



Sergio Barajas

One of the most recognized Spanish-speaking Consulting Partners at The Ken Blanchard Companies®, Sergio Barajas is distinguished by his warm character and optimism. He has followed a mission for more than 20 years to bridge Latin America's growing private and public sectors with Dr. Ken Blanchard's leadership methodology. Sergio cherishes collaborating with clients to develop and implement their personalized people-oriented skills for creating a positive work environment. He is a passionate, energetic, and charismatic trainer whose dynamic teaching style inspires, stimulates, and engages learners to ensure maximum participation.

Sergio has an exceptional ability to generate practical learning processes throughout his seminars. His expertise includes leadership development, team development, performance management, and customer service, spanning all management levels. Sergio is highly skilled in training organizations that face politically and socially challenging environments. He has taught seminars in every Latin American country.

Sergio was a training and development manager for global technology organizations and served at several manufacturing facilities. He developed significant training strategies to position human resources departments as proven business partners of their companies. Among his major achievements, he implemented a strategic training center for the automotive industry while working in Mexico.

Sergio holds a Bachelor of Arts degree in Industrial Social Work from Universidad Autónoma de Guadalajara in Mexico. He also received postgraduate fellowships in training from Universidad Autónoma de Baja California and in Total Quality Control from CETYS University. Sergio is qualified to deliver several of Blanchard's core training programs, including SLII®, Self Leadership, Team Leadership, Legendary Service® and Leading People Through Change®.

Sergio enjoys golfing with clients and uses the practice of golf itself as a metaphor for team building.

Industries

Automotive	Health Care
Industrial Manufacturing	Food and Beverage
Pharmaceuticals	Information Technology –
Financial Services	Hardware and Equipment
Education	
Hospitality	

Testimonials

“Sergio is passionate about his management and leadership training material and, as a true training professional, is able to convey the essence of his concepts to those wanting to learn. He is very patient with those needing extra time to absorb the context of materials he teaches.”

–Rod Gray, BQMS Consultant, Michigan, USA

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

–Carmen Agreda, Production Manager, Venezuela

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

–Ulises Araiza, Human Resources Manager, Assembly Industry