

UNANI BIOTYPES:

THE UNFAIR ADVANTAGE

PRESENTATION PITCH DECK

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ABOUT RODRIGO

"We can create miracles when we understand the biological tendencies of a population."
~Rodrigo Garcia Platas

Rodrigo Garcia Platas is a Transformational Master Coach, Expert in Systemic Psychology, Unani BioTypes and is a certified FIFA Sports Psychologist with over 15 years of experience.

In 2012 he founded Mission: Mexico Transformational Center, one of the most successful companies in Human Behavior in the world.

He has enriched his career as a speaker and transformational coach facilitating experiential trainings for over 100,000 people between the United States and Latin America.

He has worked with the **President of Chile**, City Governments in the US and Latin America, **Walmart Mexico**, as well as appeared on countless TV and national radio programs.



NOTABLE CLIENTS

Here are some of the organizations that we have worked with to create amazing results.

We've worked with a variety of different organizations to implement a multitude of improvements, no matter the size or scope of their industry.



WALMART
MEXICO



CUAJIMALPA,
MX



CITY OF
COMMERCE, CA

A combination of knowledge and skills in various fields can enhance organizational effectivity.

BEST. WORKSHOP. EVER.



Walmart Mexico brought in RGP Development to train their entire purchasing department in Unani BioTypes to better negotiate with suppliers.

This information was presented virtually to over 300 attendees and was the first training to ever increase in attendance over its duration.

The Unfair Advantage was Walmart Mexico's most successful executive workshop ever.

97.8%
would recommend

ATTENDEE FEEDBACK

Attendees were asked to rate the workshop in the following categories 1-10

Usefulness	9.4
Comprehension	9.2
Applicability	9.4
Growth	9.4
Interesting	9.5

Other workshops rated an average of 6.0

Unani BioTypes: The Unfair Advantage was the highest attended, highest retention, and highest rated workshop **in Walmart Mexico history.**

OUR RESULTS

Cuajimalpa, CDMX, Mexico

The Mayor of Cuajimalpa was dealing with high corruption rates in his city. We taught city employees to use Unani BioTypes in their hiring and management practices.

Their borough now has the highest approval rating in all of Mexico City and the Mayor's political party regained majority control as a result.

Implementing BioTypes
into their organizational
structure dropped
corruption levels

80%

Cuajimalpa

Si hoy fueran las elecciones para alcalde,
¿por quién votaría usted? [% efectivo]



Their political party had almost been erased from government in CDMX, and now he has the highest approval rating and his party governs 50% of Mexico City

VALUE TAKEAWAYS



Innovation

Be at the forefront of the new understanding of human beings within a corporate or entrepreneurial system.



Tactical

Create strategies throughout your entire ecosystem with absolute certainty about who you're choosing for what role.



Harmony

Learn how to communicate with, empower, and get the best out of every type of human being.



THE FOUR BIOTYPES

Unani BioTypes is the philosophy that humans are 30% psychology and 70% biology.

Through understanding a person's biological temperament (BioType), you can comprehend how they see the world.

