

CAS-23

R. 30163
N. 34304

CULTURA EMPRESARIAL DE MAPFRE

- PRINCIPIOS BASICOS -

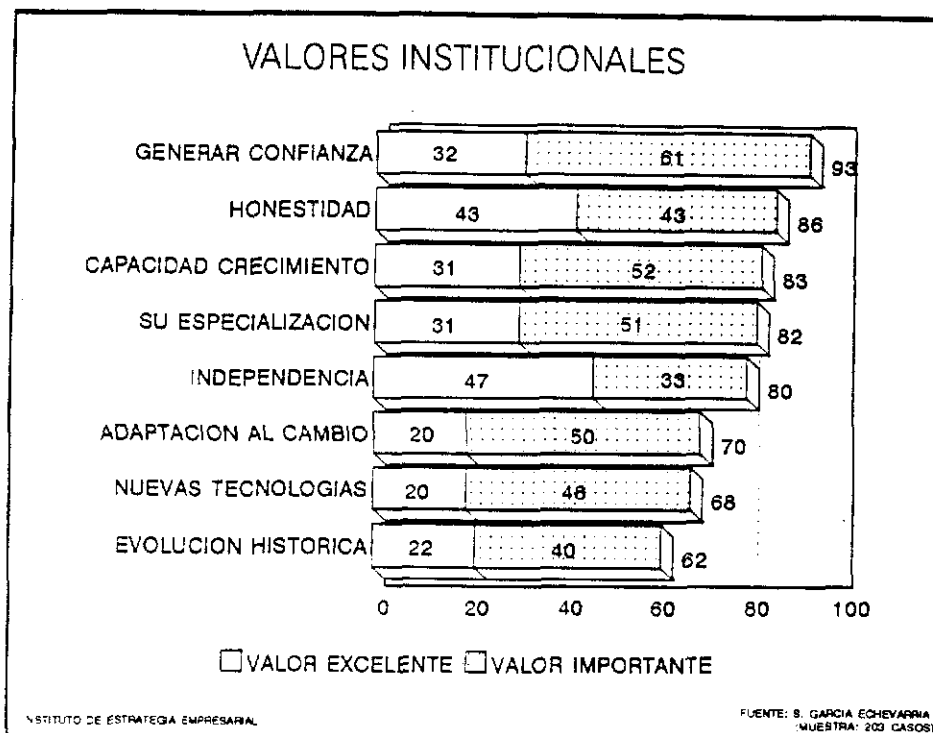
ENERO '94

(INFORMACION RESERVADA PARA USO EXCLUSIVO INTERNO DE MAPFRE)

