

KICK-START YOUR FUTURE

The IESE Alumni Association's recently launched portal includes a virtual platform with a range of tools to support its members' personal and professional growth.

The Alumni Association has launched a virtual toolkit to help alumni identify their strengths and areas for improvement. The Association's "Professional Development" platform will help them to re-examine and potentially redirect their professional career paths.

Career support is one of the most frequently-requested items among the Association's members, according to survey results. In response, the Association has launched the new "Professional Development" platform to strengthen its services in this area.

Tools in the "Professional Development" platform include online programs such as START, a kind of SWOT analysis of alumni's leadership skills, and SUCCEED, a seven-step career development plan. The platform also encompasses the "Career Opportunities" service.

Faculty from the Department of Managing People in Organizations contribute their extensive expertise in the area, with content and programs regularly updated as a result of their research.

MAXIMIZE YOUR POTENTIAL

● Faculty from the Department of Managing People
● are also collaborating in IESE's Talent Development Unit. The unit has recently launched START, an online program for the exclusive use of Association members. START's main aim is to help alumni identify the leadership skills that they need to hone by completing a range of self-assessment tests and exercises to gain a clear picture of their current leadership profile.

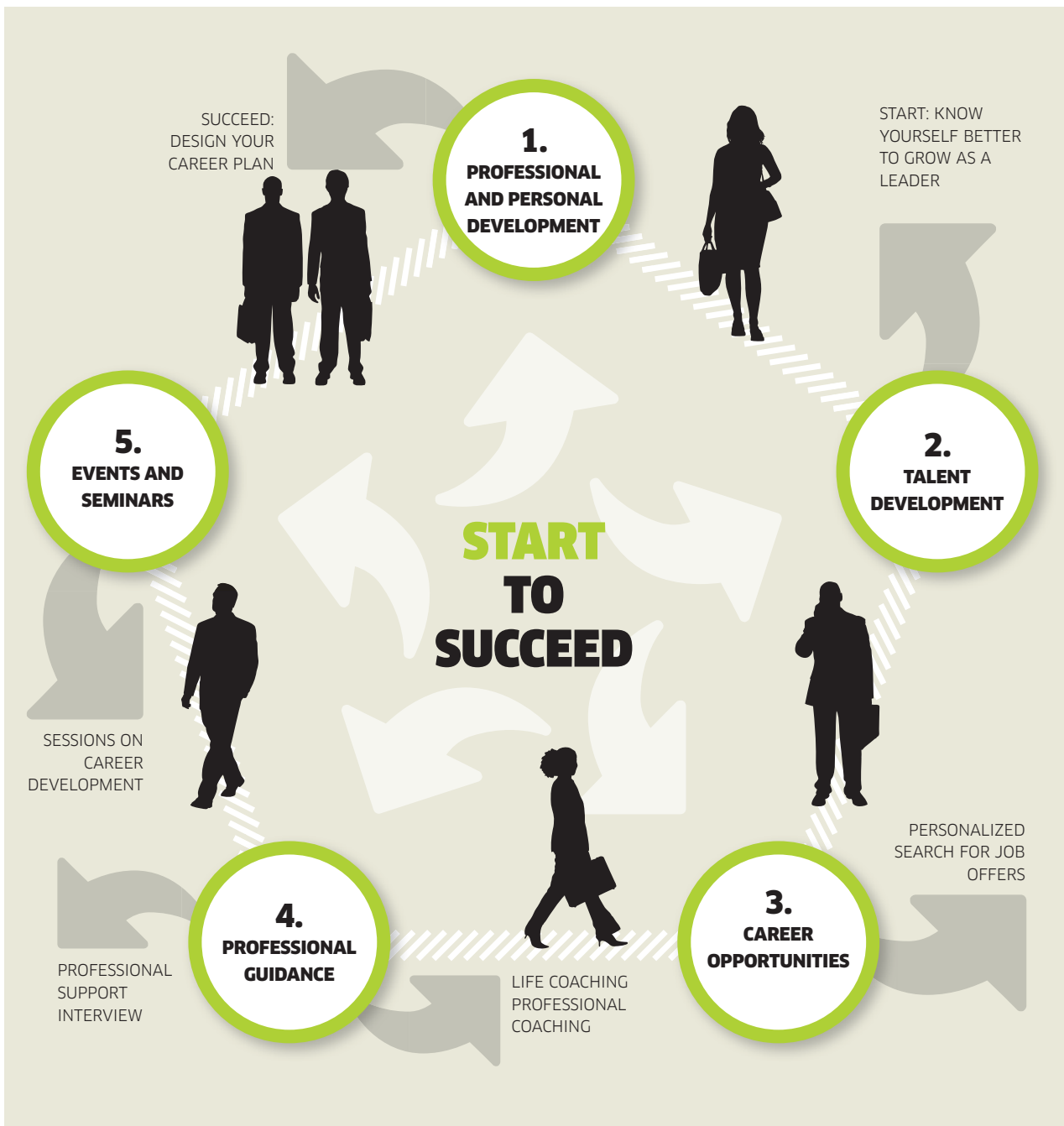
Users can compare their results with the average scores of other executives; share the experience with other alumni; and draw up an action plan with the support of an experienced coach. Prof. **Pablo Cardona**, director of IESE's Department of Managing People in Organizations and Research Associate **Helen Wilkinson** are spearheading the Talent Development Unit.

José M. Moreno (MBA '96), managing director of Voltimum Iberia, said that using START had been "an invaluable experience" that had enabled him to enhance his awareness of both his leadership strengths and areas for improvement.

PERSONAL CAREER TRAINERS

● As a next step, Prof. **Cardona's** professional
● coaching service can help alumni improve their self-awareness as well as define and achieve their goals. Or Alumni Association members can attend life coaching programs led by other IESE professors. Members can request a personal interview on how to move forward professionally and in the personal sphere via the portal. The first session is free of charge. Prof. **José M. Rodríguez Porras** coordinates this initiative.

The life coaching service also offers assistance with the decision-making process at each stage or crossroad in our professional and personal lives. This service is ideal for alumni facing periods of change, uncertainty or those who feel unfulfilled by their current situation. Prof. **Nuria Chinchilla**, director of the International Center for Work and Family and an expert on work/life balance, leads this project.



- And those members that are unable to attend personal coaching sessions do not miss out: the Alumni Association’s Professional Development platform includes SUCCEED, an online tool that helps alumni draw up professional and personal development plans (*IESE Alumni Magazine* issue no. 114, pp.34-35).

- Once alumni have firmed up their career plans using SUCCEED or via personal coaching sessions with faculty, they can target their ideal job on the “Career Opportunities” section of the portal.

This section allows alumni to conduct personalized searches by sector, geographic region and salary range, as well as save their preferences for future searches.

- Lastly, the Alumni Association runs a full roster of ongoing Continuous Education seminars and sessions focused on career development to allow alumni to constantly enhance their career planning skills and keep track of recent developments in career management.

Since the Alumni Association launched its new portal last year, the range of services on offer continues to grow. The interactive platform, available in both Spanish and English, will evolve in response to the needs of association members.

So for Alumni Association members who want to reassess their career paths in 2010, there is no reason why they cannot “START” to “SUCCEED.”