

## **Cepsa, recognized for its use of coaching as a transformational tool for the company**

- **The Association of Executive and Organizational Coaching, AECOP, has awarded the company one of its "Coaching Culture in the Company" prizes for its implementation as a method to promote the profound transformation project it is undertaking.**
- **The company is a pioneer in this field. It has been using these services for executives since 2013 and has different executive coaching programs for its professionals.**

Cepsa has received one of the [AECOP](#) 2021 "Coaching Culture in the Company" awards for innovating, including, and following the best trends in Human Resources as pioneers in the establishment of the processes that help guide and develop their teams' capabilities. In particular, this organization has recognized the company's strong coaching culture as a key tool to facilitate the profound transformation in which it is immersed.

After obtaining this distinction, Carlos Morán, Cepsa's Human Resources Director, said: "Development at the management level is critical to continuing to progress and advance our energy transition process. Thanks to a strong coaching culture, new objectives, and desirable behaviors are communicated and internalized to our leaders who in turn transfer them to the rest of the company. Through executive coaching processes, we are able to establish, work and develop those key aspects for the success of our transformation, under an inclusive leadership."

Since 2013, the company has been offering executive coaching to its managers to foster their strengths as leaders and improve other personal and professional development skills. Cepsa has different programs, including "*Shaping Our Future Together*," in which most of the company's executives participate, which aims to help executives meet their goals, develop specific skills, and optimize their areas of improvement, either in their current position and/or for future positions, through individual sessions and group coaching. Finally, the process is completed with a specific training program focused on leading change with the objective of leading by example, aligning mindset and behaviors.

In addition, Cepsa carries out other initiatives, such as coaching aimed at department middle positions with the objective of accelerating their individual development, exploring new ways to achieve the proposed goals, which is usually carried out after other development programs such as mentoring or training in business schools.

Finally, Cepsa has a Leadership Academy for all professionals who manage teams in the company, which includes numerous coaching tools.



PRESS RELEASE

---

All coaching programs developed by Cepsa are accompanied by questionnaires and pre- and post-evaluations, follow-up reports, monitoring and analysis of results, in order to assess their impact. The company has excellent results in this area, with close to 90% executive participation, 86% satisfaction with the process, and 90% satisfaction with the coaches who are certified and experienced.

**Cepsa** is a global energy and chemical company operating at every stage of the oil and gas value chain. Cepsa also manufactures products from plant-based raw materials and operates in the renewable energy sector. Cepsa has 90 years of experience and a team of over 10,000 employees, who combine technical excellence with adaptability. Cepsa operates on five continents.

Madrid, February 8, 2022

**Cepsa – Communications**

[medios@cepsa.com](mailto:medios@cepsa.com)

[www.cepsa.com](http://www.cepsa.com)

Tel: (34) 91 337 60 00