1. PRINCIPALES VALORES INSTITUCIONALES Y EMPRESARIALES DE MAPFRE

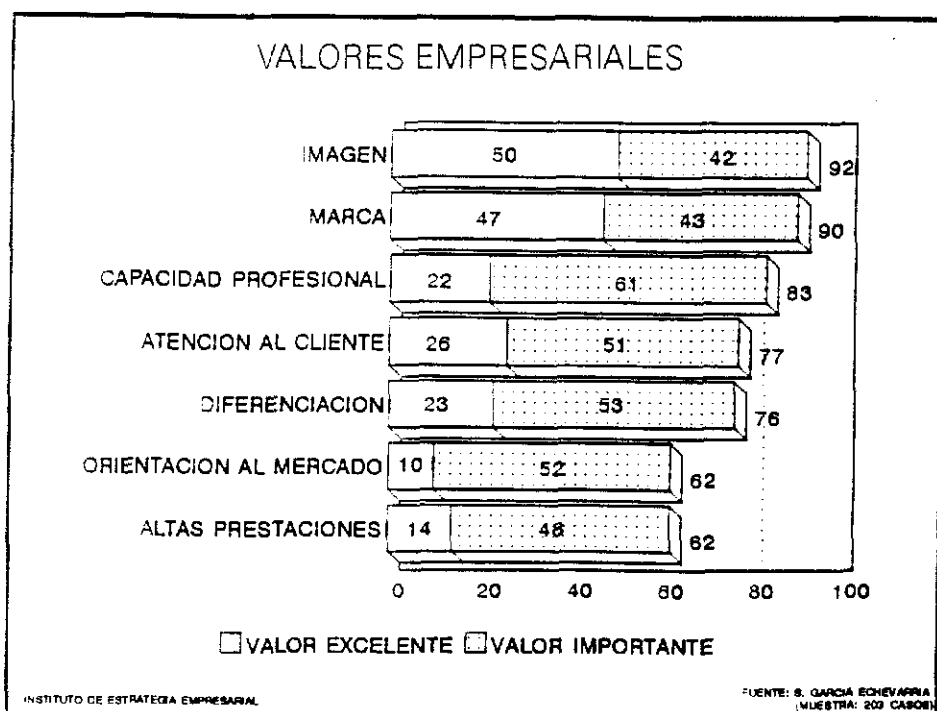
1.1. VALORES INSTITUCIONALES

Figura 1



1.2. VALORES EMPRESARIALES

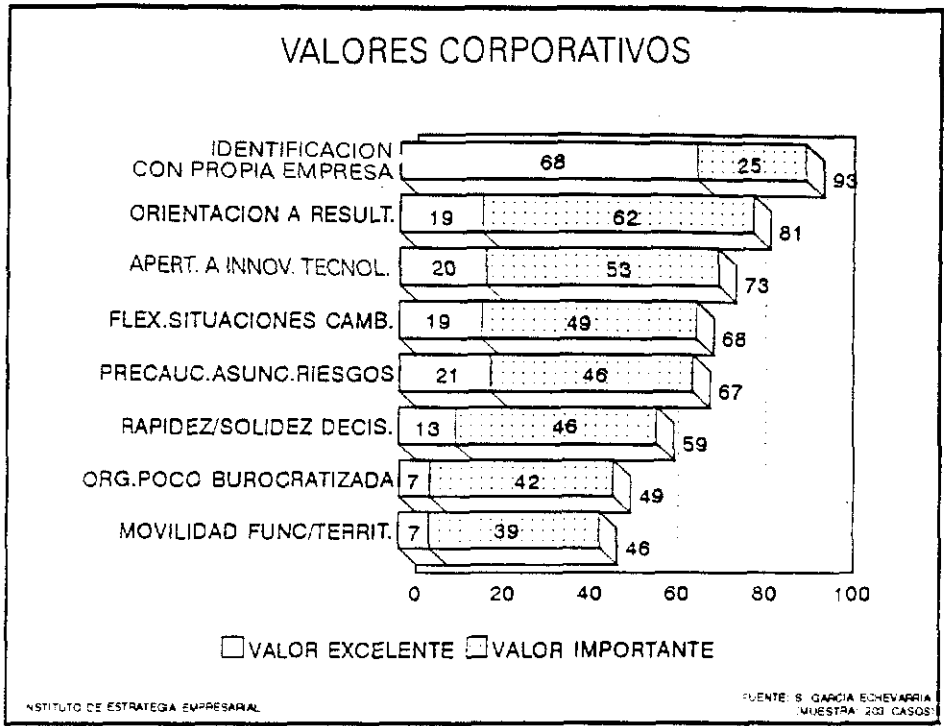
Figura 2



2. VALORES QUE SUSTENTAN LA CAPACIDAD OPERATIVA DE MAPFRE

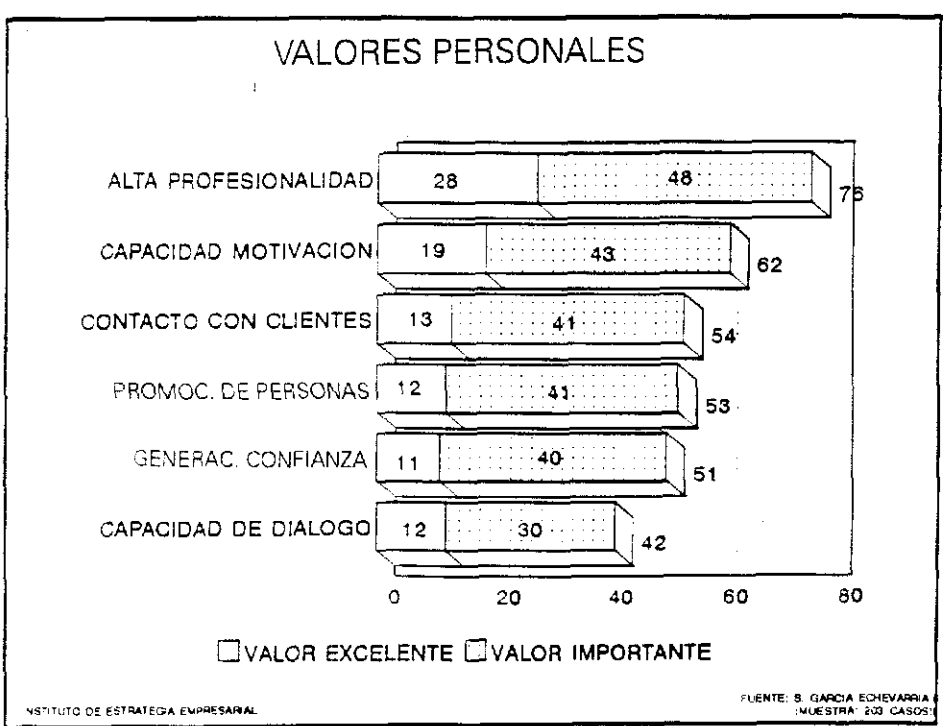
