



## MEET OUR EXPERTS

# Sergio Barajas

Sergio Barajas, a Consulting Associate at Blanchard®, is a service-oriented person who emphasizes the individual's responsibility to take charge of their own development, and who passionately delivers concepts that help his audiences grow professionally.

Having spent more than 25 years facilitating Blanchard® methodology, Sergio is one of Blanchard's most experienced Consulting Partners in terms of his professional development and range of industries, including biotech, financial services, and retail.

Sergio is known for sharing his passion for work and his ability to create appropriate learning environments that result in the practical application and implementation of the content he teaches. He developed his professional career over the past 25 years by collaborating as director of training and development in global corporations such as Bose, Paccar, and Blanchard. Firm in the conviction that transforming the business world will lead to more positivity, Sergio developed Blanchard leadership training projects by creating the appropriate mindset and the required skills to help people be highly productive while treating others with respect, consideration, and dignity. His principal clients are Procter & Gamble, American Express, Schneider Electric, Scotiabank, Empresas Polar, and Pfizer.

Sergio holds a Bachelor's degree in Industrial Social Work from Universidad Autónoma de Guadalajara and certifications in Training and Development, Adult Education, Neurolinguistic Programming, and Total Quality Control. In recent decades, the professional development he delivers to his clients has been based on the management models of Dr. Ken Blanchard and his associates: SLII®, Team Building, Leadership for Change, Service to Others, Leadership through Effective Communication, and Performance Management.

Sergio's native language is Spanish, and he is very comfortable facilitating in English.

In his spare time, Sergio enjoys using golf as a metaphor for life and career development with his clients.

## Industries:

- Agriculture
- Automotive & Transport
- Education
- Electronics
- Food
- Healthcare
- Hospitality
- Industrial Manufacturing
- Pharmaceuticals Manufacturing

**"You are guaranteed to obtain a life lesson when participating in one of Sergio's conferences."**

—Human Resources Manager,  
Office Supplies

**"Sergio is loyal to his principles and mindset. He acts with integrity and has a great sense of service, focusing on the wellness of others."**

—Production Manager,  
Food Industry