

REFLECTIONS FROM STANFORD (III): EVERYTHING IS POSSIBLE

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STANFORD
GRADUATE SCHOOL OF BUSINESS

Executive Education



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In the first and second articles of this series, I'm conscious that I've cheered-up the San Francisco Bay area in Northern California. A sense of joy was fully intended to try to awaken some motivation and dreams of potential readers who work or want to enter the exciting world of digital business or the new economy and who wish to go at some point to this magnificent city to either train, participate in a project or simply visit the facilities of one of the famous companies that are based there.

And while it's true that this part of the world is surely spearheading this sector and thus confirms that companies like Apple, Amazon, eBay, Google or Facebook are established in this area. At least, it is not necessary to go to halfway around the world for innovation and entrepreneurship in this sector.

Barcelona for example, with its excellent business schools such as IESE, ESADE or ESIC, countless innovative companies and above all a great human-resource capital, is certainly also an example of innovation and development.

Several examples of success stories have originated from here. These have contributed to innovation to create new businesses, help internationalize others or to help diversify others into other sectors or fields of activity.

Certainly there's no doubt that at the individual level, we must also have faith in ourselves. First, we need to believe and second, moved by that conviction, we are capable of taking risks and transition with a good background, from passion to action.

The passion and action of Antonio Dávila when lecturing at Stanford University, where he combines his activities with those of a professor at IESE Business School and with whom I was able to share some pleasant moments and sessions. His classes of strategy or organizational growth make you see things differently: simpler and more possible than at first glance.

Consider the passion and action of Sergio Cortés, CEO and founder of two Catalan companies, Cink and Social-Buy.com. Besides continuing his management training, each year, he collaborates

“Training, passion and action seem to be the three elements for success”

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with the initiative Yuzz of the Fundación Banesto which makes it possible for a group of Spanish students to innovate, learn first-hand Silicon Valley, its universities and to present their projects in San Francisco. I was fortunate enough to be invited to a presentation at which I was surprised by their creativity and ingenuity.

Thank you both for your time and for your teachings. Plus, thanks to them and many others for continuing to contribute from here in Barcelona, so that with innovation and internationalization, our companies, our people and our economy in general, find a way to keep growing and creating new jobs, which is definitely what today we need the most.



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