



**BIRLING**  
CAPITAL ADVISORS, LLC



**LeadPivot** has been designed to help you boost your growth, focus it on the future, change your Business from an ordinary one to an EXTRAORDINARY it just takes one-word EXTRA.

### **A recent Birling Capital study of Entrepreneurs yielded the following results:**

- 92% want to transform digitally.
- 97% are afraid of it or do not know how to execute it.
- 95% say that crossing the financial and digital bridge will help their companies transform almost immediately.
- 54% fear facing another trade closure (lockdown)
- 60% fear not having enough capital.
- 55% fear that they will not recover their pre-COVID-19 levels.

If our business leaders already know to transform themselves, what stops them is the fear of failure, and our intention today is to close the gap of that fear.

### **Birling Capital presents its platform LeadPivot:**

**LeadPivot:** This platform has been designed to allow our business leaders to transform their business, With **LeadPivot** as a tool, we help you implement a complete digital transformation that will result in better services, better customer service and, above all, better financial results.

### **What is LeadPivot?**

**LeadPivot's scope for the digital transformation perspectives**

**LeadPivot:** has a pragmatic approach. We create a digital agenda around six core initiatives – designed to speed time-to-value. It spans strategy and experimentation through to transformation leadership and performance delivery.

The **LeadPivot** implementation plan combines business and technology expertise and accelerates the crossing from initiative to results.

•**Customer Experience and Marketing**- redefine customer experience to boost loyalty, reduce cost-to-serve and streamline growth.

•**Digital Organization**- empower your organization and workforce to lead in a virtualized world.

•**Business Analytics and Data Science**- inspire innovation and generate new revenue and profit with analytics.

•**Digital Business Design**- envision a step-change in business and operational models to master new value chains for digital engagement and deliver.

•**Digital Technology Strategy**- ensure that technology strategy supports your digital strategy – becoming the foundation for success.

•**Governance, Risk and Compliance**- protect your brand, your reputation and your customers from regulatory or security breach.

### **How do we implement T.R.A.C.C.I.O.N.?**

**T**.ransformation  
**R**.elations  
**A**.ttitude  
**C**.haracter  
**C**.ourage  
**I**.nnovation  
**O**.ppportunity  
**N**.ovel

**One of the most significant realities of today is that the Transformation is no longer led by the competition, nor by your clients, the main axis of the Transformation is COVID-19.**

Accelerating Your Digital Transformation - Before COVID-19, over 92% of all companies already knew that their business model should transform towards digitization or it would fail, being stopped by “Fear of Failure”; But let’s see how the pandemic accelerated this digital Transformation.

**T.transformation:** Faced with the panorama of the Curfew, either we embrace digitalization, or our businesses would go bankrupt, the best focused on:

- Work Remotely
- Offer all your services online
- Order online
- Delivery services to all of Puerto Rico and the world
- Curbside Service
- Services in the Houses

**R.elationships:** True leadership is based 100% on having good relationships with people.

Every day one of the first thoughts that comes to my mind is **“Who will I help today?”**

Developing healthy and productive relationships with your team will make you better lead and help your group reach its full potential.

**A.ttitude:** Attitude, for me, is the most important. More important than education, than money, than circumstances, than failures, than successes, than what other people think, say, or do. Only 10% of what happens to us is accidental while 90% is how we react to circumstances. We are in charge of our attitudes.

**“Attitude, for me, is more important than education, than money, than circumstances, than failures, than successes, than what other people think, say or do. It is more important than appearance, knowledge, or talent. It will make or break a business, or a home.”**  
**Francisco Rodriguez-Castro**

**C.haracter:** The most elusive quality is the character, and we can say without reservation that leading a company or being president or governor has to do with character. It is often said that you can have notoriety in a moment, but it takes a lifetime to develop character.

**C.ourage:** people do not follow titles or positions. People follow leaders with Courage. Courage is not the absence of fear, or the lack of failure. Courage means moving forward despite fear.

