

Auspician:



EFMD

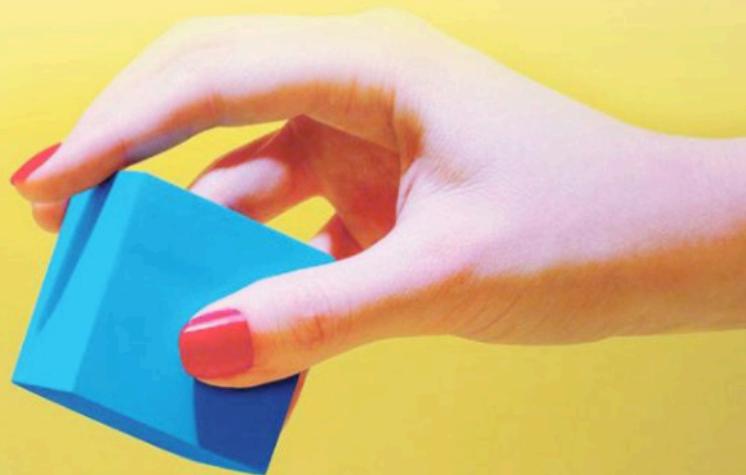
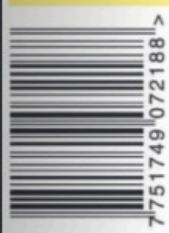


# MBA

INTERNATIONAL BUSINESS

AÑO XXI - EDICIÓN N° 73 - 2020

CIRCULACIÓN INTERNACIONAL



## It's time for INNOVATION



**Manuel Ortiz de Zevallos**

Director Ejecutivo  
CLADEA

¿Cuál será el futuro del trabajo, el impacto social y el rol de las escuelas de negocios?



**Tom Gray**

MBA of Imperial College Business School  
Creativity, MBAs, and competitive advantage for modern businesses



**Dr. Martin Moehrle**

Management Consultant and Director of Corporate Services and of CLIP at EFMD

Corporate learning as an accelerator of digital transformation



**Scott Edimburgh**

Founder, Personal MBA Coach

The Importance of Studying an MBA





## The Importance of Studying an MBA

*“Naturally, given my line of work, my MBA experience changed my career. While I started my post-MBA career in a more traditional strategy role, the MBA was so transformational for me that as soon as I enrolled, I began helping my friends with their applications so they, too, could have this valuable opportunity. 13 years later, helping others enjoy the transformative experience of the MBA has become my life’s passion”. Interview with Scott Edimburgh, Founder, Personal MBA Coach.*

**A**ccording to your experience, what is the value of studying an MBA? While today, business school might be a great place to escape the challenging economy, there are countless benefits of earning an MBA. The most obvious, of course, is the technical knowledge you will gain. In addition to traditional courses in fields such

as finance, accounting and marketing, nearly all MBA programs offer specialized courses covering a variety of industries and functional areas. Whether you are planning to go into finance, real estate, marketing or healthcare, you will have the chance to learn the fundamentals from industry experts.

Equally as important as these technical skills are the “soft” skills you can gain during an MBA. Both inside and outside of the classroom, MBA programs place a strong emphasis on skills such as leadership, teamwork and communication, all crucial skills for future leaders. In addition, the countless volunteer and travel programs offer students further opportunities to stretch themselves personally and professionally.

The business school classroom also provides students the chance to take a risk in an open and trusting environment. Often students enter business school with one goal, but use this unique and safe environment to try classes or programs in other fields. In many cases, this leads students down an unexpected path as they find a field that is a better fit.

Finally, business schools provide students with great networking opportunities, both while on campus and beyond. In addition to learning from peers in the classroom, students find alumni to be invaluable resources as they seek their first jobs. Alumni can not only provide crucial insider knowledge, but they often help fellow alums secure roles in their companies. MBA graduates will then continue to rely upon this network throughout their careers for partners, mentors or even investors.