2.1. VALORES CORPORATIVOS

Figura 3



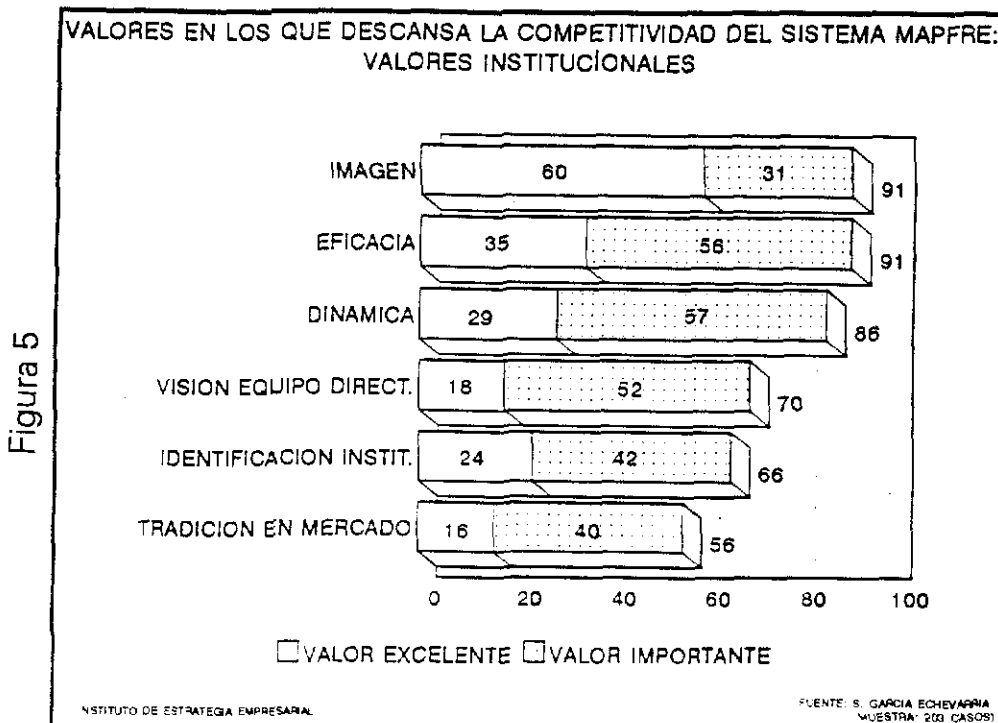
2.2. VALORES PERSONALES

Figura 4

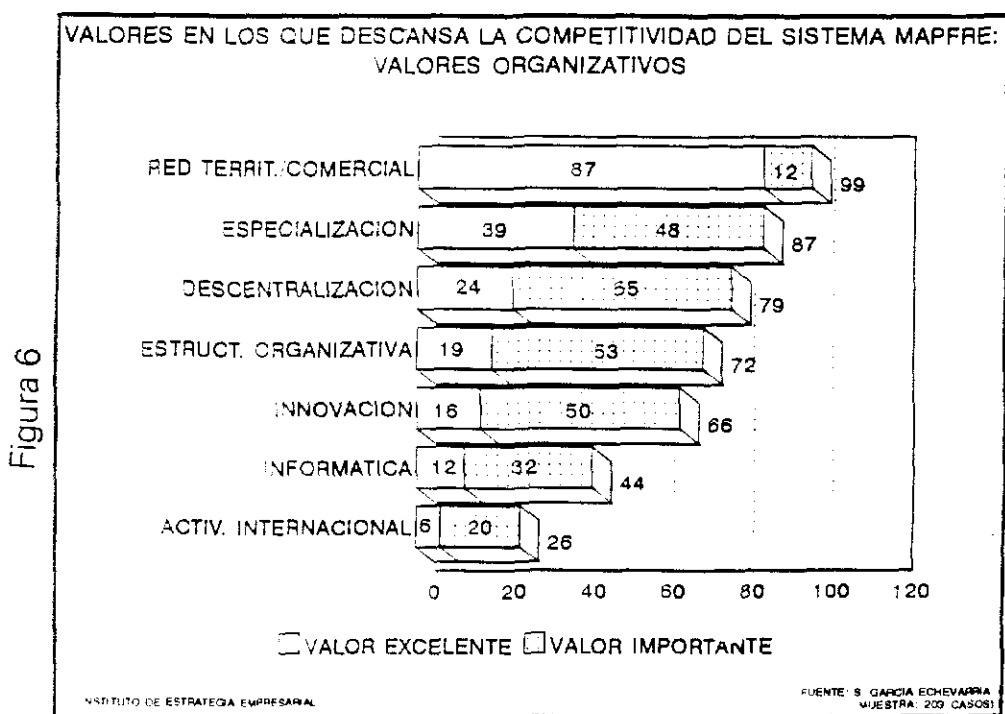


3. VALORES EN QUE DESCANSA LA COMPETITIVIDAD DE MAPFRE

3.1. VALORES INSTITUCIONALES

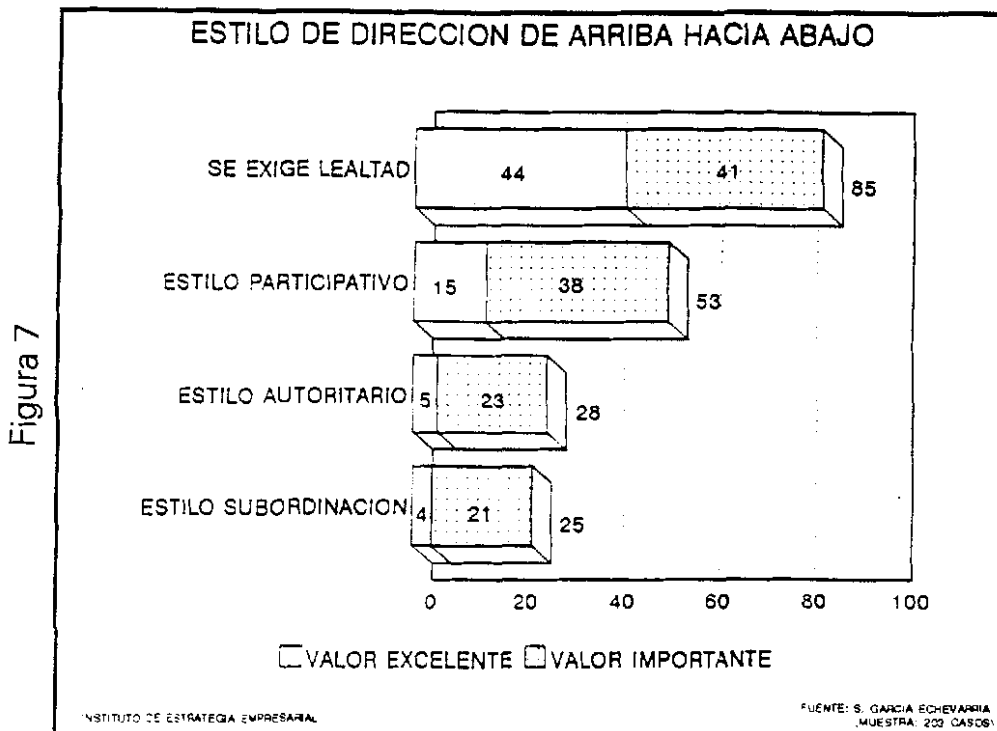


3.2. VALORES ORGANIZATIVOS

