

"Now is the Time"



"Now is the time for you to make good use of your newly-acquired knowledge and skills and apply them well," urged Hans Ulrich Maerki, former chairman of **IBM** for Europe, Middle East and Africa (EMEA) as he congratulated IESE's Global Executive MBA class of 2008 at their graduation ceremony in Barcelona.

"Remember, your own personal human capital is built by your experience when acting as a true leader," he told the graduates. Based on his learning over 35 years with **IBM**, Maerki suggested three important factors that the Global Executive MBAs should focus on as leaders.

- Never lose sight of your customers.
- Focus on your most valuable asset, your people.
- Understand and optimize your own capability and capacity.

Maerki argued that proper management of human capital would probably be one of the most important tasks that the executives would face in their future. On top of that, he said the people the Global Executive MBAs hire would mostly determine their success.

Following Maerki's commencement speech, Dean Jordi Canals offered words of wisdom for the class of 2008.

"Do not think only about personal success: think also about other people's success. Do not think only about short-term success, but also about your legacy, the many great things that you want to leave behind for others, and how you would like to look back at them 20, 30 or 40 years down the road," he said.

Prof. Eduardo Martínez Abascal, academic director of the Global Executive MBA, also left the graduates with some advice, reflecting IESE's mission of instilling a spirit of service. "Management is about action, leadership is about service... never give up that spirit

The Global Executive MBA class of 2008 received valuable advice from Hans Ulrich Maerki, former chairman of IBM for Europe, Middle East and Africa (EMEA) at their graduation ceremony in October. The long-standing member of IESE's International Advisory Board said that the management of human capital would be one of the future business leaders' top priorities.



of service that many of you have perfected over the course of the program. Give yourselves in service to others, expecting nothing in return."

Class Representative, David Heard from Australia, shared his thoughts about the Global Executive MBA program with his peers.

"Not only have we grown as individuals, but the individuals have come together into a whole, in our teams, and across the whole class. We have a common vocabulary now, even if we still disagree on definitions, rights and wrongs," he commented.

The Global Executive MBA is a top-ranked general management MBA program for executives with more than seven years' professional experience who wish to enhance their career without abandoning their responsibilities.

This year's graduating class has a strong international character. Of the 39 students, 15 percent are women and 83 percent hail from outside of Spain. The average age of the class is 37 and the students represent 23 countries.

The program combines residential study periods in Barcelona, Madrid, Silicon Valley and Shanghai with periods of

distance learning where participants remain in contact with faculty and peers via the Global Campus portal.

IESE's Global Executive MBA launched a new monthly format in September. This new format consists of six three-month modules with week-long residential periods in Barcelona, Madrid, New York and Mumbai.

Amy Collins



