

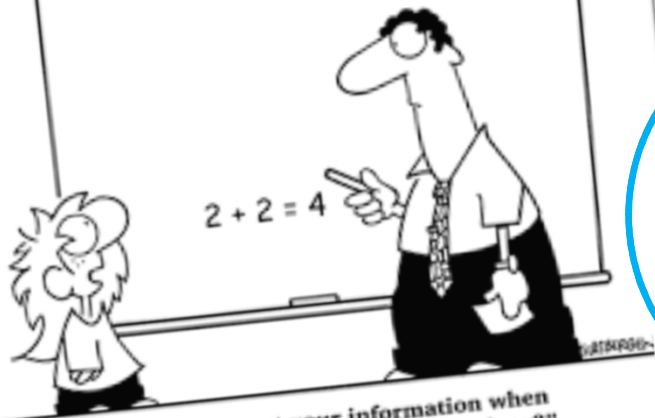
Experiential learning is about knowing
guided by questions of possibility that
order to create

the β factor
Beta

know. It is
innovation and cultural
Beta can only
Beta can only

We are
committed to

A meaningful education in Innovation

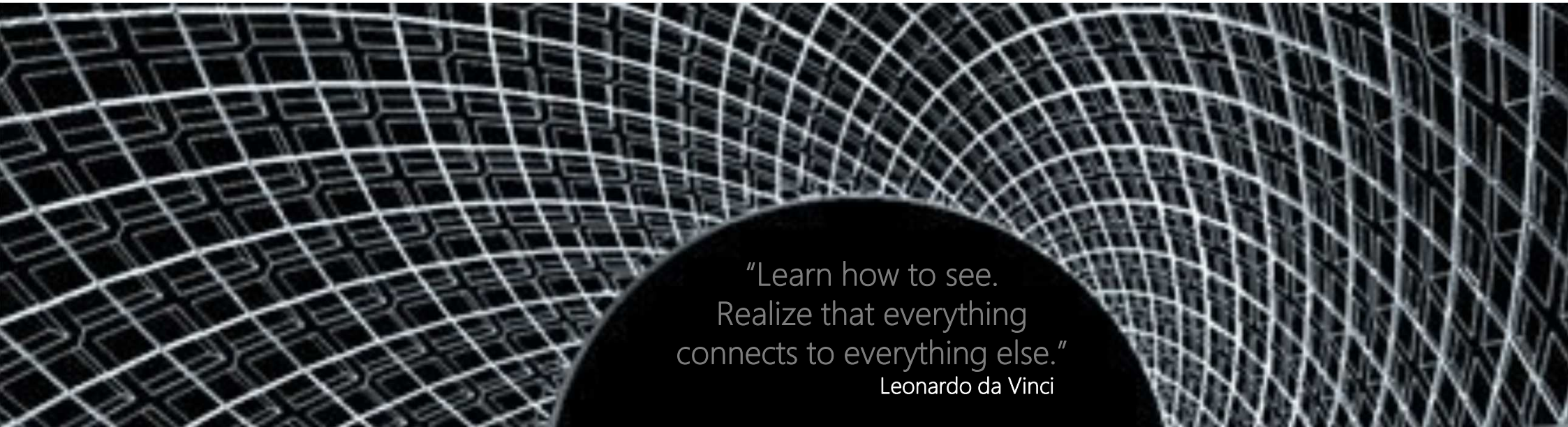


"How can I trust your information when you're using such outdated technology?"

New ways of
learning

New ways of
creating and
sharing
knowledge

A valuable set
of **lifelong**
skills



“Learn how to see.
Realize that everything
connects to everything else.”
Leonardo da Vinci

How we work with you

The Beta factor offers personalized training programs and leading-edge learning experiences in Innovation. Our programs blend Strategy, Innovation, Business Design Thinking & Business Model innovation into a unique learning methodology that encompasses creativity, critical thinking, complex problem solving, collaboration and leadership.