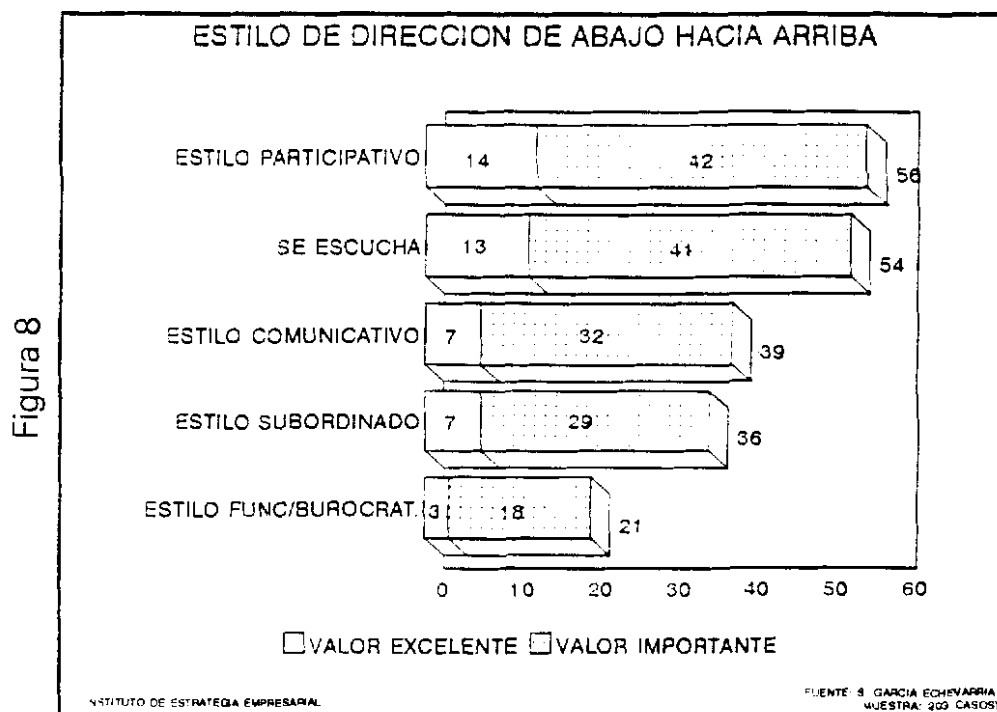


4. LOS ESTILOS DE DIRECCION EN MAPFRE

4.1. ESTILOS DE ARRIBA A ABAJO



4.2. ESTILOS DE ABAJO A ARRIBA



5. EL DIRECTIVO DE MAPFRE

5.1. PREDISPOSICIONES DEL DIRECTIVO

Figura 9

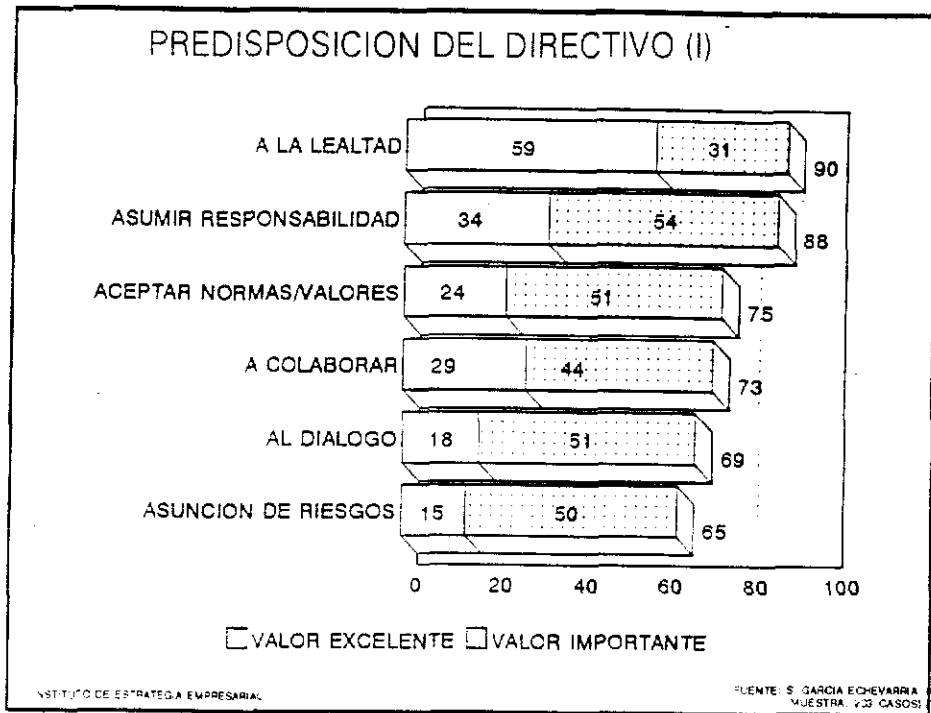
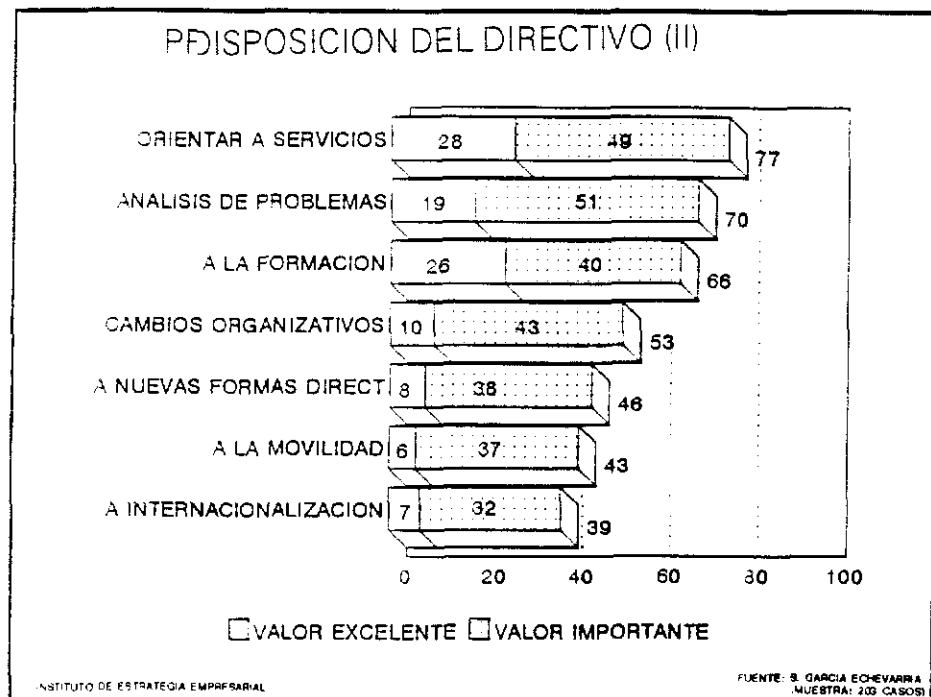


