

# SUCCEED: IMPROVE AS A LEADER, IMPROVE AS A PERSON

The new online platform SUCCEED has been warmly welcomed by many Alumni around the world who appreciate both its quality and user-friendliness. As we explained in the last issue of the magazine, the platform aims to provide members with educational and coaching tools that enable them to continue developing as leaders, as well as a highly personalized service. The platform structures the learning process into seven different phrases:

- **Self assessment**
- **Understanding the market**
- **Choosing your options**
- **Creating your brand**

- **Executing your action plan**
- **Evaluating your opportunities**
- **Developing your future career plan**

During each of these stages, Alumni can consult or download a broad range of academic content. In addition, they can test their knowledge as they go along by completing practical exercises. SUCCEED also features a life coaching service, which allows users to discuss their personal objectives with a team of experts and IESE professors. Through this service and the personal guidance it offers members will be able to truly maximize their career potential.

## INFORMATION IS POWER: CONSULT THE LIBRARY ON-LINE

As a member of the IESE Alumni Association you can access high-quality information at the IESE Library. This term we highlight three commercial databases (Factiva, Business Source and Ebrary) which can be accessed even off-campus. Factiva allows you to consult more than 25,000 business sources in 22 languages, including *The Financial Times*, *The Wall Street Journal* and

*The Economist*, as well as download company profiles (Reuters, Datamonitor, D&B, etc.). Users of Business Source Complete can access articles from academic journals and professional publications such as *Harvard Business Review*. Meanwhile, Ebrary allows you to consult electronic books on business and management from leading publishing houses. [www.iese.edu/en/research/library](http://www.iese.edu/en/research/library)

## LIBRARY BLOG

IESE's library team also publishes a blog that keeps users abreast of the latest content, reports and studies on

subjects that may be of interest to the business community. [bizknowledgewatch.iese.us](http://bizknowledgewatch.iese.us)

## Maximize Your Soft Power Skills

If you missed Prof. Brian O'Connor Leggett's session of the Continuous Education Program on soft power, you can now access it by e-conference. The talk gives an overview of soft power: the inherent qualities that constitute personal magnetism and the accompanying rhetorical and non-verbal communication skills. According to Leggett, soft power is the ability to persuade others without any recourse to hard power behavior. It is about inducement and attraction, namely what enables us to master our emotions to reach out and attract others with a clear vision by way of our verbal and non-verbal communication skills.

## OTHER E-CONFERENCES:

- "Employability in Times of Crisis: The Importance of Networking and Self Direction" (Profs. Nuria Chinchilla and Mireia Las Heras).
- "Understanding the Economic Crisis: The Role of Financial Instruments" (Prof. Fernando Peñalva).
- "When Will They Ever Learn? An Organizational Behavior Perspective on the Recent Financial Crisis" (Prof. Jeffrey Pfeffer).

# THE ADVANTAGES OF THE IESE MEMBER CARD



The IESE Member Card identifies you as a member of the IESE Alumni Association and opens the door to a wide range of services. It also provides access to a range of special deals that can save you money on a host of products and services. All Members of the IESE Alumni Association also receive automatic membership of the Association of Graduates of the University of Navarra, which also brings with it a number of lucrative benefits.

## INCREDIBLE OFFERS

### DKV:

Following a new exclusive agreement with DKV, excellently priced medical insurance plans are available to all IESE Alumni Association Members and their families (spouse and children) with two policy options: "DKV INTEGRAL" and "DKV MUNDISALUD."

### NH Hoteles

The NH Hotel chain is offering special rates for Spain and Portugal, including discounts of up to 8 percent on the best prices available at each hotel as well as a loyalty points program.

### ZURICH CONNECT

Zurich Connect is a branch of the Zurich Group which offers direct insurance products via the internet and phone. Zurich Connect is designed to cover your insurance needs with the best guarantees, the most competitive prices and a broad range of services.

## OTHER ADVANTAGES

### Vehicle Purchase

- Audi
- Automóviles Fernández
- BMW-MINI
- Cooltra
- Peugeot-Autotractor
- SAAB
- Volkswagen
- Volvo - Auto Sáenz

### Vehicle Hire

- Cooltra
- Europcar
- Hertz
- National-Atesa

### Education

- Alancity
- Fomento de Enseñanza
- O'Sullivan
- Wesco

### Hotels

- AC-Hoteles
- Ahotels
- EXPO Hoteles & Resort
- Hotel Princesa Sofía Barcelona
- Hotel Torre Catalunya Barcelona
- GHT Hotels
- Gran Hotel Balneario Blancafort
- Habitat Hoteles
- Fuerte Hoteles
- Hotel Fontanals Golf
- Hoteles Hesperia
- Iberostar Hotels & Resorts
- Gran Hotel La Florida
- Hotel Montecarlo
- Hotel RA Beach
- Thalasso-spa
- Hotel Rex
- Hotel Ritz
- La Torreçilla
- MAS Residence
- Masia Sureda,

- NH-Hoteles
- Ontime Hotel
- Prestige Hotels
- Roc Blanc Hotels
- S'Agaró Mar Hotel
- Sol Meliá Hoteles & Resorts
- The Roger Smith Hotel
- Torremirón (Girona) Golf and Spa Resort

### Business Services

- Forum Business Center
- Hecop Centros de negocios
- International Business Centre
- Offiten
- Melior Centros de Negocios
- S.F. Centro de Negocios
- Windsor & Tuset Business Center
- Vallnord

- Club de Golf Perelada
- Raventós i Blanc
- Bluespace Barcelona
- Reserva Self-Storage

### Car Maintenance

- My Car OK

### Publishing

- Unidad Editorial

### Health

- Agrupación Clínica
- Atención Sanitaria Domiciliaria
- Clínica Universitaria de Navarra

### Security

- Prosegur

### Insurance

- Acunsa
- DKV
- Winterthur

### Car Insurance

- Zurich Connect

### Professional Services

- Delex
- (B) b Serveis

### Hi-tech and Technology Services

- Acuista.com
- Dimension Data
- Flamagas-Casio
- Grupo Caudwell
- Hewlett-Packard
- Penteo ICT Analyst
- OpenRenting
- PGN
- Sertec
- Smart Telecomms
- Sony
- TechnoTrends
- Trendmicro
- Working Oxygen