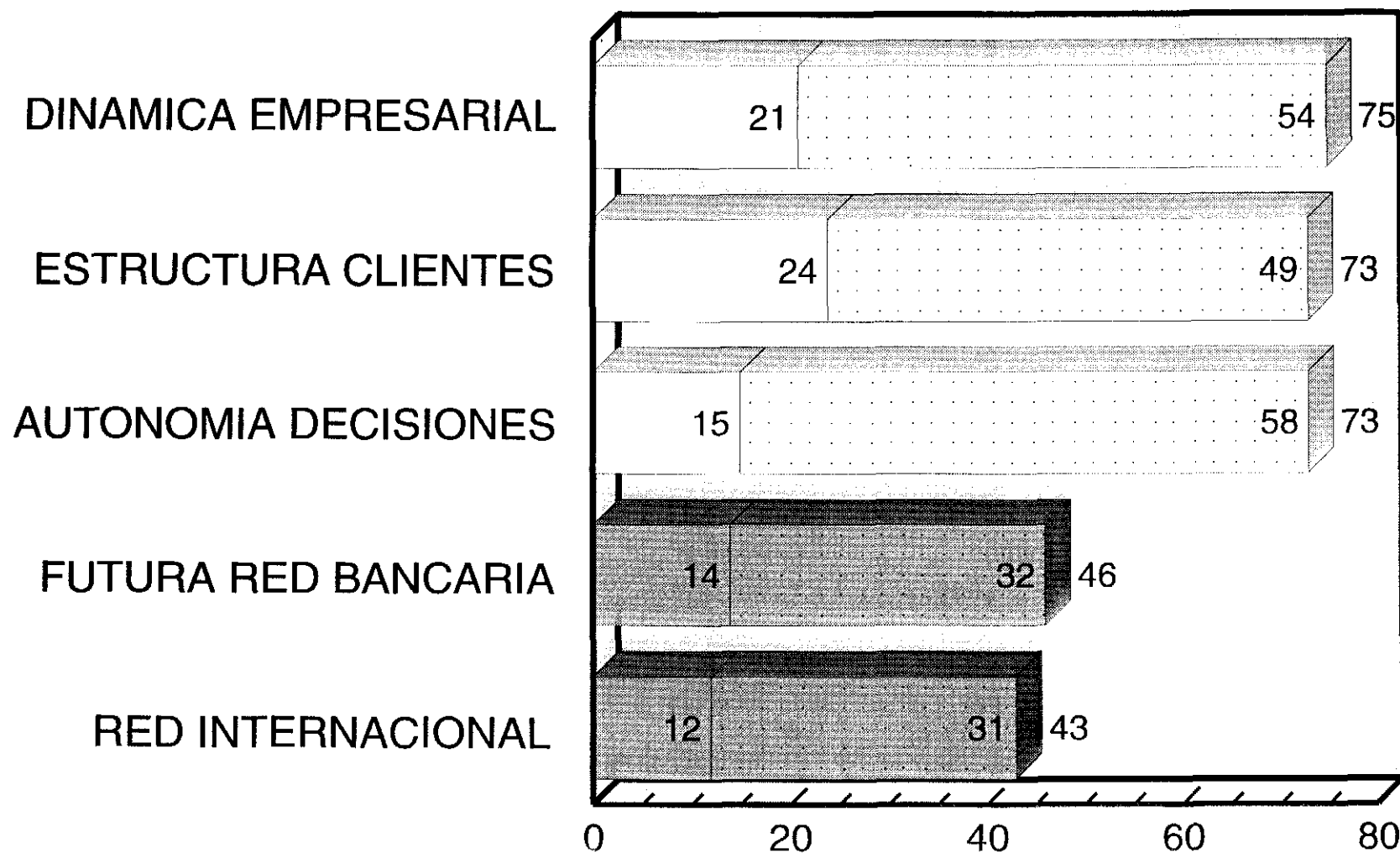
PUNTOS FUERTES Y DEBILES INSTITUCIONALES (I)

FIGURA 13



PUNTOS FUERTES Y DEBILES INSTITUCIONALES (II)