**“Success is not the end, failure is not fatal: it is the courage to continue that counts.”**

**I.nnovation:** The Covid-19 pandemic almost instantly and very dramatically altered the priorities of nearly all founders, entrepreneurs, and business owners. The innovators sought to solve the problems and barriers related to the pandemic and prepare to face the future.

**“There is a way to do better: find it.” Thomas A. Edison**

**O.pportunity:** Our most significant contribution to your Business is to help you preserve your income, increase your sales, and offer quality services to your customers.

**Three actions to create your opportunity today:**

- Create a high level of visibility in an environment of constant and dramatic change.
- Reimagine your products and services to meet the demand of your customers.
- Establish a robust and efficient virtual operating system.

**“Crisis is synonymous with Opportunity, and the future belongs to those who prepare to face them.”**

**N.ovel:** means a new technique or a new function; the Crisis is forcing any business or service that can be digitized to digitize it. People are forced to work remotely, and their entire daily life is digitally adapted. These behaviors will not go away once the pandemic is over, hundreds of businesses will conduct that no longer require as much office space, and people who were forced to adopt digital practices will continue to provide services.

For this reason, today more than ever, it is critical to:

**“Create an emotional attachment to your brand, service, or product is vital in all types of business.”**  
**Francisco Rodríguez-Castro**

**Begin by implementing LeadPivot in your company and in your life, in addition to:**

- Reimagine the future of your industry
- Define and develop strategies
- Systematize processes
- Generate excellent content
- Create an emotional attachment to your brand and service
- Focus on Results and not only on initiatives

Throughout history, we have seen that during any crisis, people will always look for a leader to guide them; the Coronavirus Pandemic has placed most political and Business leaders in positions that are challenging, uncomfortable, and for many navigating uncharted waters. Some have risen to the challenge; others have failed.

However, always bear in mind that:

**“On the other side of a storm is the strength that comes from navigating through it, raise your sail and begin.”**

In conclusion, let me share this story, **do you know the difference between a Travel Agent and a Tour Guide?**

Usually, a Travel Agent is a person that helps you plan a great trip; more often than not, he is sending you to places he has never been, and once you reach your destination, it is up to you to make the trip memorable.

However, a Tour Guide also helps you plan a great trip and goes with you on the trip taking you to places he has been hundreds of times; once there, he experiences every sight, every sound, every hotel, and makes sure you have a memorable trip by being there with you.

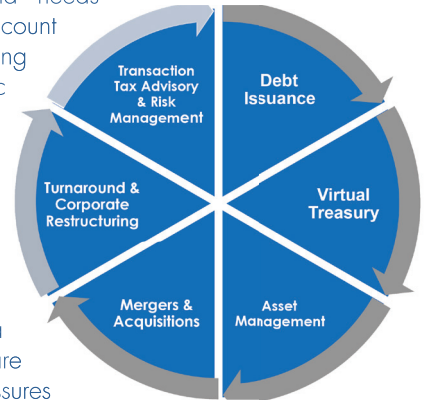
For the past 30 years, we have been doing business one trusted relation at a time; please allow us to be your Tour Guide.

We would like the opportunity to have a dialogue to explore areas of interest and opportunity for our team at Birling Capital to help you “PIVOT”.

## Corporate Financial Planning (CPF)

Birling offers its customers the service of corporate financial planning which consists of an objective and comprehensive report on the current financial situation and the development of strategies based on their goals and needs analysis. Taking into account from the income, financing needs, investment, economic development opportunities, public-private, turnaround, corporate restructuring, partnership, evaluation of potential risks and other specific opportunities in each client. Think and plan long term can be a challenge when there are immediate financial pressures and uncertain income forecasts.

Given the worsening economic conditions and economic pressures, the costs are rising faster than inflation, aging infrastructure and increasing expectations about service levels. The process can be difficult, but necessary to achieve financial sustainability.



**Birling combines both operational and financial expertise to provide a full service offering. This means we design the solutions and then work with our clients to implement them.**



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