centro.

CENTRO LX
Learning experiences for organizations
Centro LX

We offer a built model so you can organize your experience, choose its reaches and make it grow in accordance with the needs and interests of your organization. We create the contents and materials, we select the best coaches and make sure that the experience will be useful.

- We collaborate with organizations of all areas and sizes
- We offer an inspiring space on our campus or we can go to your site
- We attend groups from five people

Each learning experience includes a design tailored to the knowledge, skills and attitudes that aim to develop, and a conceptual framework, a series of practical applications, as well as tools and instruments, to guarantee the transfer of knowledge.

- Microdosis (2 hours)
- Boot camp (2-4 sesiones)
- Workshop course capsule (5-8 sessions)
- Specialty (2 semesters)
- Master degree (4 semesters)
CENTRO is an institution specialized in professionalize Creative Economy, component which permeates our entire educational offer. Founded in 2003, it promotes upbringing based on the following cross-cutting thematic axes:

- Teaching methods in permanent review and improving
- Technology at the service of innovative solutions
- Development of an enterprising vision
- Production and applying new knowledge as a result of research processes
- Design solutions for socially relevant problems
- Collaborative work with public, private, civil, and academic sectors

CENTRO is part of National Registry of Institutions and Businesses in Science and Technology (RENIECYT) of the National Council of Science and Technology (CONACYT); It is also an external trainer entity recognized by the Ministry of Labour and Social Welfare (STPS) and is part of the Committee on Certification of Labour Competencies of Creativity, Innovation and Entrepreneurship (National Certification and Normalization of Labor Skills Board, CONOCER). This is added to the accreditation of all our degree programs before the Ministry of Public Education (SEP).
The contents of these programmes are aligned with our graduate degree programs. You can study each one of these subjects as microdosis, boot camp, workshop, capsule, or course. Choose your favorite program and the time you want to dedicate to the experience; or ask for a model tailored to your organization.

Creativity and innovation | Innovation applied to business

Mindblower: Creative organizational problem solving
Enter and discover Mindblower®, a method created by CENTRO to inspire organizations interested in solving problems creatively. Mindblower® is for development managers, human resources and Project managers, entrepreneurs and professionals in general.

Futures Lab: Designing and prototyping futures
Know the principles of the prospective analysis, use specific techniques to analyze trends, design scenarios, future map seeds, and in general, creative notions of multiple futures which guide decision making at the organization.

Organizational Dystopias: innovation through pessimism
Use Design Fiction and Critical Design tools to generate ideas and concepts that consider provocative scenarios and ends, which allow the organization to anticipate risks and improve decision making in the present.
Design Thinking: User-centred innovation
Know and apply Design Thinking set of tools and instruments to improve the inner processes of your organization, and give a creative twist to your products, services and ideas. It’s not necessary to have previous training as a designer to know and apply these resources.

Flip. Creative problem-solving
Discover how to transform conflicts into a source of inspiration and an opportunity for internal development in your organization or team, strengthening internal cooperation through active listening, empathy, administration, regulation, and the resolution of situations with a witty twist.

Lean: Viable and high yield business
Know and apply the Lean method tools and devise business models, develop client portfolios and generate goods or services in an agile way, with a maximum use of available resources.

Radical Enterprises: Lineal organizations vs. exponential organizations
Create and put into practice a true innovation plan for your business enterprise. Integrate emerging trends and technologies to high impact industries through clear and focused on results procedures.

SCRUM. Agile project management
Learn and apply this framework focused on people to devise products and services in an agile way. SCRUM offers ways to lead projects with a high degree of uncertainty and a high demand of adaptation from the team’s members so they can create and execute sprints in an effective way.

Starter Pack. Modeling for enterprises
Start with a business model canvas, turn it into an organizational model, improve it with LEGO® Serious Play® and implement the findings in your organization. Prepare your sales speech, identify opportunities for fundraising. You don’t need to be an entrepreneur to enjoy the benefits of this exercise, to design or improve the design of your organization.

Creativity and innovation | Innovation and digital tools for business

Affective Computing: Business intelligence through algorithms
Discover diverse technological resources available today to facilitate the creation of messages, campaigns and products, based on large sets of rational and emotional source information. Apply the best computer solutions for your organization.

Digital making. Revolutionizing design, business and the world
Know and experience the scopes of digital making (including 3D printing), update your vision and enjoy the benefits of diverse technological solutions for companies.

Ephemeral Environments: Virtual reality and augmented reality for consumption
Discover and explore the spaces of augmented reality and virtual reality in which the contemporary consumer can interact with brands, products and services, and identify the potential applications for your company.