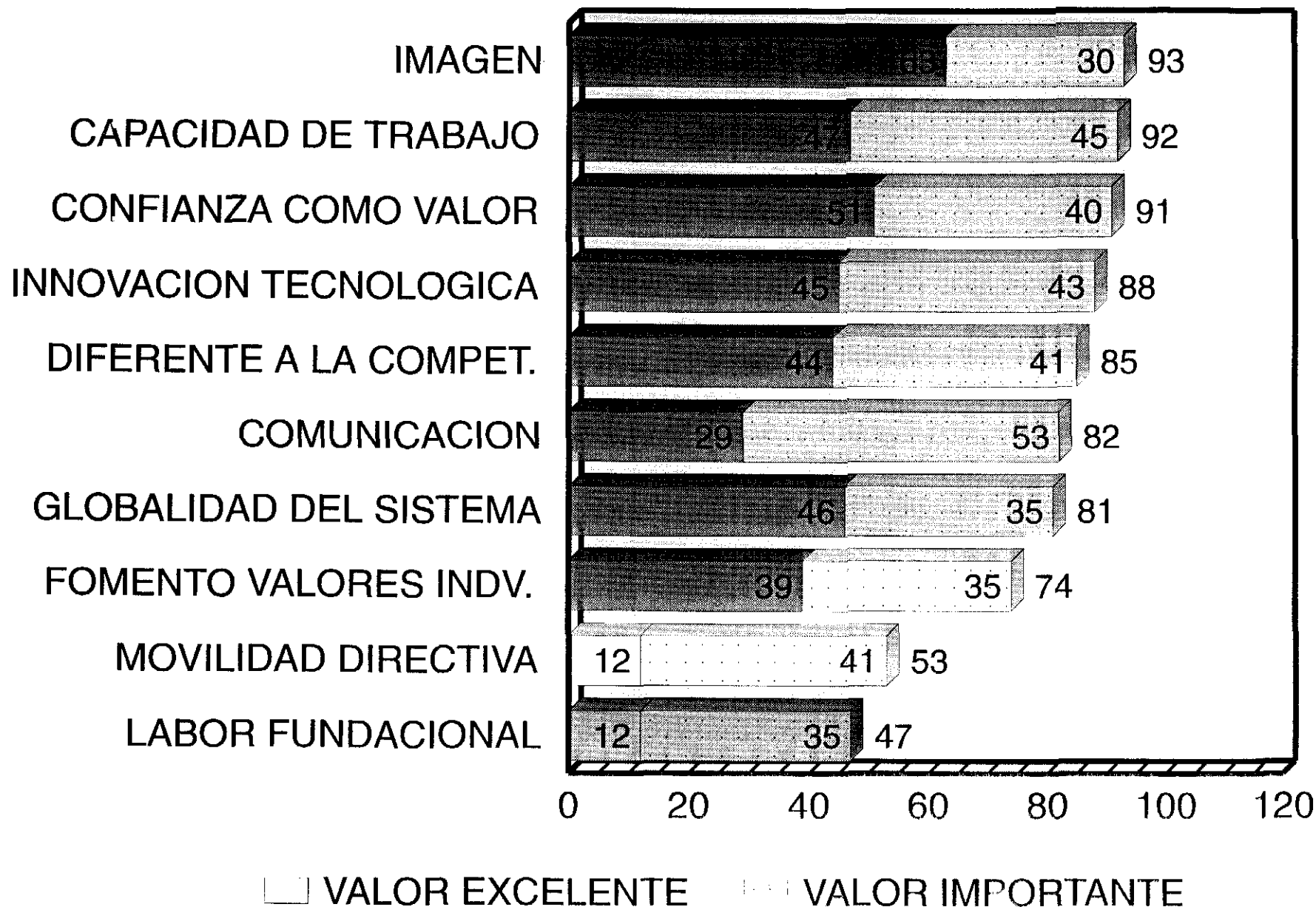
FIGURA 14



□ VALOR EXCELENTE ▨ VALOR IMPORTANTE

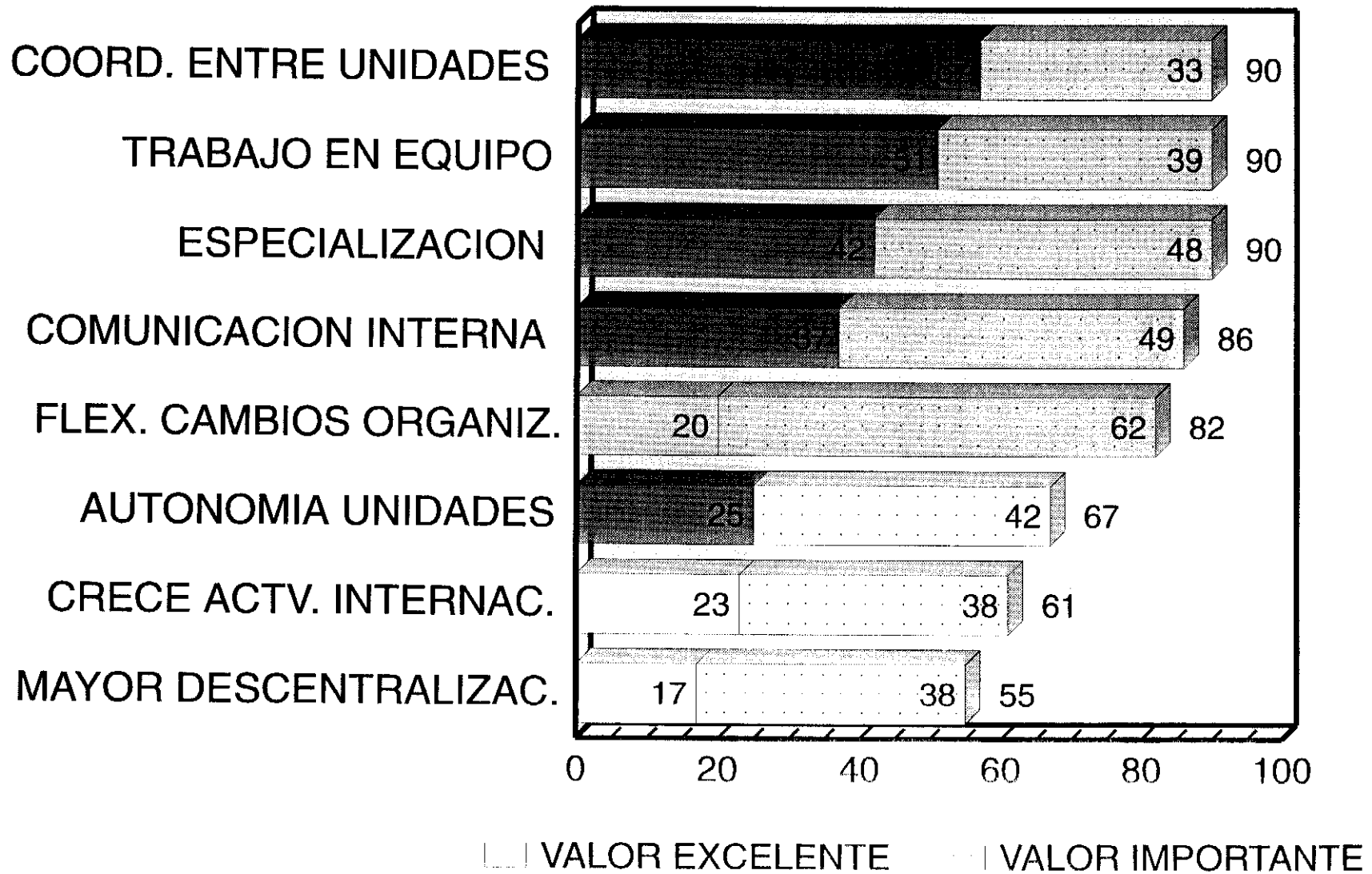
VALORES DE LA IDENTIDAD FUTURA DEL SISTEMA MAPFRE: INSTITUCIONALES