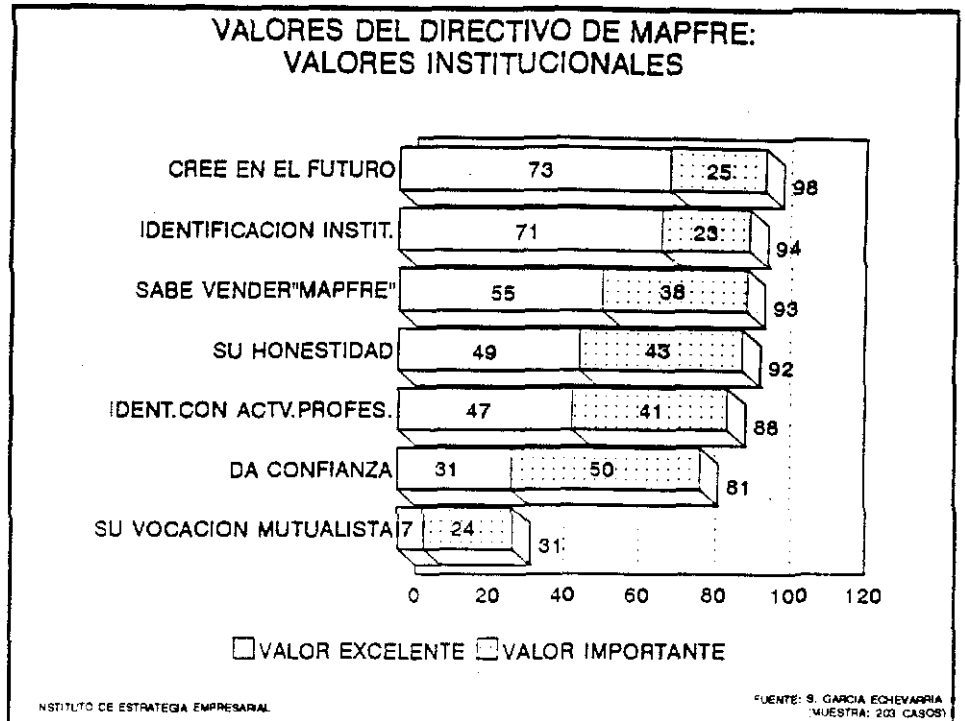
Figura 10



5.2. **VALORES DEL DIRECTIVO**

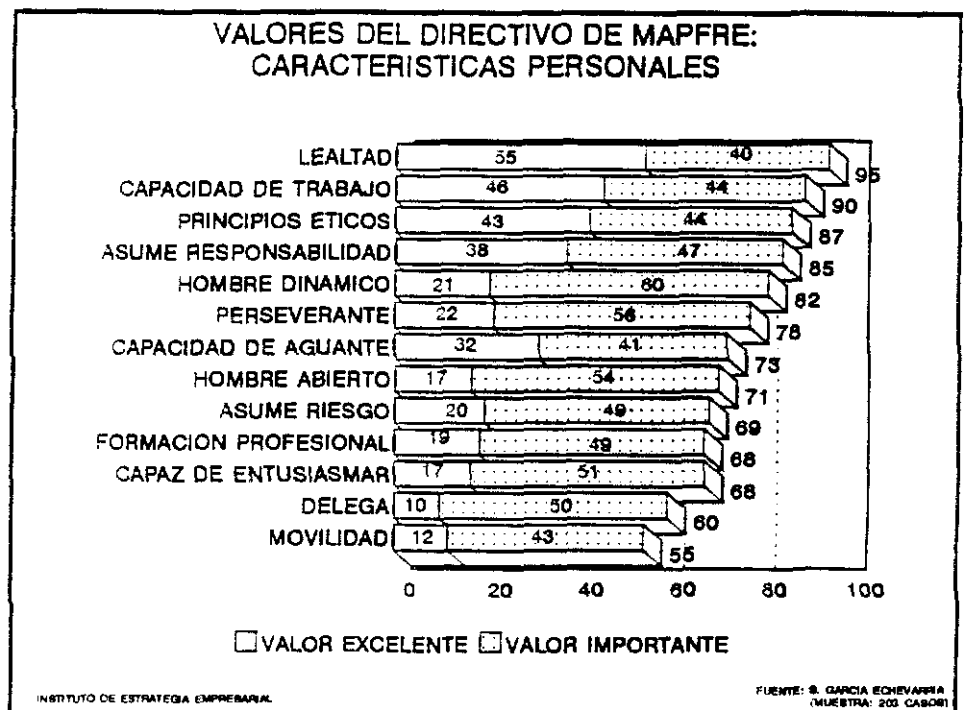
VALORES INSTITUCIONALES

Figura 11



VALORES PERSONALES

Figura 12



6. PUNTOS FUERTES Y DEBILES DE MAPFRE

Figura 13

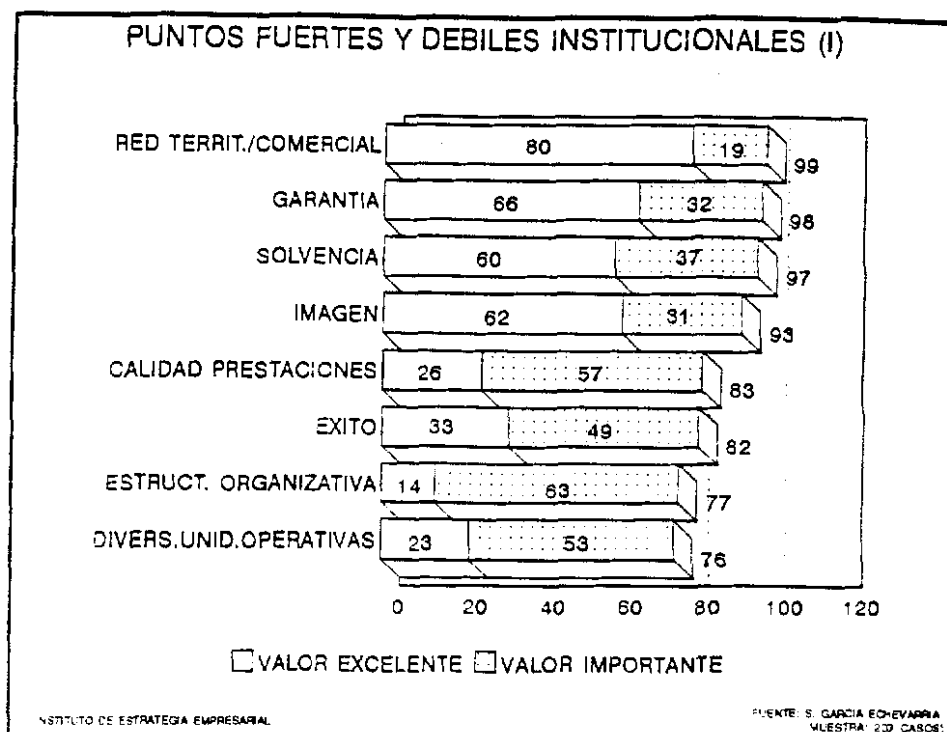
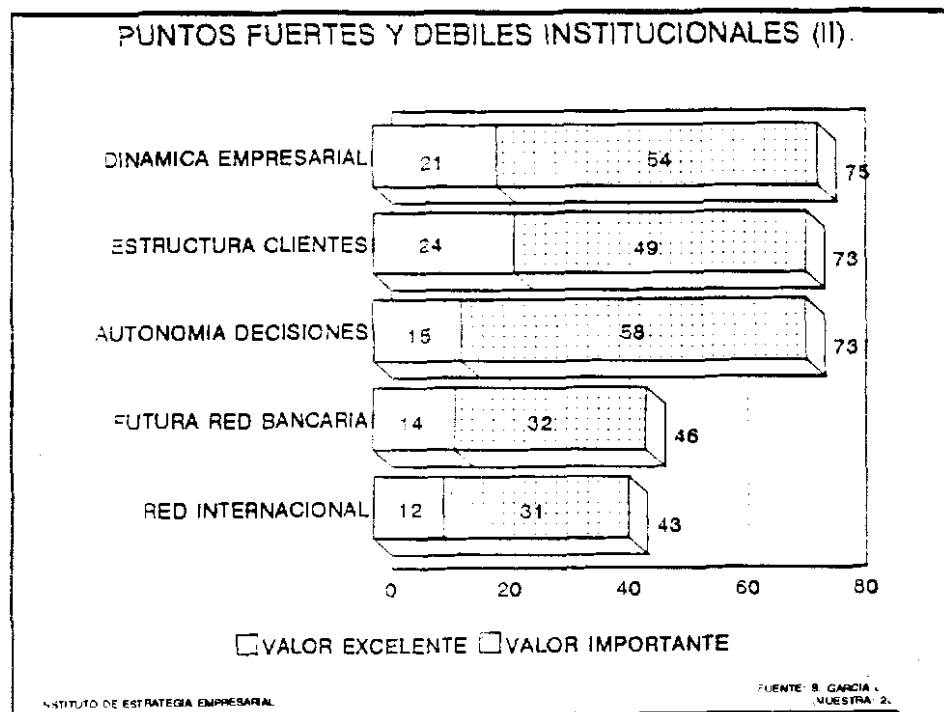