IoT: Discovering the Internet of things
Put in context the interconnection of objects and their scope for your organization. Learn and apply basic principles to connect an object to Internet, getting useful data for decision-making.
Enter the expansive universe of apps for smartphones, their usefulness and scope, to improve enterprises’ processes. Know and use a selection specially curated by our experts according to your needs.

Search Engine Optimization: content optimized for search engines
Improve your organization’s visibility through search engine optimization. Know and apply the principles and tools of the SEO in an efficient way.

Web cool design: Front-end web sites development with HTML5 and CSS3
Develop attractive and functional web pages using these programming languages that allow you to create content for the Internet. Enter the field of web design, no necessary previous knowledge.

Creativity and innovation | Digital Marketing

Community Management: digital communication strategies
Know and apply digital and tactical strategies and planning, interaction and implementation tactics, for online contents management.

Gamification for business and marketing
Apply the design and logic of games to motivate users and keep their attention. Know and apply the principles of gamification to design experiences that stimulate the attention and enjoyment.

Internet Thinking: Strategy and development of online businesses
Analyze the digital environment to generate workable solutions to the user’s current needs. Detect opportunity areas in products and services within a digital context and implement solutions according to these.

Social Media Listening: the pulse of the audience
Use SML to web monitoring and decrypt the users’ comments and preferences in order to increase the yield of a product, service or idea. Know its principles, and tools and platforms available to monitor the users’ behavior and apply this transformation for the strategical design of contents.

UXD: User experience and information architecture
Discover the basics of User Experience Design and apply them to specific digital projects.

Creativity and innovation | Marketing and market intelligence

Behavioral Design: bringing up on human behavior
Know and apply the principles of Behavioral Economics to design the most varied initiatives: campaigns, programs, mass media content, public policy, among other solutions.

Beyond Consumers: Meaningful connections with consumers
Learn and use interesting tools to understand human behavior in a qualitative and multidimensional way. Develop a new toolkit with experimental and creative research guides.

A Brand experience! Thinking, Creating And Delivering.
Know the principles of Brand Experience at the sensorial, affective, intellectual, and behavior levels, and apply them to enforce your brand.
Customer Experience & Design: Design services and experiences
Acquire and develop the knowledge, skills and abilities to promote the users satisfaction and loyalty, considering the new trends related to the experiential economy.

Targeting Lifestyles: Consumption intelligence and advanced segmentation
Explore different interpretations of consumers’ marketing to implement effective analysis and segmentation tactics. Translate findings into categories of devaluation to develop a solid marketing strategy.

Creativity and innovation | Creative Communication

Pitch Perfect: Presentation and persuasion strategies
Improve your skills to expose content with powerful resources. Transform your performance in strategical tools for a memorable and effective communication.

Silent Lab: Smart and effective visual communication solutions
Know and apply the data display, a very powerful tool that will allow you to organize, analyze, relate and communicate ideas in an effective, clear and interesting way. Implement the resources of Manual Thinking and Visual Thinking for your organization.

Storytelling+Storymaking: Stories Lab
It presents projects, concepts and stories interesting and precise way based on the principles of the narrative, the design and staging. Identify and put your most powerful resources to captivate your audience. Present projects, concepts and stories in an interesting and precise way, based on the principles of narrative, design and stage play. Identify and get started with your most powerful resources to captivate the audiences.

Creativity and innovation | Art

Art Followers: Art History, curation, museology and art valuation
Acquire the bases to better understand what is presented to us in an Art Museum: works, the spaces, exhibition resources, what’s behind that art work and who is the owner. You will visit the exhibition spaces that will help you to understand the behavior of contemporary art world.

Art Market: art systems, fairs, galleries and auctions
Discover the world of art market and the actors involved on it. You will recognize the economical, social, cultural, and political factors behind an art work or a coveted object, and bases to determine its value.

Smart Travellers: travel, art and culture, gastronomy, photo and social media content design
Explore your appreciation ability to turn your trips into integral experiences. Get the bases to sensibilize you to artistic expressions, smells, tastes, colors and sounds of a culture, to be able to capture in images and generate a graphic narrative to share.

Virtual Scenarios: Science fiction, virtual curator, illustration and digital music
Identify the point of incidence between the contemporary world, the artistic creation, and technology. Understand the current art scene from the unstoppable development of digital media.
Experts who design and teach each program have the knowledge and backup to design and guide each session. The team is transdisciplinary and keeps in permanent upbringing.