FIGURA 15



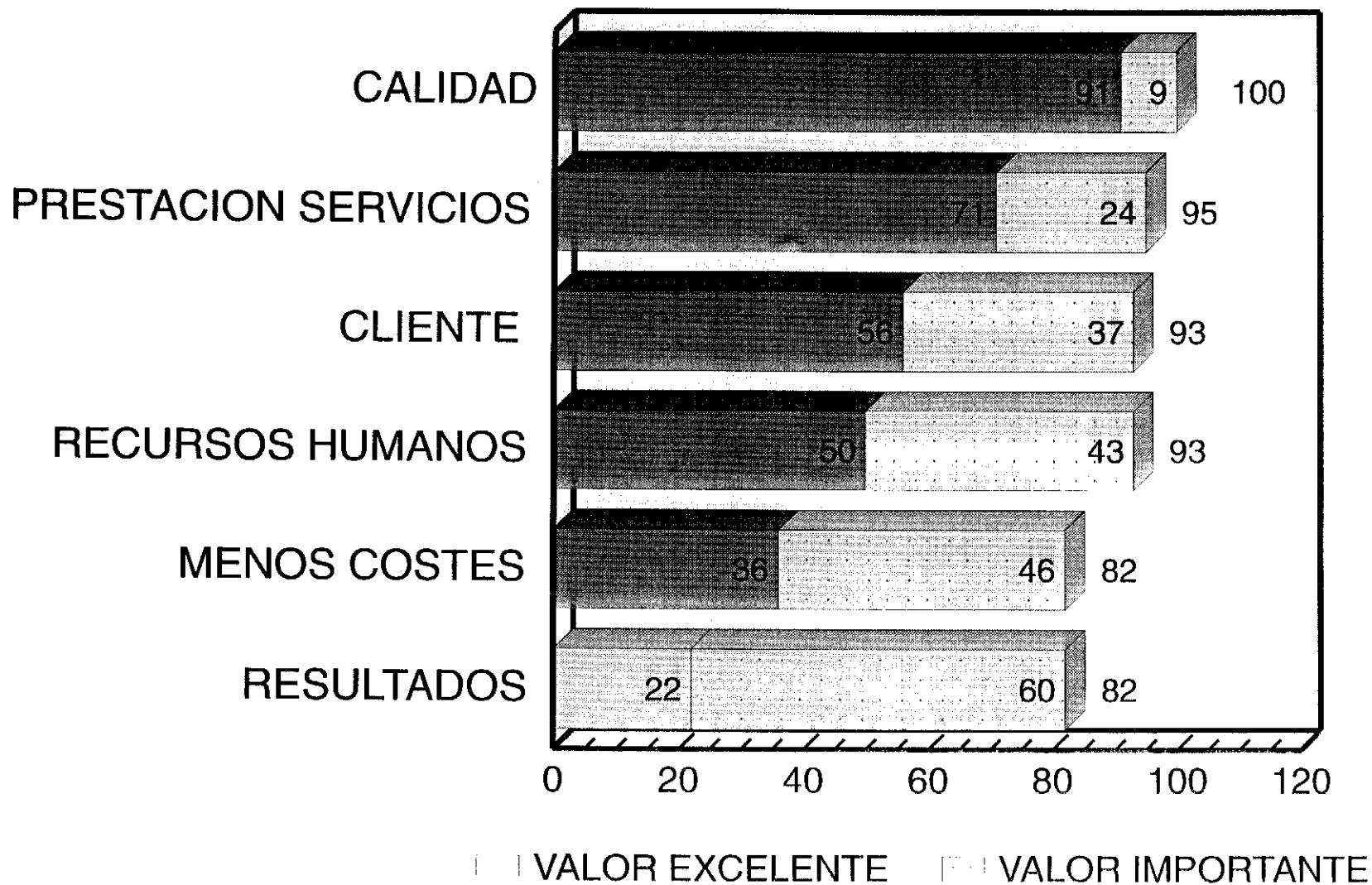
VALORES DE LA ENTIDAD FUTURA DEL SISTEMA MAPFRE: ESTRUCTURALES

FIGURA 16



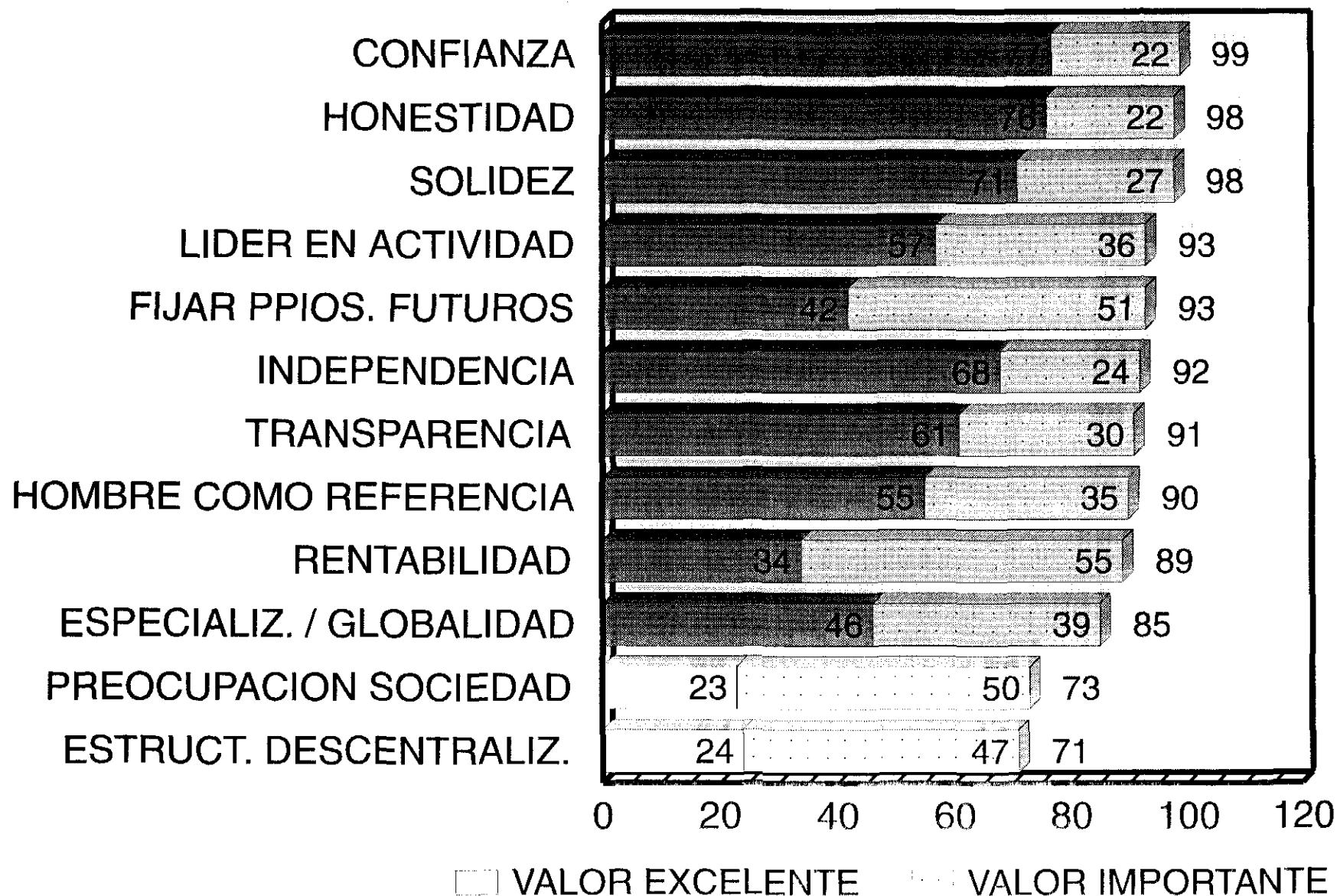
