



CONFEDERACIÓN  
ESPAÑOLA DE  
**DIRECTIVOS  
Y EJECUTIVOS**

Con la colaboración de:

**Deloitte.**



## **Leading in positive**

Interview with Carlota Pi

December 2018

# “The economy of the future will be based on people trusting companies; and on companies that are able to build trust in people”



**Carlota Pi** | co-founder and CEO of [HolaLuz.com](https://www.holaluz.com)

Through her experience heading a transformative challenge as the co-founder and CEO of HolaLuz in 2018, Carlota Pi analyses the characteristics and tools required to achieve positive leadership that creates environments able to foster the development of people. Adaptation, learning and values are three of the factors emphasised by Pi as necessary for achieving this.

## **How is leadership addressed from the standpoint of a transformative challenge such as HolaLuz?**

From the start our vision was clear and focussed on two mainstays: making the world move thanks to renewable energies and building a company model that helps people develop fully, both professionally and personally.

## **What qualities do you think are necessary to lead a project such as yours?**

When we began we did not know what leading this project required. Over time, what has worked for us on this journey has been leading by example; we believe in everything we do. I also believe it is essential to

“The ability to lead by example and one hundred percent belief that what we want to do is the path we need to follow”

have a higher purpose as a company; one that aims to improve the world in which we live.

**How do you see the role of women leaders at Spanish companies?**

We women play a fundamental role both at companies and in society at large. It is necessary to build contexts in which people have a desire to work with you. This no longer affects women alone but rather talent in general. There is no longer an alternative to creating these environments if you really want to have the best team at your company.

**Is there a leader or leadership model that you especially admire?**

I admire lots of people: my mother, my sister, Michelle Obama, Oprah Winfrey, my teacher José Antonio Segara, but above all, I admire my three daughters, who are my life's driving force; I learn from them every day and they motivate me to be the best version of myself.

**What qualities are needed to promote positive leadership figures?**

Any learning or life process that arouses in you a hunger and a need to learn. We live in a changing context, and it is developing very quickly and growing exponentially. That is why transformative profiles are required that are able to learn anything, and quickly. The greatest learning tools are reading and an ability to listen.

**What role are values playing at companies? How can we adapt them to the executive role?**

At Holaluz we are completely convinced that our invincible strategy is building trust. Trust is built through actions that bring people closer together: listen, tell the truth and say sorry. What is really important is the 'why' behind your company. The economy of the future will be based on people trusting companies; and on companies that are able to build trust in people.

“The greatest learning tools are reading and an ability to listen”

# Contact

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