

REFLECTIONS FROM STANFORD (I): SELF-EDUCATION TO GROW

JAVIER BATANERO

Translated to English from this article:

<http://www.lavanguardia.com/economia/20120911/54349849307/stanford.html>



STANFORD
GRADUATE SCHOOL OF BUSINESS

Executive Education



Economics | 09/11/2012 - 09:22PM

JAVIER BATANERO

In these difficult times in which we live, one of the best options that we have is, in my humble opinion, to continue to be optimistic, believe in our possibilities, and basically have a good personal plan. We must invest in ourselves, with a clear and well-planned objective; continue developing ourselves personally and professionally without falling into conformity, complacency and searching for new opportunities to improve.

Even if we are lucky enough to have a good job in this day and age, or if we are looking for one, we have no other choice but to work even harder to try to guarantee our future and our development.

Distancing ourselves from the “doomsday” headlines, we should try to see the situation in perspective and look for new growth opportunities. One of the best courses of action in this regard is, without a doubt, education.

But we cannot deny that talking about it when most of us do not have enough hours in the day seems simply crazy.

The simple thought that in this day and age having to give up a good part of our salary and our savings, along with probably a few vacation days to attend some Executive Education program (or education for executives), requires a clear commitment with a well-defined personal plan.

It would not be easy, for example, in the middle of July when most of the people are talking about vacation time, days off and more or less exotic travels, to get used to the idea of crossing the pond and spending more than fifteen 10-hour days attending classes, workshops, conferences, etc. when our body is actually asking for rest and relaxation with our family and friends.

Programs where both the organization and the content, depth and form, are the purest excellence in its execution and where everything is ready for us to focus exclusively on one objective: to make the most out of the training, its contents and the networking with other colleagues, experienced managers and entrepreneurs from more than forty nations such as Germany, France, India, Russia, Brazil, China, the U.S., the U.K., South Africa, Australia or Japan which make the world into something relatively small with more opportunities than we saw before starting the program.

“If we are lucky enough to have a good job in this day and age or if we are looking for one, we need to work even harder.”

www.gsb.stanford.edu/exed

Having a schedule that may begin at 6 A.M. with physical exercises and end at 8 P.M. with the last work group meeting, the day goes by quickly among strategy, organization, human resources, business culture and innovation classes.

These classes will definitely revive the enthusiasm and motivation that once made us dedicate ourselves to our respective professions.

Robert A. Burgelman, George Foster, Jeffrey Pfeffer and Catalan Antonio Dávila, authors of numerous articles, research papers and reference books, will be among the teachers with whom we have an opportunity to share experiences where they themselves will explain their knowledge first hand in the classrooms.

All this combined with a multitude of practical cases that have had to be prepared during intense weeks prior to the program and that make the knowledge rooted within oneself with the objective to improve as professionals and to help our businesses to define their objectives as well as execute the right actions to achieve them.

Moreover, if this training is supported by facilities that have been thought out and designed for a single goal: to study and take full advantage of the program. Facilities such as the Stanford Graduate School of Business help enable us to achieve this goal

Now with this background packed in our suitcase, surely opportunities will soon arrive and despite the difficult economic times we live in, we will see new paths and courses of action where before we only saw clouds and the occasional shower.

Javier Batanero is Director, Business Development at Medwinds, Director, Digital Programs area at ESIC Barcelona and lecturer and consultant on Marketing, the Internet and e-commerce.