FILOSOFIA EMPRESARIAL DEL SISTEMA MAPFRE: ORIENTACION

FIGURA 17



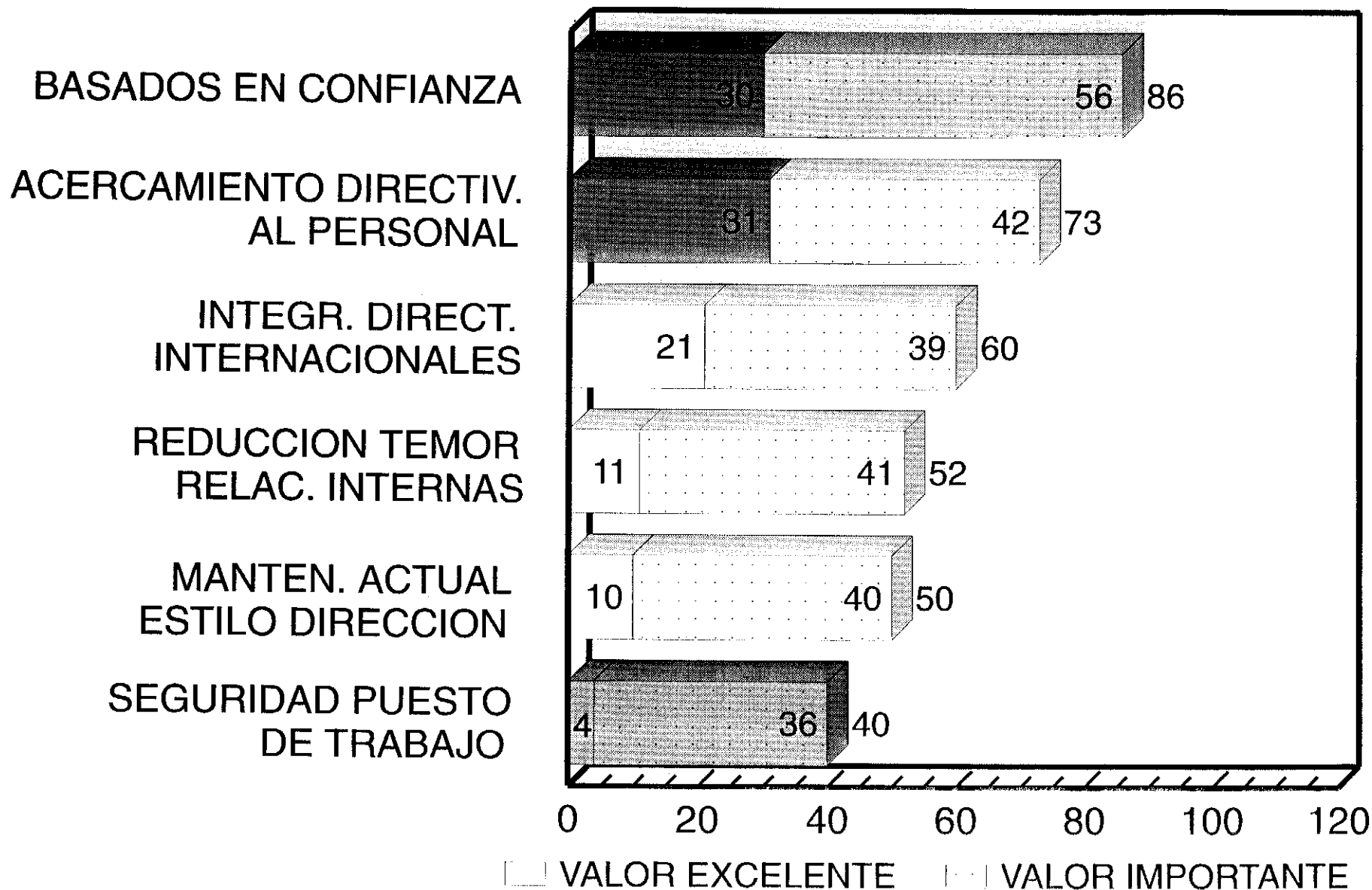
FILOSOFIA EMPRESARIAL DEL SISTEMA MAPFRE: PRINCIPIOS

FIGURA 18