**Damián A. Arce** | Senior Designer at Landor Associates. Expert in branding, creative direction, strategic thinking, typography, consumer insight, and pitching. He has worked with big and important national and global companies.

**Braulio Baltazar** | Goose & Hopper General Creative Director, specialized in developing new platforms for communication and business. First creative director of Miami Ad School in Mexico. Expert in planning and creativity in advertising, digital communication, and developing of methodologies and tools for business building in digital environments.

**Roberto Cabezas** | Researcher and fusionist of digital media. Master’s degree in Musical Technology with honorably mention by National Autonomous University of Mexico (UNAM) PhD student focused on affective and artificial intelligence. His work has been shown around the world.
Jorge Camacho | Uncommon Strategy Director. PhD in Cultural Studies and Master in Culture Cybernetics, both by East London University. Former Technological Creative in Google Mexico. He is currently lecturer in Mexican Academy of Creativity and in CENTRO.

Jesús Cervantes | Planning Director at S, C, P, F. Specialized in communication campaigns, brand strategies in social media, business consultancy projects and creative concepts for branded content projects. He was winner of the training network of the Account Planning Group and has been speaker at national advertising conferences.

Giancarlo di Marco | Building and Architectonic Engineer by the University of L’Aquila, specialized in Industrial Design and Interiors Architecture. Consulter of the Cofindustria Italiana for Digital Design and Fabrication, and founder of Estudio Giancarlo Di Marco, dedicated to 3D design and digital graphics.

Andrea González | Marketer by CENTRO. Specialized in brand strategies, branding, market research, coolhunting and trends. Intelligence & Innovation Sr. Analyst in Big Foot. She has participated in the development of new vision tools such as prospective planning, building of future scenarios and the culture of permanent innovation and validity for enterprises.

Alma Jordán | Independent editor as Cruz-Jordán Editores, and Strategic Sr. Planner in McCann World Group. Sixteen years of experience in editorial and advertising services, specialized in creativity and integral planning strategy. Currently Creative Director and Digital Strategies Developer for big brands.

Alfredo Martínez | Multidisciplinary artist and programmer. Project manager, mobile apps developer, multimedia museum projects author and advisor. He has made collective expositions and diverse multidisciplinary events in México and outside. He teaches technology, digital skills user experience, etc.

Alfredo Narváez | Trends researcher, since 20 years ago for UNESCO, CONAPRED and OGYLVI. Communication expert with Master in Gender Studies. National Journalism Award winner and keynote speaker at Creare Festival. He has written about tendencies in magazines such as Viceversa, Expansión and Nexos.
Karla Paniagua | Visual anthropologist: PhD in Interdisciplinary Culture and Communication Studies (ICONOS) and master in Social Anthropology (CIESAS). Head of Research in Creative Economy Research Center (CIEC) and she is also the Specialty in Tomorrow’s Design Coordinator, both at CENTRO.

Julián Puente | Master in Branding by the New York Visual Arts School; his work is a one of a kind approach to the brands strategy, considering culture, business, behavior and Design Thinking. Long experience in building brands work in México and Latin América. Currently he is VP of Strategical Planning in DDB México.

Gloria Ruiz | Master in Digital Media Management by Hyper Island (Manchester, U. K.). Digital Brand Leader and Community Manager in digital agencies such as Terán, Nativo Digital, Grupo W and Residencia México, where she has developed multichannel and social network for brands and organizations, according to their particular needs.

Ricardo Tappan | Strategic advisor in research and development for The R&D Initiative, and Espacio Sofar. Founder of “The Ideas Workshop”, a consultancy specialized in projects of strategic design and innovation. Member of the Association for Consumer Research and the Academy of Marketing Science, since 2012.

Contact
To design your tailored learning experience, send us a request to: experiencias@centro.edu.mx
Some organizations for which we have designed learning experiences:

- Mexican Agency for International Development Cooperation (AMEXCID)
- Birmingham City University
- Research for Development Center (CIDAC)
- Centre of Research and Technological Development in Electrochemistry (CIDETEQ)
- The National Center for the Evaluation of Higher Education (CENEVAL)
- Advanced Technology Center (CIATEQ)
- Colôurs
- Coolhunter MX
- Fundación Azteca
- Garage CoWork
- Global Design
- Grupo Expansión
- Grupo Televisa
- Hotbook
- Interceramic
- Kontrabando Creative Brand Powerhouse
- Lab4+ Alianza del Pacífico
- LDT
- Liverpool
- Milenio
- Philadelphia University
- ProChile
- Time Out
- UDEM
- WeWork

With whom we have worked?