

## Overview

### “WHAT IS *syncplexity*?”

**syncplexity** is a comprehensive competitiveness model designed to facilitate effective business transformation toward prestige.

The **syncplexity** model is based on the Expansive Emotional Influence methodology, which establishes guidelines that guarantee the result obtained from the transformation actions the enterprise will carry out. Furthermore, being integral allows developing coherent business dynamics, with the benefits that this principle brings to its sustainable competitiveness.

#### Why does my company need to transform?

From this point on, if a company asks itself why it needs to transform, the answer is simple: because environments have changed, are changing, and will continue to do so at an accelerated and most probably disruptive pace.

Enterprises have recently witnessed a shift from highly competitive markets to hyper-competitive ones. What will the next transformation be? It is still too early to say, but there is no doubt that if companies do not adapt their business model to the parameters of hypercompetitiveness, prosperity in the medium to long term will be seriously compromised.

#### What is the transformation proposed by **syncplexity**?

Fundamentally, the transformation proposed by syncplexity consists of moving from a model based on the offer and promotion of products through advertising messages to a prestige model, where the customers themselves perceive the added value and disseminate it.

One of the most distinctive features of the model is that it provides the keys to generating, systemically, authentic emotional bonding between the brand and its customers.

The ultimate test of whether the job is well done or not, of whether the emotional bonds are real or not, robust or not, will always be the impact that a severe crisis may have on our business. If the company can survive with its own resources, maintaining a sufficient volume of business, it means that genuine emotional bonds have been generated. If not, it means that the job is not well done.

*The concept of prestige proposed by syncplexity refers to a competitive capacity based on a “constant and intensely growing appreciation towards what a business/brand offers so that it can become the consumer’s preference .*

*The syncplexity model began to be developed in 1996. Since then, it has been tested in different countries, most notably in Spain and Mexico, and in several business sectors, including industry, construction, and tourism. Since 2018, the model has proven effective in transforming retail in various towns, such as La Ràpita (Tarragona) and Alcoy (Alicante).*

*A hypercompetitive market is considered one in which many players offer similar products, where it is easy for new competitors to enter, and where maintaining the ability to provide unique features is short-lived.*

## A glance at the retail

In developing a prestige model, it is necessary to introduce a series of changes in a business, more or less numerous and more or less profound, depending on its foundations. In particular, retail must be willing to correct three critical errors that occur on a widespread scale.

The first change should be to stop trying to sell “things” and start offering unique and appreciated features. The second one is to correct the poor support in commercial and financial data for decision-making by working with structured information. To correct the third of the errors that most affect business competitiveness -which is also a prerequisite for fixing the first of the mistakes listed above- enterprises must incorporate the customer's voice into the business flow. The problem is that they do not know how to, nor can they, listen.

Finally, it is necessary to bear in mind that the unavoidable requirement for eliminating these errors is personal development, individual change; a profound transformation in many cases. Without this, businesses will not be able to fully utilize the listening process's potential fully nor sufficiently develop creativity. The final consequence will be that those organizations will not be able to create sufficient substantive features (unique and appreciated benefits), nor will they be able to generate authentic and robust emotional brand-customer bonds.

*All business establishments that have adopted the syncplexity model have been able to overcome crises such as the financial and real estate collapse of 2008 or the one caused by the COVID-19 pandemic in 2020-21.*