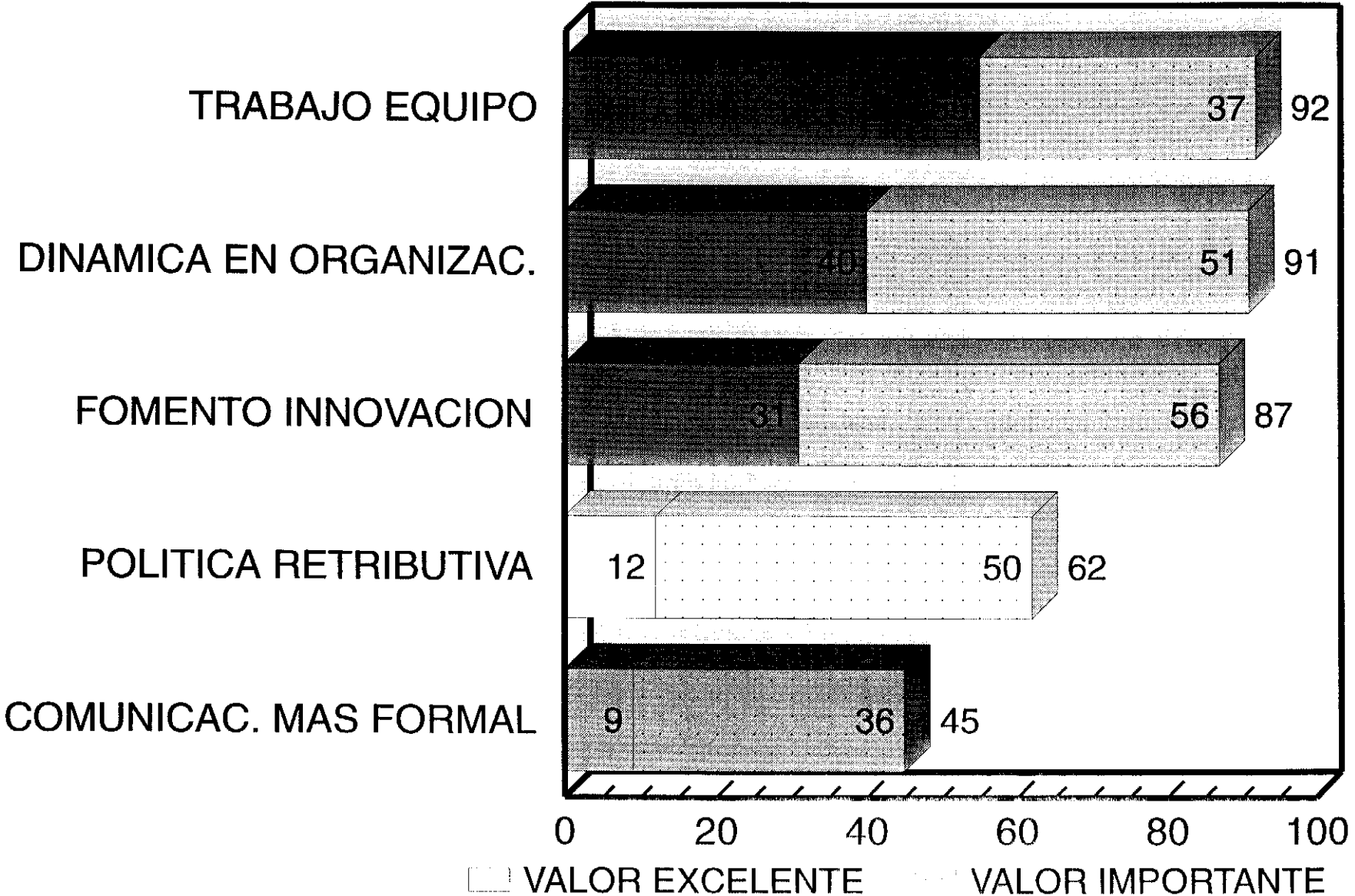
ADAPTACION DE LOS ESTILOS DE DIRECCION: VALORES BASICOS

FIGURA 19



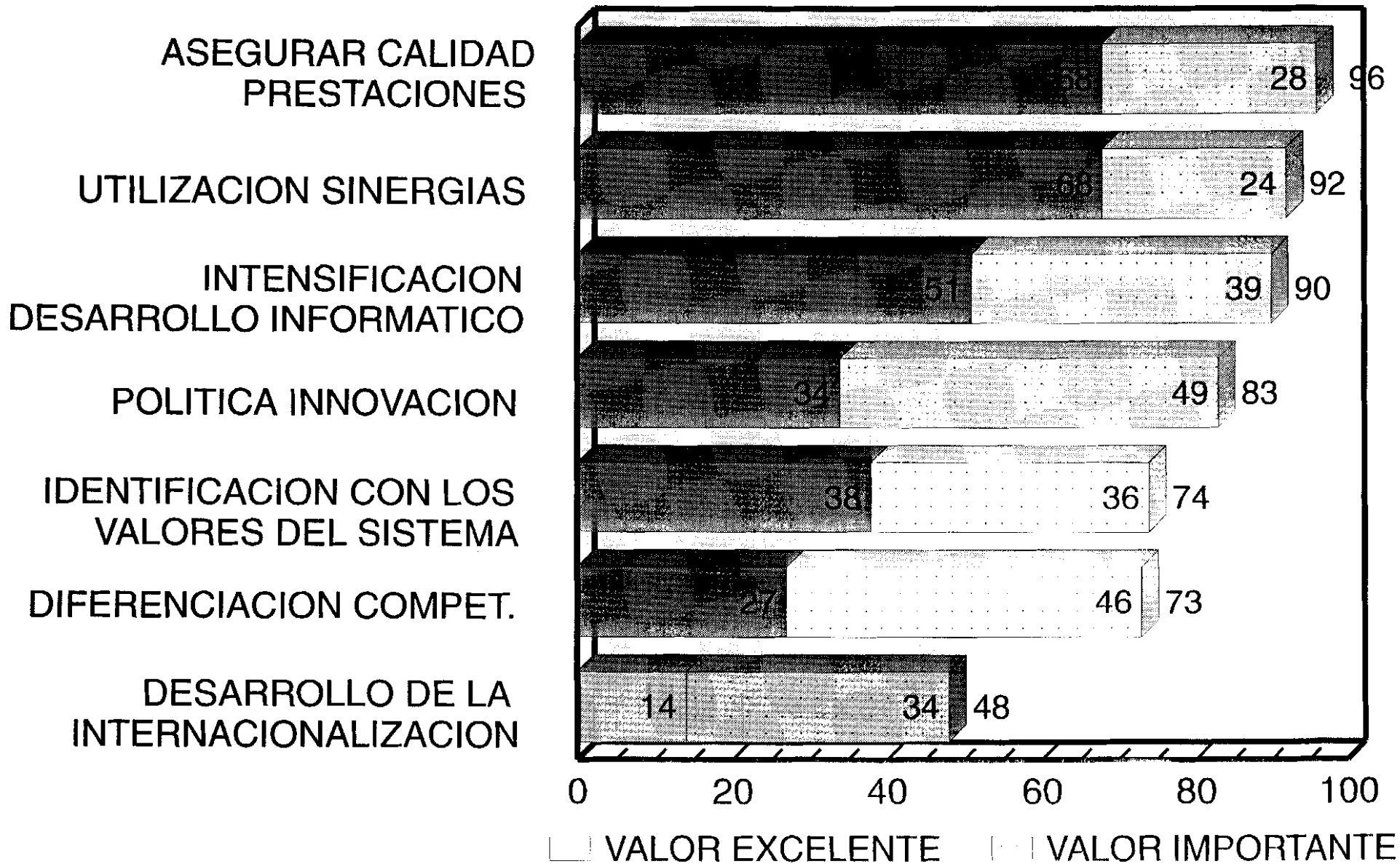
