

20 años (2002|2022)

**lab\_dei**

Laboratorio De Ideas

# 7 VALORES QUE NOS HACEN DIFERENTES

(y que se están olvidando)





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# LEALTAD Y HONESTIDAD

A husky dog with light brown and white fur is standing on a rocky outcrop in a snowy, mountainous landscape. The dog is looking towards the left of the frame with its tongue hanging out. The background consists of large, snow-covered mountains under a clear sky.

**Somos fieles.  
Nunca abandonamos.**

# ESFUERZO

A person is rappelling down a large, reddish-brown rock face. The person is silhouetted against a clear blue sky, with their body angled downwards. Ropes are visible, securing the person to the rock. The lighting is warm, suggesting sunset or sunrise, which highlights the textures of the rock.

**Trabajamos  
hasta alcanzar el objetivo.  
No desfallecemos.**

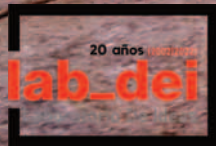
# COMPROMISO



**Nos comprometemos  
con aquello en lo que creemos.**



**CONSTANTES**



**Muchas veces, el éxito,  
es cuestión de perseverancia.**

# EL EQUIPO

**Nada se alcanza si no se trabaja  
con y por el equipo.**



**Respeto por los otros.  
Elegancia en el trato.**





A woman with long brown hair, wearing a white dress with colorful polka dots, is floating horizontally in the air. She is looking towards the right. The room has light blue vertical-striped wallpaper with several framed pictures. To the left, a floor lamp with a white shade and a dark base is lit, casting a warm glow. In the foreground, a dark wooden chair is partially visible. On the floor, a bowl of cereal has tipped over, spilling its contents. To the right, a television set on a stand is glowing with a bright blue light.

**IMAGINAR...**



**Si lo imaginamos...  
lo podemos hacer...**



**Y SOBRE TODO...**

**RELACIONES  
EFICACES  
INNOVAR  
ENTENDER AL CLIENTE  
somos diferentes  
.....**

# ¿hablamos?

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