

SANTIAGO, November 12 - 2014.-

Graduation Ceremony MBA Program

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I am pleased to address you with these words ... This is certainly a day with a deep symbolic content.

Each period has its phases, and by the way, lights and shadows.

Each epoch is always an invitation to reflect on the kind of society in which we and our children will live: then "leitmotivs" issues such as innovation, environmental sustainability, corporate and social responsibility, social inclusion,among others come in.

Certainly all of us, at different extent, are immersed in the maelstrom of modern society.... family responsibilities (with children, spouses, parents, siblings and grandparents), job responsibilities (erratic management, chiefs who have not been trained to command, complex environments, feelings of uncertainty, lack of recognition to talent) ... and in the minds of all of us can be found all projects that we cherished at an early age and they could not see the light as time flew away

In this vital, overwhelming, complex, but different socio-dynamic context, you have made a decision: to build your lives. However, before proceeding with this; what does TO BUILD A LIFE mean? Many will say: "I can barely stand the daily grind and support my loved ones and there are day when the wind of life throws me into a sea of hopelessness.

And then this magic word: TO BUILD A LIFE comes in.... many say it is to hold a major and then a postgraduate degree? Considering this, we clearly build a life as we contribute to our loved ones in a better way. And there certainly is much of this when building it.

But once again; is it enough to have a profession or academic degrees to build a life? By delving into the depths of the being, one can realize that a great deal of self-love is required. It is what the British journalist John Carlin approached when coining the concept "THE HUMAN FACTOR"; He interviewed NELSON MANDELA several times – If you remember, he spent 27 years in prison and forgave an entire system of Apartheid.

It is this hidden, mysterious factor that sometimes lies dormant, but wakes up with an unusual force to "rethink and straighten" our lives, to give a deep meaning to our actions. This involves more than receiving material things associated with status or some power.

This construction of life includes a deep search of the being, how to communicate with others, sympathy for the weak, and those, who in spite of having less; give almost everything they own to the one they love.

If this were just about handing a title (a required act), I would feel undervalued. Days like these are the days when the attitude and determination to positively transform lives are celebrated. Academic and / or professional degrees, properties, and others are the result of this attitude to challenge intelligently, for example, the professional status quo. Looking for opportunities, where there was only despair and catastrophic thought, transforming every problem, no matter how big they can be, in an excellent opportunity to achieve objectives and goals.

But then, where this ATTITUDE comes from? Because it is clearly a halo of life with infinite positive energy, ready to charm the ones who have their mind and heart opened.

There is neither paradise on earth ... nor perfect jobs, nor relationships without conflict ... there are tough times as many jobs are extremely complex and demanding.

And then how do I face this? With academic or professional qualifications? ... Some will say: "yes, but we have them all" while others will say: "This is not enough".

All this existential complexity is powered by ATTITUDE. An open, transparent and willing to listen attitude, even to those without academic degrees but having something valuable to contribute with.

Being valuable and desirable, networking has been led to an extreme in our society. Professionals' bubbles are created; they meet in similar places, and do not talk to people who are not like them. It is a purported class superiority that does not go beyond its networks, resources, and contacts. Certainly this is necessary, but the networking is the consequence of a much more complex and magical phenomenon that is THE FAITH IN YOURSELVES. Faith in your abilities carved by hard and rigorous work, and why not to say, exhausting at times. It is this backstage story upon which this university was built: it is here the Central Station of Santiago with buses and trains, with its humans coming from different parts of the city and beyond. This is what creates a wonderful natural ecosystem ... innovation coming with a dream in suitcases and bags full of hope in the transformation of their lives.

However, if a man does not consider highly proud of his family and personal history, he can hardly be proud of his parents and his environment. If this happens, we are in the presence of a man with a very poor attitude towards openness and new ideas. Institutions, places, universities, companies need external oxygenation. New looks, new visions, new challenges, must cross this debate.

You students have in your undergraduate programmes many other universities ... some of course come from this university. But your main differentiation will be given by the ATTITUDE with which you will face challenges ... and this ranges from family level to professional level.

You are invited to find your own HUMAN FACTORS as your lives develop.