COMO SE DEBE ADAPTAR EL ESTILO DE DIRECCION: ESTRUCTURAS

FIGURA 20



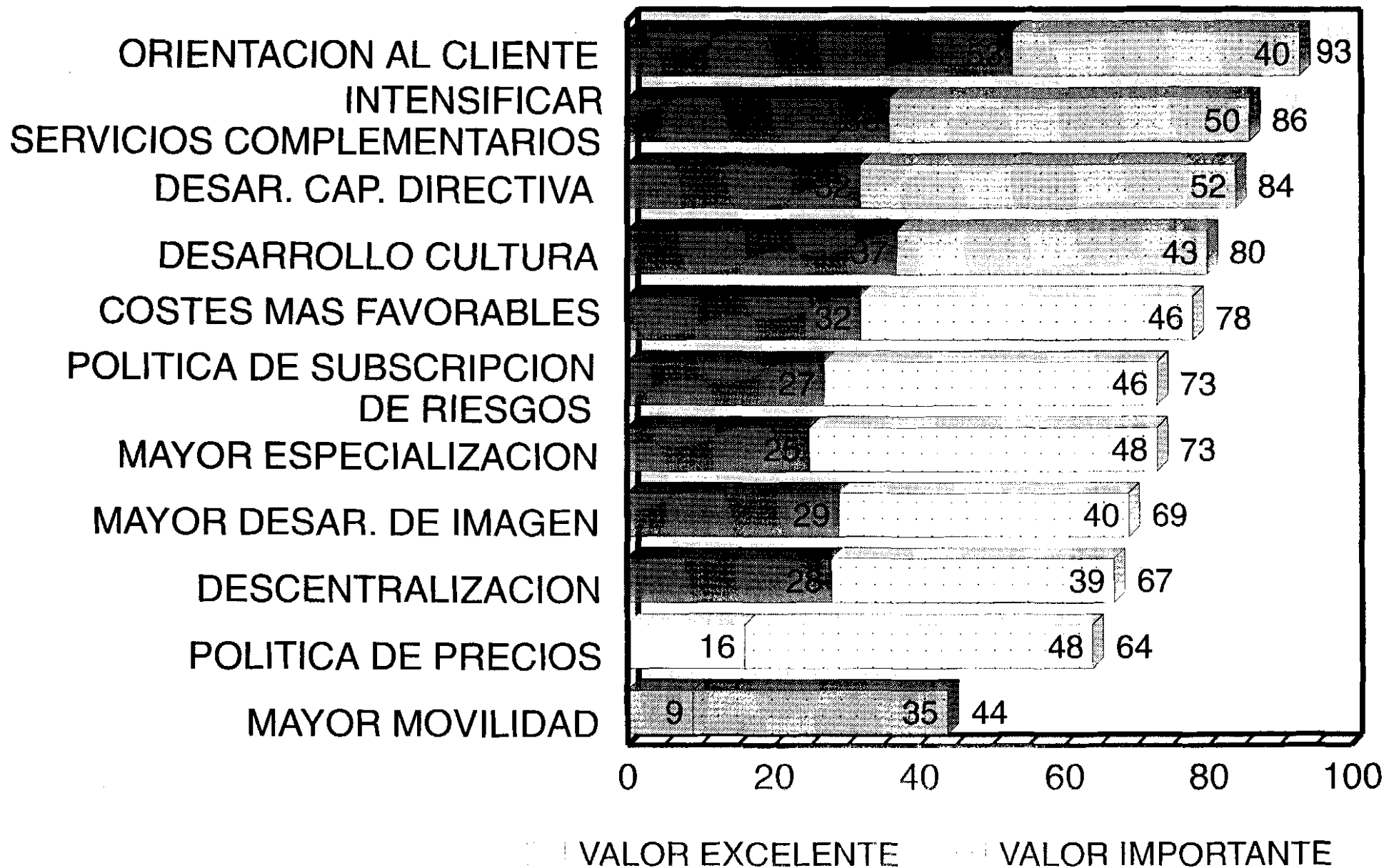
CAPACIDAD COMPETITIVA EN EL FUTURO (I)

FIGURA 21



CAPACIDAD COMPETITIVA EN EL FUTURO (II)