**You are an advisor to MBA candidates. What is the main challenge that a professional has to being admitted to a business school?**

The main challenge that we help clients tackle is figuring out how to truly tell their stories. Developing the personal story may be the hardest and the most important part of the application. This story should be compelling and somewhat unique. MBA admissions directors see countless similar profiles each year, particularly for students who work in overrepresented industries or who come from overrepresented demographics. Personal MBA Coach helps candidates to stand out and clearly articulate the value they will add on campus. Because we have former M7 admissions directors on the team, we can help applicants think of exactly how to differentiate themselves.

We advise candidates to start this process months, if not years, in advance to develop a story that is focused, logical and unique. When I meet with a new candidate, I start by asking a lot of questions. We talk about everything

the applicant has done, often starting from childhood. I advise you to start with a similar process.

Make a list of everything you have done in your life and take the time to write it all down. Think carefully about the decisions you have made, activities you enjoy and most importantly, why you made those choices. Think about your future goals. What do you want to do after you earn your MBA and again, why? Next, look for a theme! What single idea ties all this together? This is the hard part, so give it time.

**What is the profile of an MBA candidate?**

There is no one profile of an MBA candidate. Each year we work with more “typical” candidates, including management consultants, investment bankers and private equity professionals. However, we also have clients who are opera singers, musicians, nonprofit leaders, teachers, marketing professionals, restaurateurs, physicians, family business professionals and the list goes on. Strong business and leadership skills can be an asset in any industry as supported by the diversity of MBA applicants.

**Many MBA candidates have postponed applying to business school because of COVID-19. What do you recommend to them? Keep waiting or start studying today?**

Last week I attended the annual Association of International Graduate Admissions Consultants (AIGAC) conference with admissions directors and deans from all of the top global schools. After moderating many panels and having some in depth conversations,



**Scott Edimburgh**  
Founder, Personal  
MBA Coach





*"Tactically, at Wharton I learned to think more strategically and to develop stronger presentations. I also expanded my negotiation and decision making skills and became an overall better leader".*

I can say that there has never been a better time than now to attend business school. Companies are changing, industries are changing, countries are changing. To be able to study amid all of these changes and come out the other side equipped to solve global problems is incredible. I studied at Wharton during the last recession and it was a great time. We are seeing applications rise and it is no surprise.

#### **After completing the MBA studies, what comes next?**

That answer is up to the applicant. The fields that MBA graduates enter are as diverse as the fields they worked in prior to business school. There are certain careers where MBA graduates feed into common roles - for example, consulting firms start MBA graduates in a "class" of their peers. Other firms have leadership development programs for recent graduates. In general, however, there are countless roles a graduate can fill. MBA programs have an entire career services department dedicated to helping graduates find their ideal jobs.

#### **What was the greatest impact of the MBA program on your professional and personal life?**

Naturally, given my line of work, my MBA experience changed my career. While I started my post-MBA career in a more traditional

strategy role, the MBA was so transformational for me that as soon as I enrolled, I began helping my friends with their applications so they, too, could have this valuable opportunity. 13 years later, helping others enjoy the transformative experience of the MBA has become my life's passion.

Tactically, at Wharton I learned to think more strategically and to develop stronger presentations. I also expanded my negotiation and decision making skills and became an overall better leader. Leadership is tough and while I am still learning now, a lot of the skills that have helped me succeed today, I developed at Wharton.

Personally, I now have friends (even very close friends) from around the world. While you meet a lot of people and develop great friends as an undergraduate, everyone is still somewhat immature. Business school is a great time to develop lasting relationships. I still cherish and leverage these relationships today, using many of my peers as sounding boards, both personally and professionally. Plus, the opportunity to attend global weddings (once they are allowed to happen) is not a bad perk, either. **MBA**

## ClubMBA



**"Me enseñó a tener una perspectiva global"**  
**José Serrano, EMAE XVII, ESPAE Graduate School of Management, Ecuador**

"En mi caso seleccioné a la ESPAE Graduate School of Management porque reúne los más altos estándares académicos, con el sello relevante e inconfundible de la ESPOL. La maestría contribuyó a desarrollar en mí la capacidad de liderazgo; aprendí a trabajar con personas muy competitivas, de diferentes profesiones, y a formar equipos multidisciplinarios. Me enseñó a tener una perspectiva global, a planificar, y pensar estratégicamente. Apliqué por primera vez los conceptos de desarrollo sostenible y responsabilidad social en proyectos empresariales. Me enfrenté con el miedo a innovar y emprender un negocio propio, el cual estoy desarrollando ahora a nivel de consultoría, siempre buscando un valor agregado y diferenciador de mi competencia. Mirando en retrospectiva, fue la mejor decisión que pude haber tomado, por los cambios tanto a nivel personal como profesional, que me hacen ratificar y recomendar a la ESPAE como la mejor Escuela de Negocios del Ecuador".



