



:dcv: DCV fosters organizational learning as a competitive strategy

A quick capacity to adapt to changing scenarios is the main feature that DCV is currently encouraging for all its operations, as a way of maintaining its competitive capacity and its well-known service quality.

The Company, which has been in the market for nearly two decades, has deepened its knowledge management strategy as well as its organizational learning strategy, in order to face the uncertainty of the current world economy, with highly changing markets.

DCV DEVELOPS A KNOWLEDGE MANAGEMENT STRATEGY AND AN ORGANIZATIONAL LEARNING STRATEGY IN ORDER TO MAINTAIN ITS COMPETITIVE CAPACITY.

“Forthcoming changes in the market, due to globalization and high competitiveness among companies, make organizational learning an issue to care for and be concerned about within the organization, thus making knowledge the principal capital which shall be mobilized and transmitted to the whole organization” explains DCV General Manager, Fernando Yañez.

Although this asset (knowledge) is not stated in the management reports, it makes a notable contribution to the companies’ results”, adds the executive.

○○○ Knowledge: the most important resource

Recent studies affirm that the most successful companies are those which are able to create new skills and distribute them throughout the organization. It’s a practice that DCV has encouraged since its origin, and which is now stressed as part of its competitive strategy.

“Our company considers knowledge as the most important resource that the company has in order to get established and remain in the market.

the technical training that our team might get, but also the skills obtained over the years, which will be transferred to new generations” assures Fernando Yañez.

An important part of this new DCV strategy is driven by the newly created People Management and Organizational Development Section, which works on the integration of the company’s goals with the performance management, education and training programmes.

During this year DCV has implemented several programmes with the cooperation of well known educational



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institutions, which are focused on training the executives and professionals of different areas within the company in matters regarding stock markets, team leadership and advanced English, (amongst others) see chart.

“Through these programmes DCV wants to supply to its team a learning of the top level, not ignoring business strategy and the service that we provide to our customers” concludes the company’s general manager.



ABOUT THE PROGRAMMES

1. ARA, Organization, customers and regulations.

Taught by DUOC UC and directed to the entire DCV Registros area, it is a study program, designed in order to socialize and share business’ specific knowledge. The curriculum includes approximately 100 hours, allotted in 12 courses, taught during 2012 and 2013.

2. Securities Market

Directed to DCV executives and professionals, it has the purpose of explaining the operations, the processes, as well as the different formal and informal markets where the financial instruments that form the different saving and investment products that are intermediated in Chile and abroad are traded. It is a programme designed completely for its needs by University Adolfo Ibáñez taught by the distinguished doctor in Economics with a degree in International Finances, Roberto Bonifaz. 25 DCV executives have taken part and it is 20 hours in duration.

3. English Training

It has already been 12 years since DCV started offering English courses to its staff. This year they decided to make a strong change and augment the number of course hours, in order to provide better quality learning. 73 students and 7 teachers form part of this programme, which is focused on working with grammar and conversation.

4. Strategic Teambuilding

Directed to 23 professionals who currently hold leading roles or that in a future will undertake strategic positions within the company. The purpose of this programme is to empower second line people in DCV establishing high-quality, flexible and responsible work patterns which enable to convey relevance and sustainability to DCV in future years.



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○○○ English Training Programme



○○○ ARA Programme



○○○ Securities Market Programme