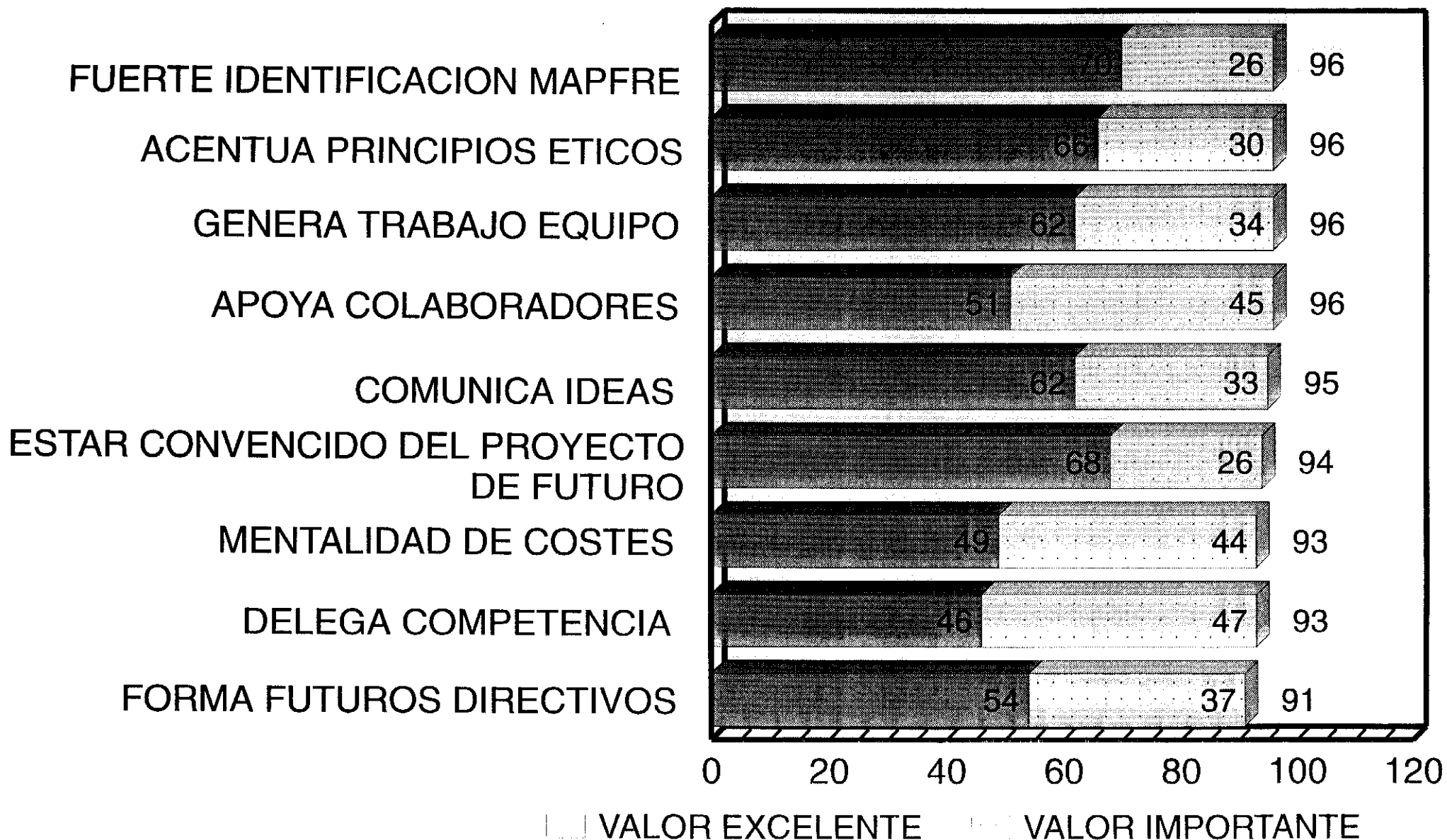
FIGURA 22



EL FUTURO DIRECTIVO DE MAPFRE

I

FIGURA 23



EL FUTURO DIRECTIVO DE MAPFRE

II

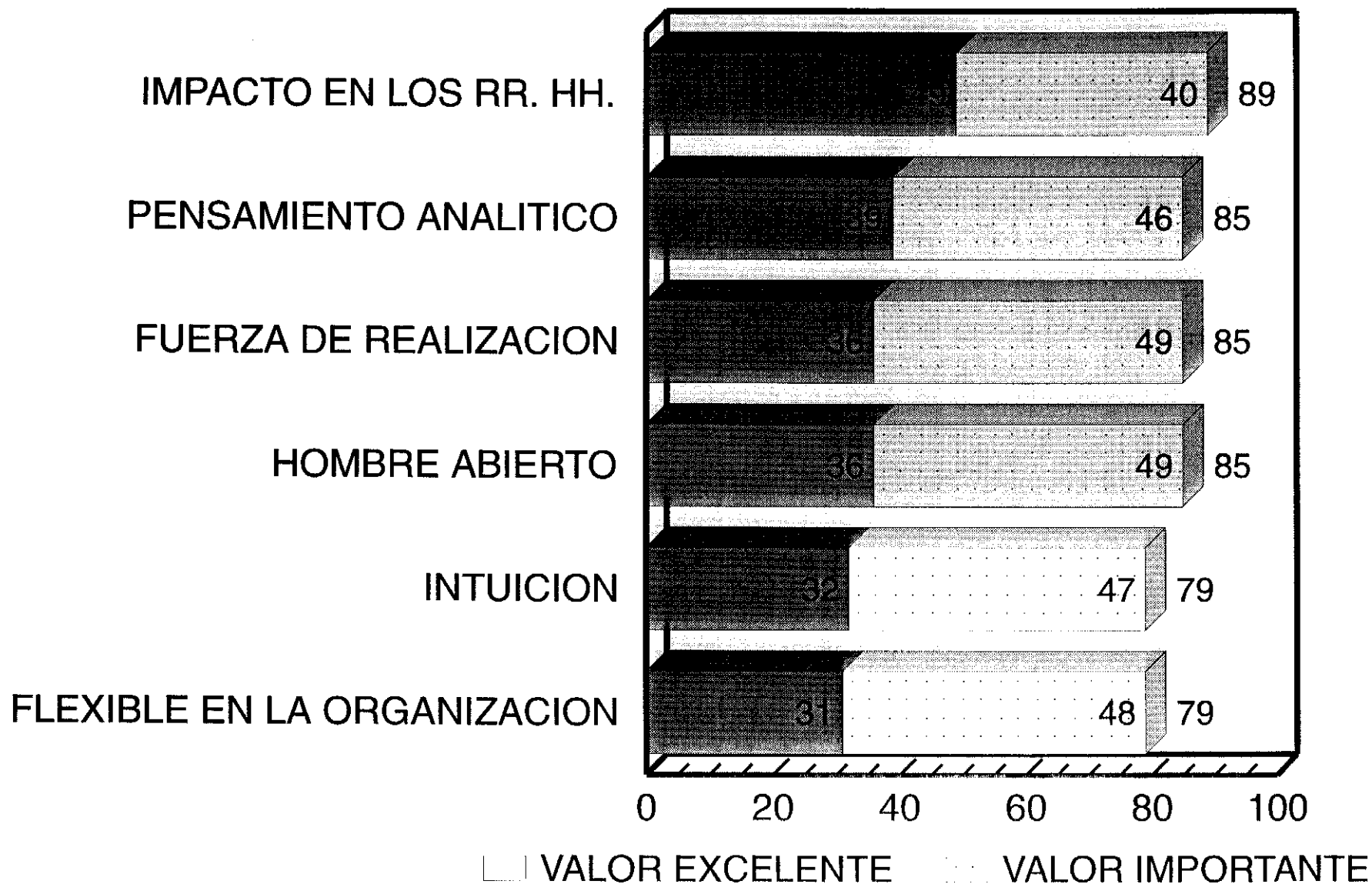