Students will develop this new set of innovation capabilities from a learning-by-doing approach, enabling them to overcome the growing complexity and uncertainty of our times.



Bridging the innovation gap

We combine knowledge & experience into an innovative hands-on approach, aimed at building the needed skills and capabilities to address emerging challenges and opportunities



Learning
Knowledge



Doing
Experience

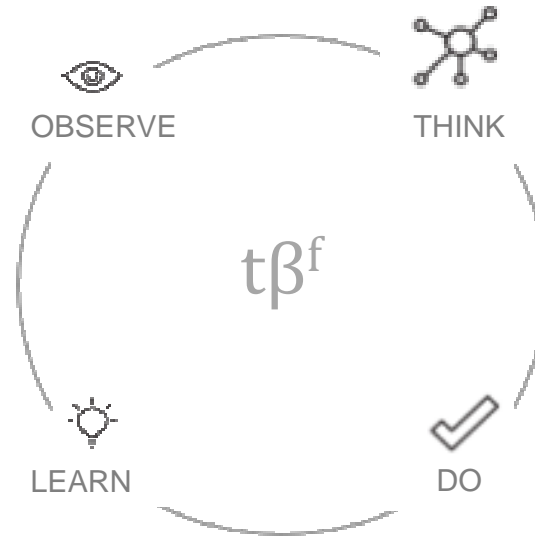
LEARNING-by-DOING APPROACH
Driving value and impact through action

Observing

- Problem/challenge identification
- Customer awareness
- Market awareness
- Digital intelligence

Learning

- Collaborative mindset
- Flexibility & adaptability to change
- Dealing with complexity
- Knowledge sharing



Thinking

- Creativity and Problem solving skills
- Strategic thinking
- Knowledge creation
- Risk taking

Doing

- Entrepreneurial skills
- Innovation leadership
- Decision making. Experimentation
- Business & project planning

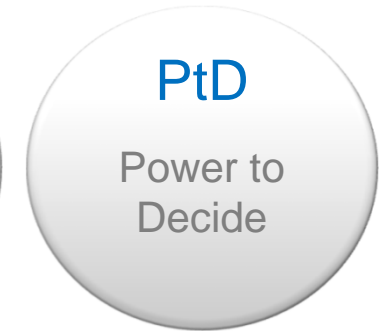
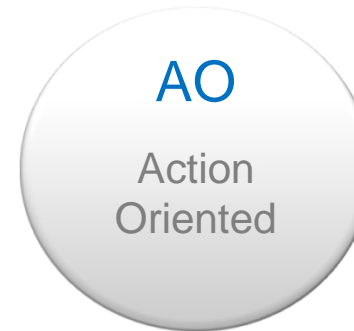
NEW SKILLS FOR A NEW CONTEXT
Virtuous capability-building model

Learning experiences

Areas of expertise



Our learning philosophy
blends six key elements:



EXPERIENTIAL LEARNING PHILOSOPHY
Developing people. Creating value



tβ^f

Noelia Rodríguez

Lecturer on Innovation

Noelia is Founder and Director at The Beta Factor. She has developed a wide international career and has over 13 years of multidisciplinary experience in Finance, Strategy, Innovation and management of Strategic alliances. Committed to positive business transformations and people development through Innovation, she works with organisations and educational institutions to build new innovation and entrepreneurial skills for the future, from a learning-by-doing approach.

Prior to setting up The Beta Factor, Noelia worked for the multinational Meliá Hotels International in Switzerland and at the company's Headquarters in Palma. At present, she collaborates with different Business Schools such as the École Hôtelière de Lausanne, and the University of Balearic Islands among others. Noelia holds a Bachelor Degree in Hospitality Business Management from the University of Santiago de Compostela, a MBA in International Hospitality from the Ecole Hôtelière de Lausanne and an executive MBI (Master in Business Innovation) from the universities of Deusto and Cambridge.

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An innovative and open mindset is a lifelong asset

the **β**eta factor

The βeta factor

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