RGP DEVELOPMENT
BioTypes and Business



Choleric

Leaders driven by impulse



Sanguine

Promoters driven by experience



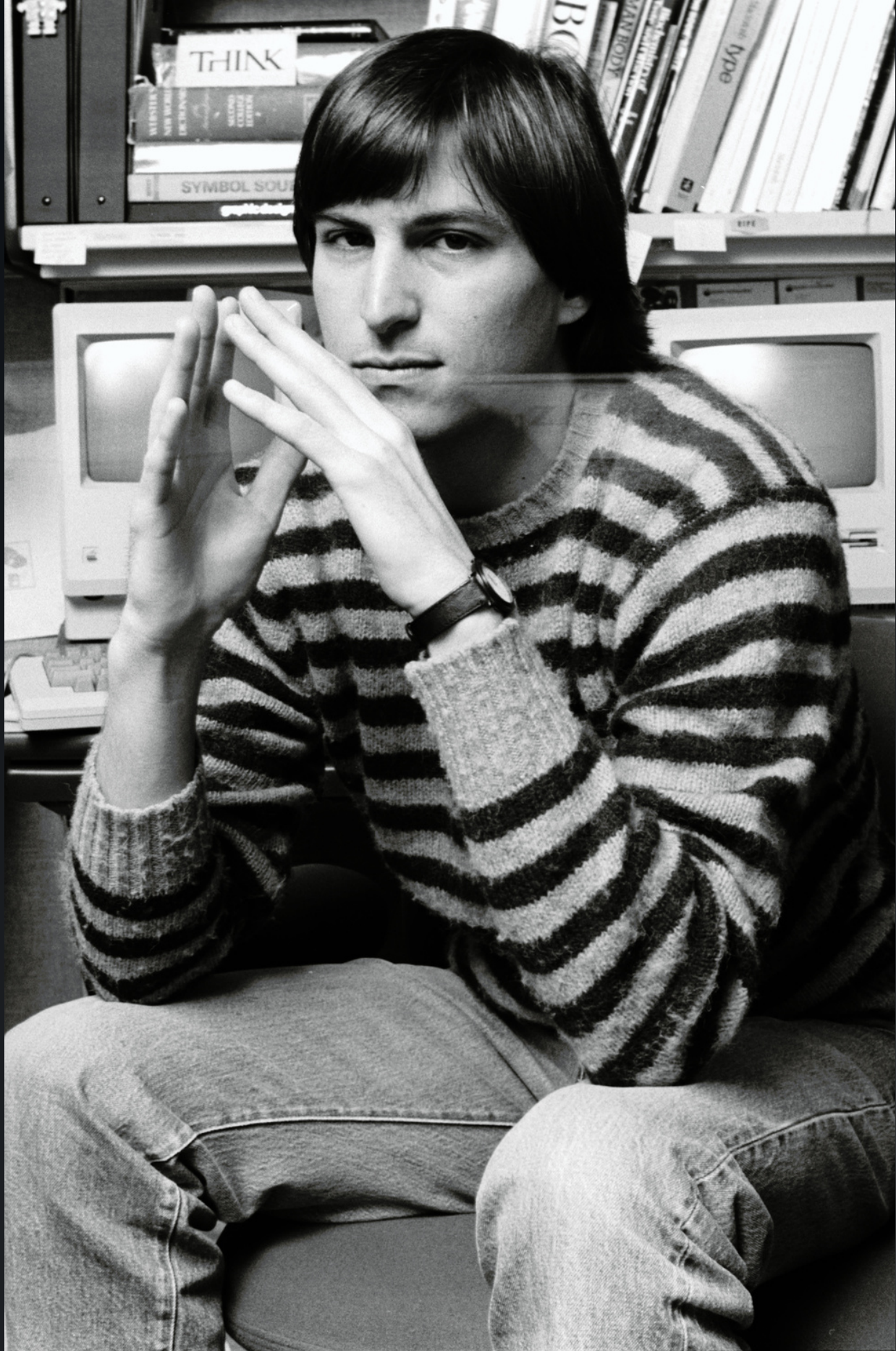
Phlegmatic

Supporters driven by emotion



Melancholic

Analyzers driven by intellect



"I know."

Choleric Success

STEVE JOBS

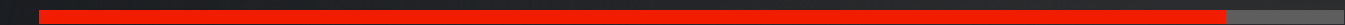
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Cholerics put results over relationships. Always.

Steve Jobs was laser focused on results. No obstacle was big enough to distract him from his goal and vision.

His company flourished because of his focus on the outcome, not the obstacles in the way.

TEAM EXHAUSTION



EFFICACY



DELEGATION



VISION





"I do."

Sanguine Success

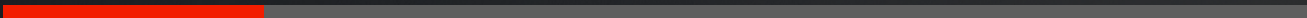
DWAYNE "THE ROCK" JOHNSON

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Sanguines are relentless. And they have to be because they never plan anything out. They show up strong and need a lot of motivation to stay focused.

The Rock started as a Pro-Wrestler, through his charisma and connection to other people he moved into film and eventually into many other industries. People keep coming back to experience more of HIM, no matter the role he plays.

STRUCTURE/ACCOUNTABILITY



ENERGY



EXECUTION



CHARISMA





"I feel."

Phlegmatic Success

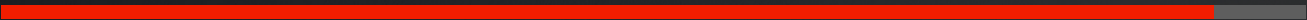
BILL GATES

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Phlegmatics use their success for the betterment of other people. They value themselves for the growth they can create in others.

Microsoft is more concerned with streamlining and simplicity of their products over being the best, the most technologically advanced, or the flashiest.