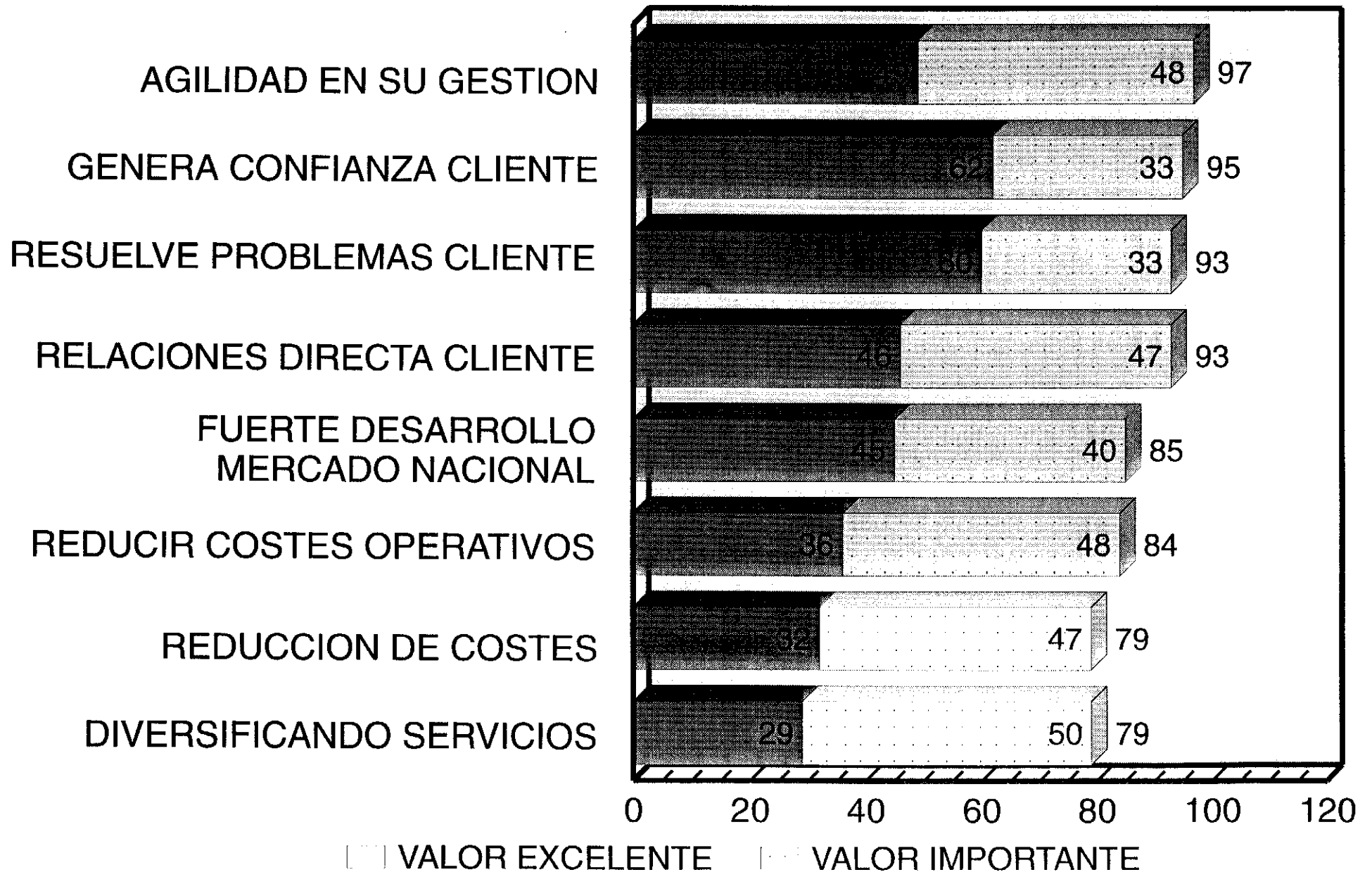


FIGURA 24

FUTURA CAPACIDAD ESTRATEGICA DEL SISTEMA MAPFRE PROCESOS

FIGURA 25



FUTURA CAPACIDAD ESTRATEGICA DEL SISTEMA MAPFRE ESTRUCTURAS

FIGURA 26

