

# Leg 11. From Gothenburg to The Hague

## Integral Strategy and Ethical Upraising

03. My book is a Work In Progress... Stay Tuned until VOR 2021



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### OUTLINE. Integral Strategy and Ethical Upraising

01

*Introduction to  
Integral Strategy*



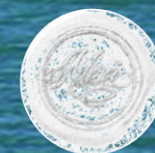
02

*Ethical Essential  
Toolkit for  
Strategists*



03

*My book is a Work in  
Progress, wait until next  
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### OUTLINE. Integral Strategy and Ethical Upraising

**01**  
*Introduction to  
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**We are Here**



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***We are almost done. Less than 300 nm to Den Haag. We can't believe we are finishing this wonderful Volvo Ocean Race 2017-2018: We can't believe it.***

- We have sailed between 122 up to 132 days in the sea in total.
- We have crossed the whole world.
- Eleven legs
- 12 Stopovers
- Rain, Storms, Crazy winds, Ocean Silence, Ice, Warm weather...
- Boats dismantled
- One person missed in the Southern Ocean
- And here we are... almost at Den Haag....



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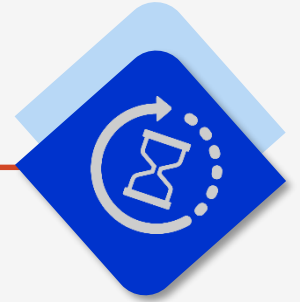


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*When we started this adventure last year, for the first time in my life, we had no idea of what was going to happen...*



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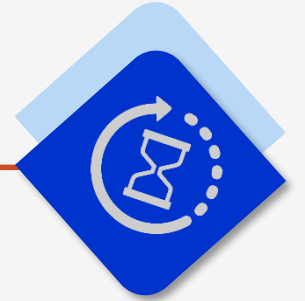
***My laptop was broken twice, we were writing from computers which were lent to us in our emergencies...***

- We had to dust off my old strategy books, search for new books and start reading again
- We have searched at least between 100 to 200 internet tabs per day, for each of the information we did not have for that specific post...
- We have made mistakes (a lot of them). As you know I am not an English Native Speaker and I don't have an English editor to help me yet. I don't trust virtual editors.
- We have visited Starbucks Café and Juan Valdez Café, searching for free Wi-Fi in order to continue when we were not having internet available
- We have spent hours and hours preparing slides, searching for pretty designs, and breaking my brain trying to make them interesting for you.

1. My red HP laptop is broken, and the computer I was using to write and design the business model canvas is from my brother. He requested me to give it back, and I do not have a decent laptop to do my business models canvas. My red HP laptop is not functioning well (the screen is completely black) since a cup of coffee spilled over it some months ago. I hope my brother can lend me his laptop soon in order to continue sharing all that I have prepared for you.



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***One morning of September 2017, I followed an inner hunch. I woke up thinking about the Volvo Ocean Race, figuring out that the race was up to start...***

- If I wanted to race with the teams Mapfre, Brunel, Dongfeng, Akzo Nobel, TTOP, Vestas 11<sup>th</sup>, SHK-Scallywag, we had less than a month to prepare our gears, find and lend a boat and travel in direction to Alicante
- My boat (the strategy outline) was built in less than a week, traveled to Alicante, and here we were sailing for the first time, without knowing what was the meaning of gybe or tack! Now I know.
- We were thrown to the waters, and our motto was: Just go with the flow!



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*We want to say thank you. Thank you for reading us. Thank you and all the teams, for showing me an ocean and how to start sailing.*



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***For us, each of the teams is a winner. Just to travel the seven seas, and finish alive and in one piece is enough reason for a gold medal. All of us deserve it.***



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***Finally, since I was in High School at Colegio Externado San José, I wished to write books. To become an author. Professor Anibal Meza S.J. was one of my Literature Professors back in 1986. Probably he remembers my school essays. It is my time to continue learning about how to write better. I will continue writing... and learning.***



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***Stay tuned... I will be writing. I can't stop to do it. I will keep you posted about my wedding with Alex Guillermo Lozano Artolachipi too... He is my Gift from God. About my book, expect the unexpected!***



*Thank you!*

*Success Will Come and Go, But Integrity Is Forever*