**"Desarrollan el pensamiento crítico y la habilidad para tomar decisiones"**  
**Edna Rodríguez Linera, MBA Negocios Internacionales con enfoque en LATAM, Escuela de Negocios y Emprendismo de la Universidad Ana G. Méndez, Puerto Rico**

"Tras varios años como Brand Manager, entre experiencias, estrategias, diversos análisis y reuniones, mi carrera profesional comenzó a crecer rápidamente. Fue entonces cuando decidí que era momento para el próximo paso en mi carrera profesional, así me animé a realizar el MBA. Al momento de seleccionar la institución que me acogería por casi dos años, valore aspectos como el servicio que se ofrece a los estudiantes y la acreditación de la escuela de negocios. La relación con los profesores y la metodología de casos que utiliza la Escuela para presentar situaciones reales te expone a aplicar modelos y estrategias que crean debates muy interesantes que desarrollan el pensamiento crítico y la habilidad para tomar decisiones. Tuve la oportunidad de tomar clases especializadas con facultad internacional, una experiencia tremenda. Estos profesores, con estilos y culturas diversas enseñan en tiempo real lo que nos explican los libros y conversamos durante las clases, ser sensible a las diferencias culturales. En mi campo laboral, me siento en más confianza al momento de tomar decisiones, definir objetivos e implementar estrategias. Obtuve experiencias, compañeros y profesores que seguirán conmigo toda la vida".



**"Constante llamado al pensamiento crítico y a la reflexión estratégica"**  
**Mauricio Chiaravalli, Oficial Senior Cooperación Suiza - SECO, MBA Ejecutivo Escuela de Postgrado de la UPC**

"Mi experiencia en la maestría fue desafiante y enriquecedora. Tuve la posibilidad de acceder a una segunda certificación por la Universidad Politécnica de Cataluña, España y al Programa de Desarrollo Individual de Líderes, lo que fue un valor diferencial que no encontré en otra oferta académica. Lo que más rescato del programa, es el constante llamado al pensamiento crítico y a la reflexión estratégica. Instándonos a cuestionarlo todo y, así encontrar soluciones innovadoras frente a diversos escenarios. Gracias al MBA Ejecutivo desarrollé una visión holística y asertiva que me llevó a mejorar mi productividad y competitividad profesional".



**"Me mostró que era capaz de asumir desafíos mayores"**  
**Juan Pablo García Bayce, CEO - Consultor senior - Director de empresas MBA Universidad Ort, Uruguay**

Dirigir hoy en día una empresa con éxito implica que cada líder sea capaz de entender y cuestionar a los demás, haciendo las discusiones ricas y las decisiones robustas. Mi carrera de Ingeniería Química me brindó gran capacidad de análisis y razonamiento crítico. El MBA me dio conocimientos en áreas complementarias las que fueron importantísimas para mi gestión actual como Gerente General, permitiéndome comprender y apoyar la labor de los demás miembros del equipo. También me brindó una red de colegas para toda la vida. Al hacer el MBA, compartí con compañeros de estudios, gustos y paradigmas muy diferentes a los que estaba acostumbrado. Observé que las mejores ideas venían muchas veces de lugares inesperados. Y las habilidades profesionales tuvieron cada vez mayor relevancia para mí. Los casos y otras metodologías de enseñanza utilizadas me colocaron de verdad en los pies de un CEO y me hicieron reflexionar sobre los aspectos que generan valor en una empresa y sobre mi propio estilo de liderazgo. En definitiva, el MBA me preparó y me mostró que era capaz de asumir desafíos mayores a lo que estaba acostumbrado.