Figura 14



II. CULTURA EMPRESARIAL DE MAPFRE

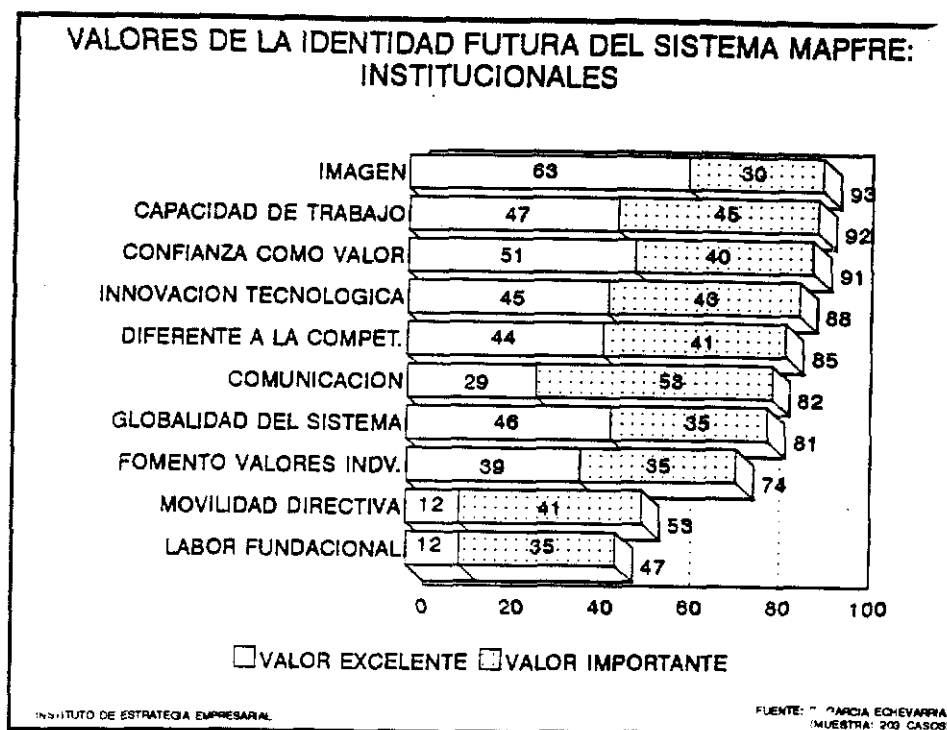
PRINCIPIOS BASICOS

B. SITUACION DE FUTURO

1. VALORES DE IDENTIDAD DE MAPFRE

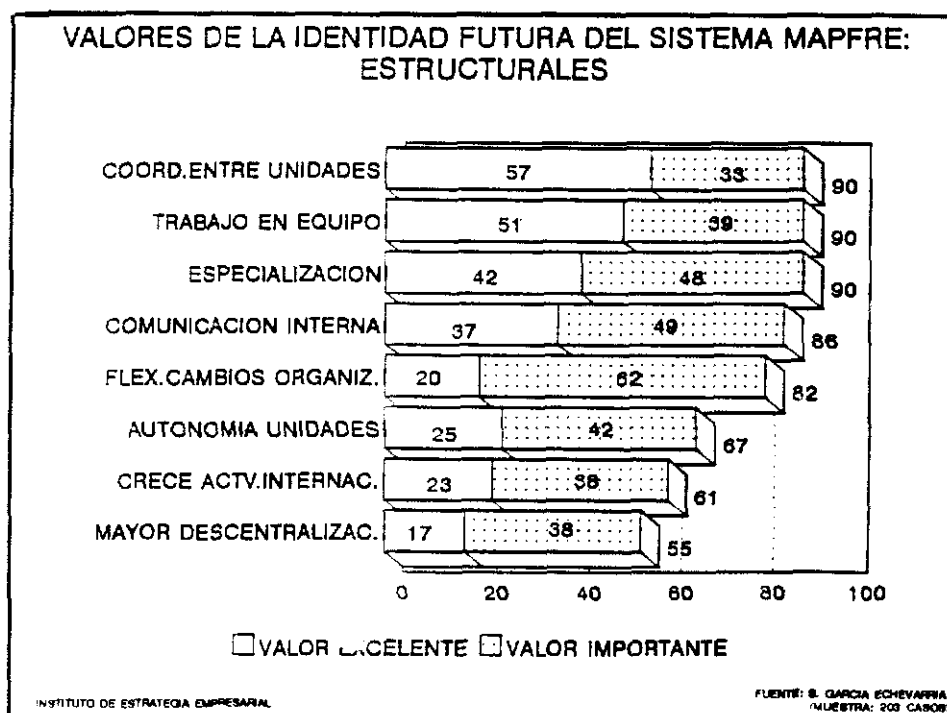
1.1. VALORES INSTITUCIONALES

Figura 15



1.2. VALORES ESTRUCTURALES

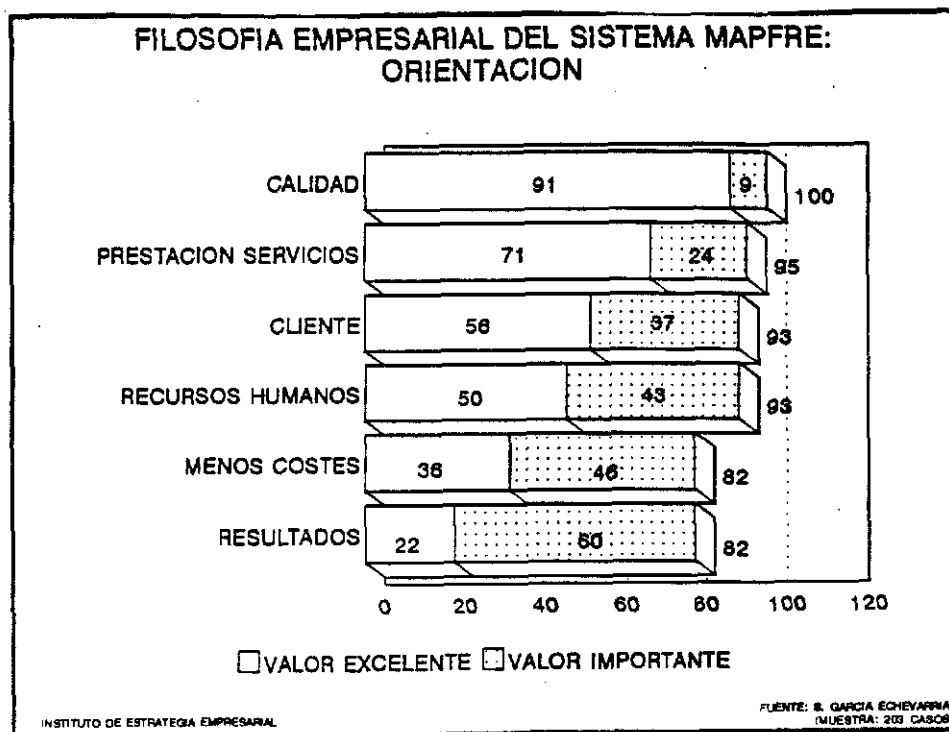
Figura 16



2. **FILOSOFIA EMPRESARIAL DE MAPFRE**

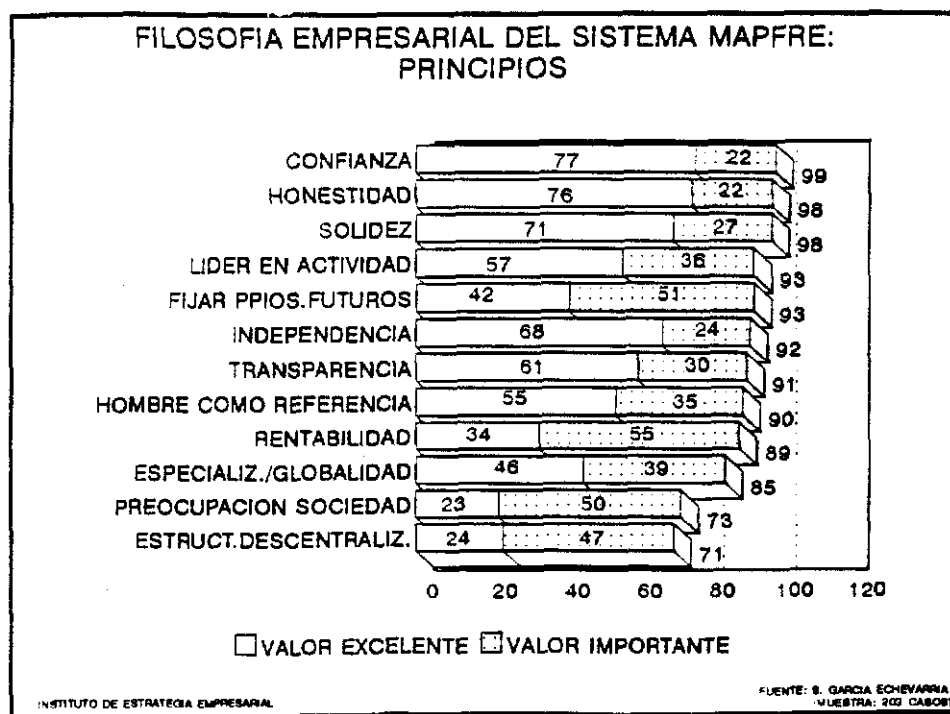
