



Interview ▶ We talk to a business consultant about the vanishing points of companies

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Pablo André

Entrepreneur and business consultant

«Not everyone is ready to grow a business»



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Pablo André is a thirty-year-old entrepreneur and business consultant, half Swiss and half Galician, who has been living in Andorra for three years. He loves his work, sport, cheesecakes and Albariño D.O Rías Baixas wine.

–How did you start in the world of entrepreneurship?

–Well, I started very young, I offered image design, Myspace profiles. And I did it when Tuenti didn't even exist yet, imagine... [laughs]. From there, one thing led me to another. Seeing that I couldn't make a living from it in order to be able to emancipate myself and

build a good economic future, I ended up pivoting to logo design, video recording and editing, web design, drone piloting and a long et cetera to the point where what I find myself today, advising business owners on how to scale their visibility and sales, because throughout this process of pivots I found the keys for a business to grow and differentiate itself from all its competition.

–You define yourself as a strategist and business consultant. What exactly do you do?

–My job, mainly, consists of detecting vanishing points and strategic errors that block the development and growth of the companies that hire me. They present me a problem, no matter how big it is, and I solve it for them.

–How long have you been advising companies? And how many clients



«My job is to detect vanishing points and errors that block the growth of companies»

have you worked with to date?

–I have been advising companies of all sizes for seven years and today I have more than 1,600 clients.

–As an expert in this field, what do you detect are usually the vanishing points or mistakes that companies make?

–There is everything, not finding why a marketing campaign is not working, an internal communication failure that affects other departments, not knowing how to sell a product consistently, etc. It all depends on the turnover of the company, the number of workers and many other factors. When I accept to work with a medium or large company I expose myself to all kinds of things, they rarely happen again. On the other hand, with small entrepreneurs they tend to categorize themselves into 3/5 specific problems.

–On your website you explain that you reject more clients than you accept and that it is not only due to lack of time. Why do you do it?

–Because I really value my time and not everyone is ready to grow the business. I tend to find a lot of people with a lot of limiting beliefs and if I'm going to invest time in helping you, the minimum is that you're willing to implement. Then I put all the companies that apply to me through a somewhat rigorous interview to decide whether or not to invest energy in them.

–Entering the more personal terrain, you are a very close person with your audience and have even opened up to them by telling them what your childhood was like and talking about the time you suffered bullying. What was this stage like and what do you remember about it?

–I remember it as a beautiful stage. Of course, I never managed to fit in

at school, I was always the odd one out. Today I am proud to be one, as it is what sets me apart. My parents have given me an incredible education and mentality. What I would change is not having moved so many times, as adapting and making new friends in each place took its time. Anyway, if I hadn't been through all that, I probably wouldn't be here talking to you. Cause effect

-Do you think that having lived through this has helped you to be stronger and become the person you are now?

-Yes, without a doubt. Childhood wounds lead you to what others see as innate talents when in reality you have developed them out of survival. For example, if you lacked attention as a child, chances are you'll end up developing innate techniques on how to get and hold people's attention. It is a vague and poorly explained example, this topic would give me a two and a half hour coffee at least (laughs).

-You published a book, tell us what it was about.

-«The price war» I have discontinued, but basically it was about mentality and sales. He talked about mindset, business structuring, high value sales and process automation. I was looking to bring a lot of value to the market for very little in order to generate a sense of debt and generate more sales of my superior products. But I plan to



«I put all the companies that apply to me through a rigorous interview to decide whether or not to invest energy in them»

put another one up for sale very soon. It will be titled: «Love and business are the same» (from my point of view).

-What is success for you?

-I understand that success is subjective for each person, although I am left with one sentence: «Sometimes, one is so focused on his future that he does not realize that he is in the middle of what he had always dreamed of». By this I mean that if we think that we have not yet achieved success, we take it for granted that we are not yet successful and I consider having a life that many people would like to have. Getting

up when you want, deciding to go to bed when you feel like it, being able to choose whether you work today or not, making a lot of money doing what you love, receiving messages of gratitude daily from my clients and students, etc. In my case I already consider myself successful. Yes, it is true that you can always have more, for example more social impact or a larger portfolio of clients, although it is not something that worries me, sooner or later I will get there.

-How do you manage to stay motivated on a daily basis?

-I am motivated by what I mentio-

ned in the previous question, the messages of gratitude I receive daily. I like helping people because it makes me feel useful to see how my advice improves lives and businesses. On a personal level, I am motivated to become the best version of myself, although I have to say that there is a very ingrained belief in society about this and it is the following: «This year I will manage to be the best version of myself». Life would be so boring if I manage to be the best version of myself this year and then stay until the day I die [laughs]. I think the best version of me will be one second before I die. ≡

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