EMOTIONALITY



CONFLICT MANAGEMENT

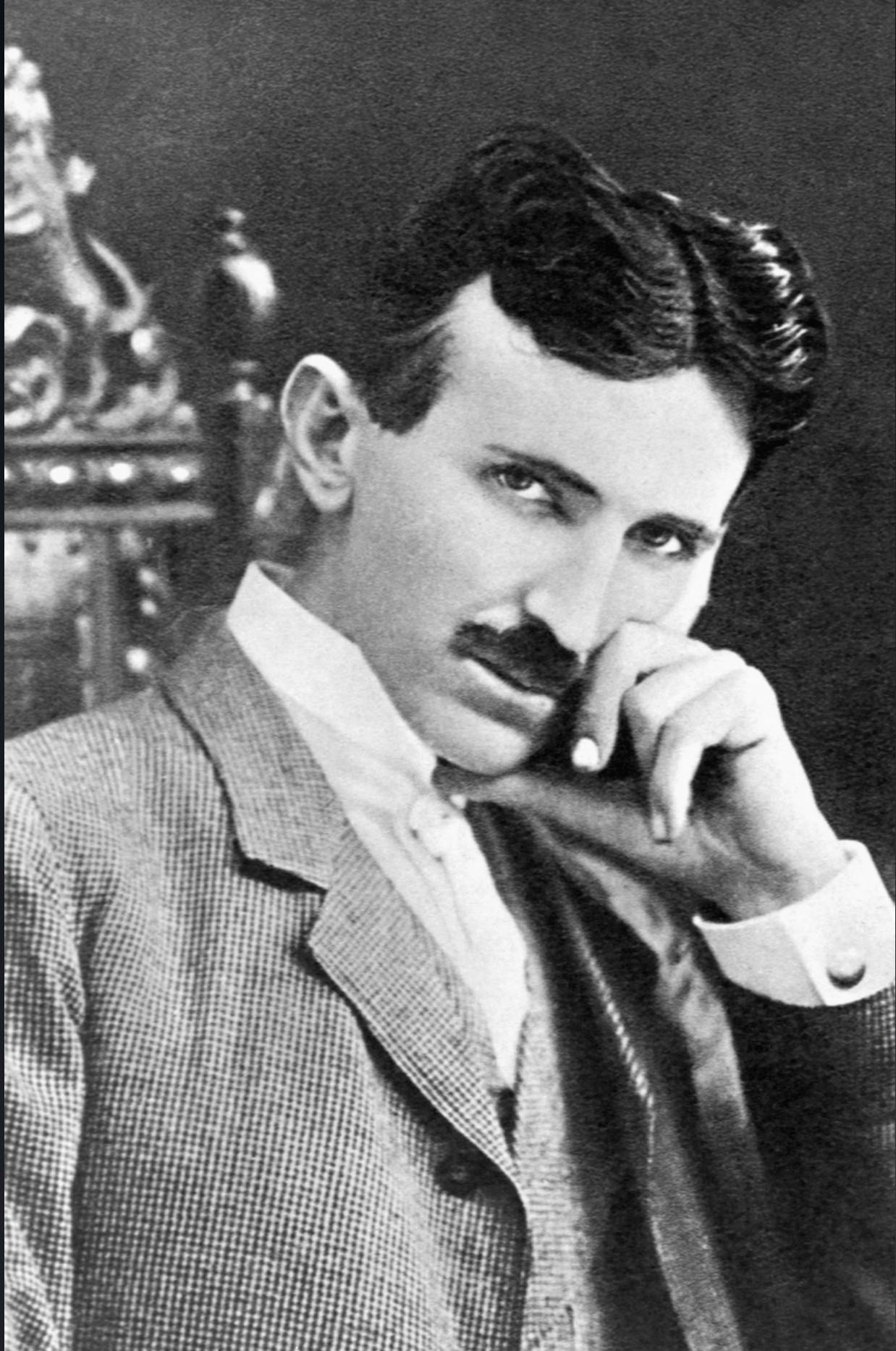


INTERACTIONS



EMPATHY





"I think."

Melancholic Success

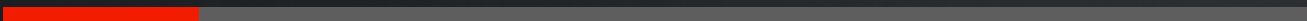
NIKOLA TESLA

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Melancholics love to be left alone with their thoughts. It's not unusual to see their brilliant minds getting none of the credit for their creations. They value justice and avoid conflict.

Maybe the most famous example is of Nikola Tesla who created alternate current which is the reason we have electricity and got none of the acknowledgement for it until years after his death.

COMMUNICATION



ATTENTION TO DETAIL



STRUCTURE



STRATEGY



OVERVIEW

What the presentation will entail

THE UNFAIR ADVANTAGE presentation can be made to fit in any time frame between 3-6 hours. We are also able to span this over a two day workshop if a more in depth experience is desired.

LEARN THE
BIOTYPES

1

A crash course in each BioType and their identifying features. Explanations of their temperaments and values.

EXAMPLES
& STRATEGIES

2

How to apply this knowledge to business and human interactions as well as how the BioTypes interact with each other in a system.

INTERACTIVE
EXERCISE

3

Identify the BioTypes of attendees and people they work with to provide real life examples of how to put this information into action.

Q & A

4

Any remaining questions for Rodrigo about BioTypes or applications of information.

WHAT'S THE BEST BIOTYPE FOR EACH ROLE IN AN ORGANIZATION?



[CLICK HERE TO WATCH](#)

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GO BEYOND

We provide many different types of workshops and presentations depending on your needs and clientele.

Unfair Advantage

A broad overview of BioTypes broken down to apply to many different areas of an organization including sales, team building, and deal brokering.



Management Mastery

Understand your employees and contractors on the deepest level to ensure they're operating at their highest capacity and in the right role.



Entrepreneurial Accelerator

A deep dive into how your company system operates according to systemic psychology. Uncover your hidden obstacles and breakthrough them.



THANK YOU

FOR YOUR TIME