2.1. **ORIENTACION**

Figura 17



2.2. **PRINCIPIOS**

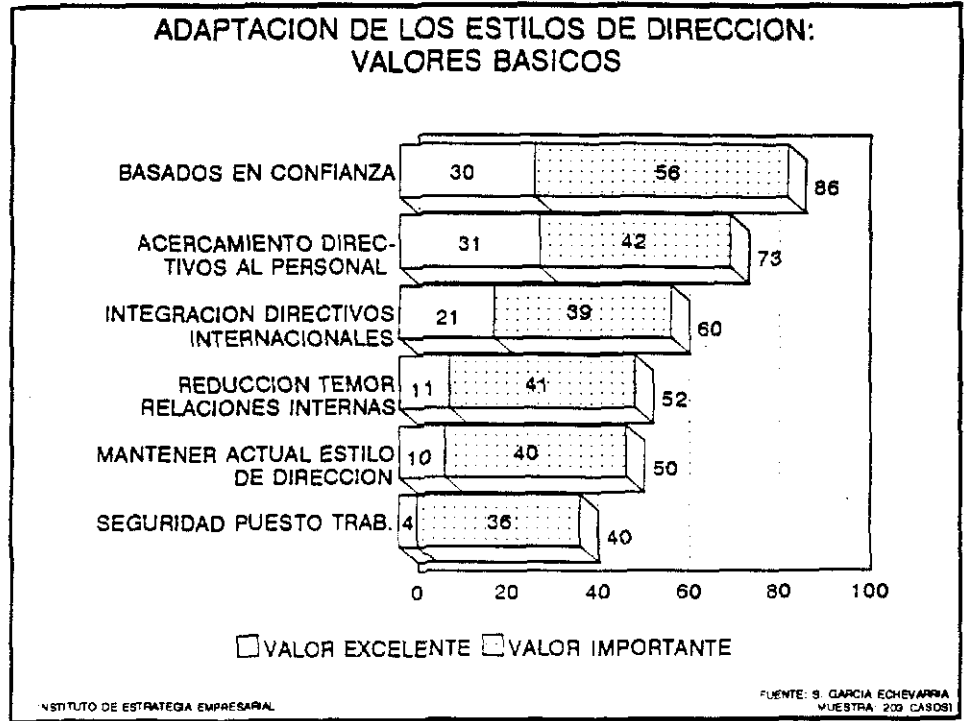
Figura 18



3. ESTILOS DE DIRECCION EN MAPFRE

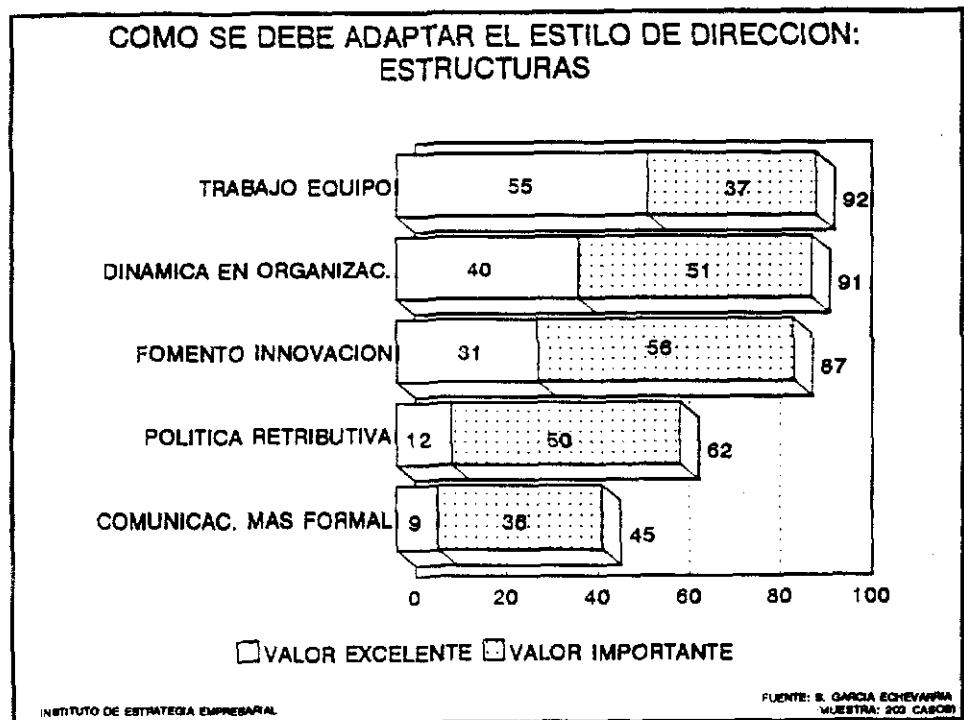
3.1. VALORES BASICOS

Figura 19



3.2. ESTRUCTURAS

Figura 20



4. BASES PARA LA COMPETITIVIDAD EN MAPFRE

Figura 21

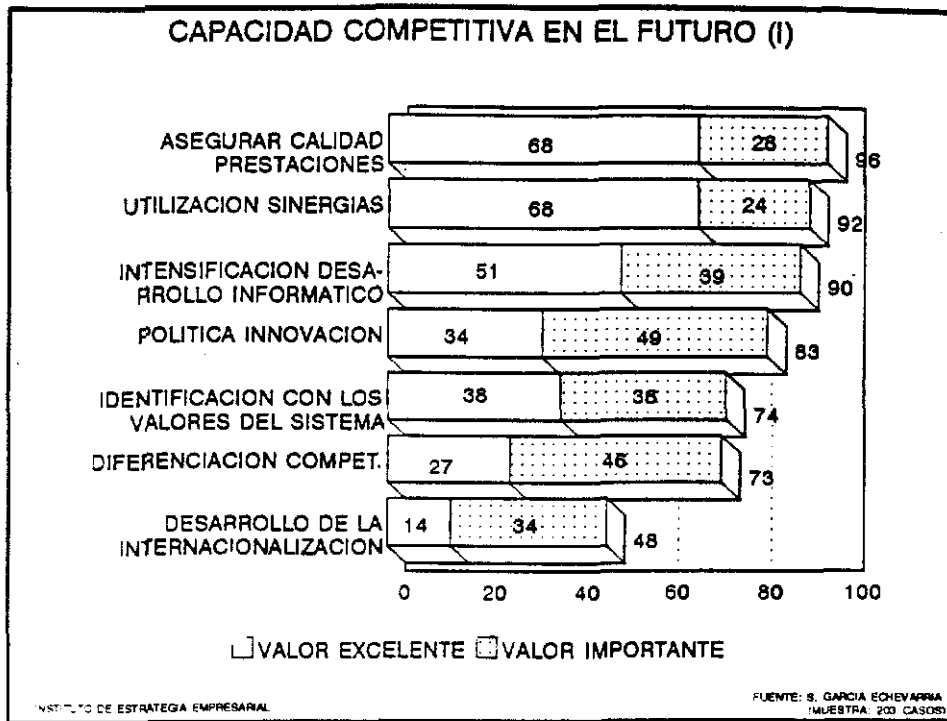
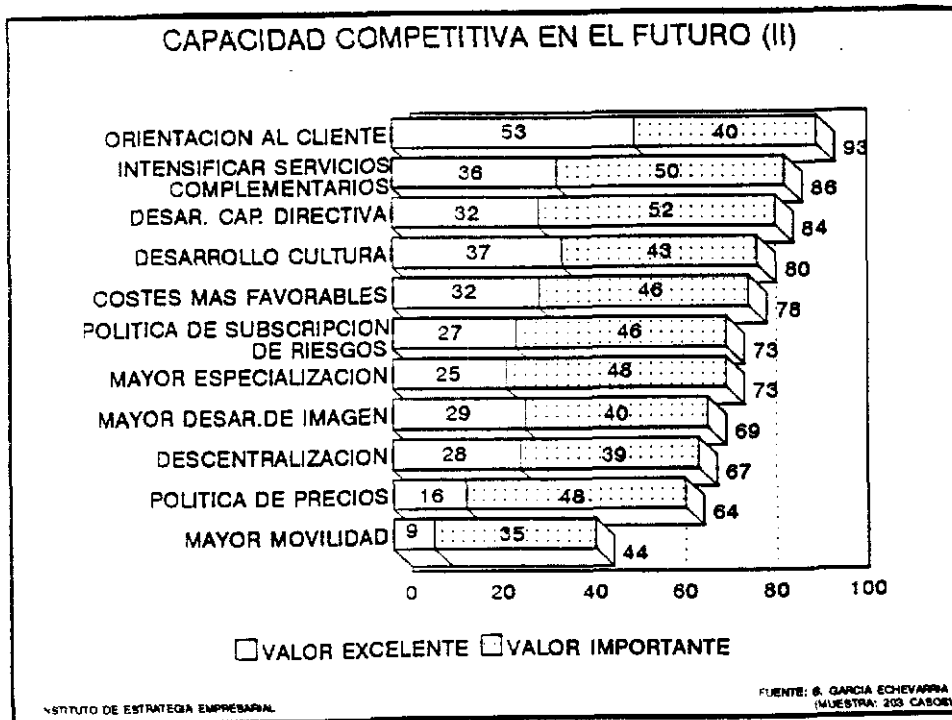


Figura 22



5. EL FUTURO DIRECTIVO DE MAPFRE

Figura 23

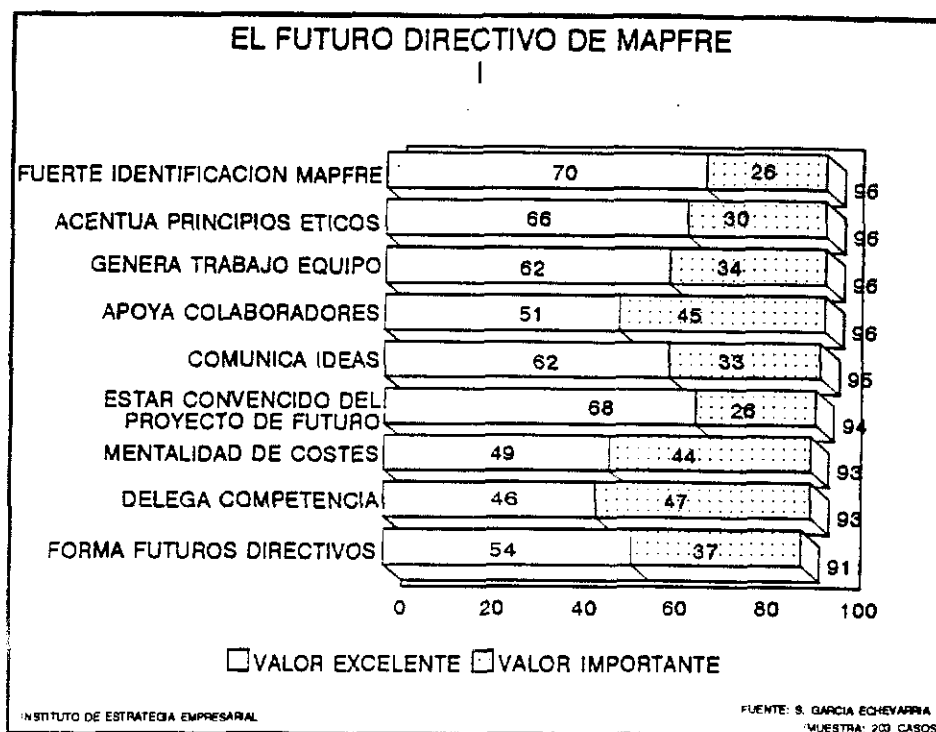
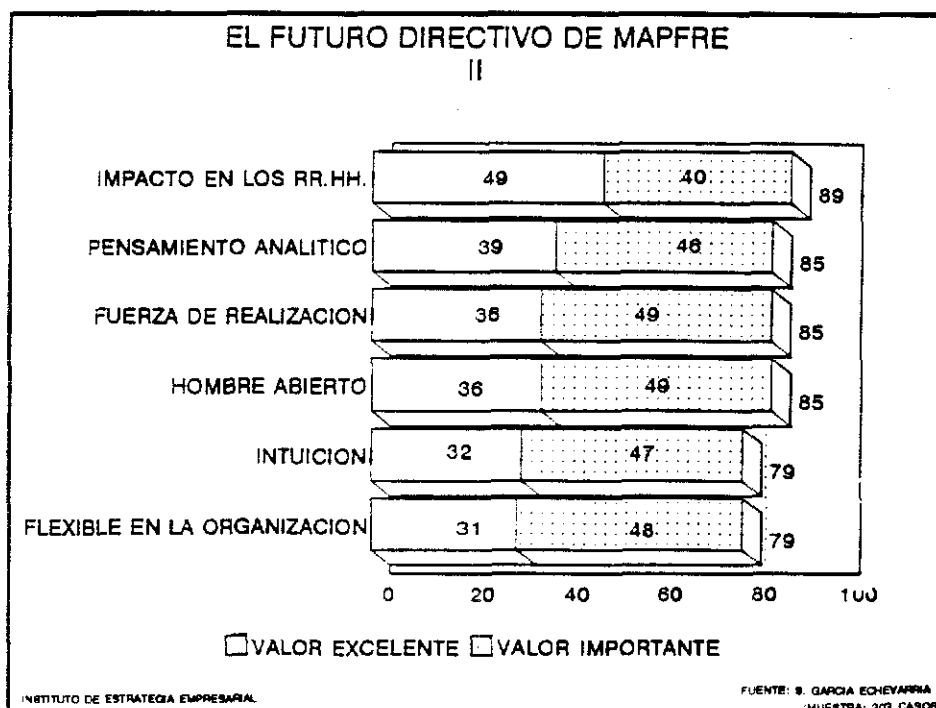
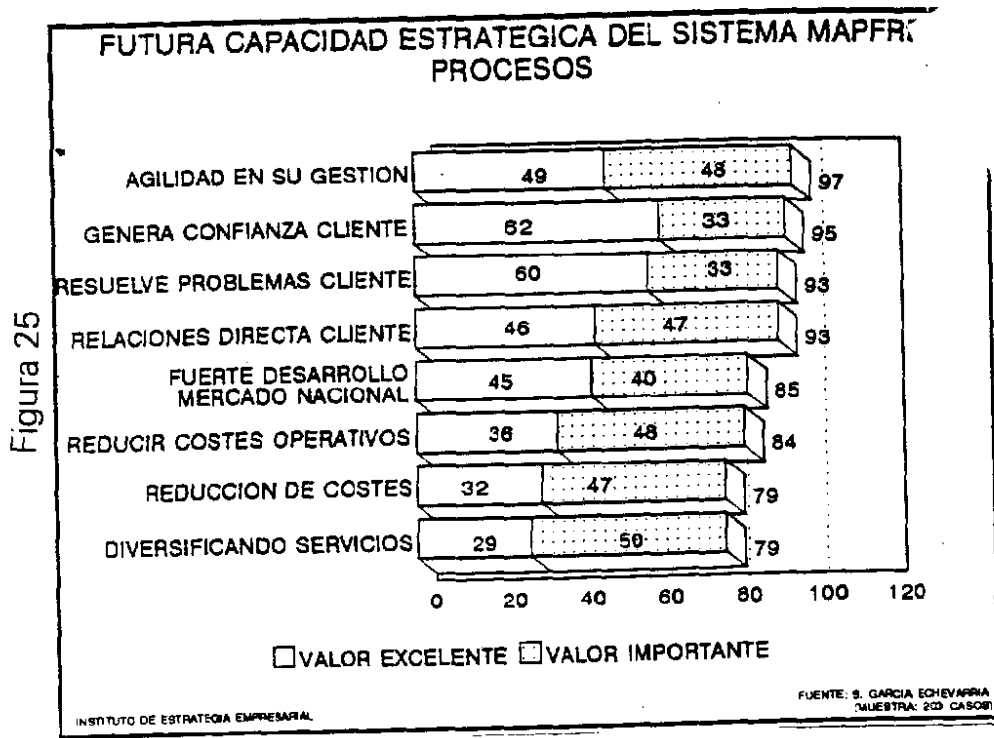


Figura 24



6. POTENCIALES ESTRATEGICOS DE MAPFRE

6.1. PROCESOS



6.2. ESTRUCTURAS

