

**Eduniversal World
Convention 2012
Lima – Perú**

October 17th, 2012



HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Luis Perez van Morlegan

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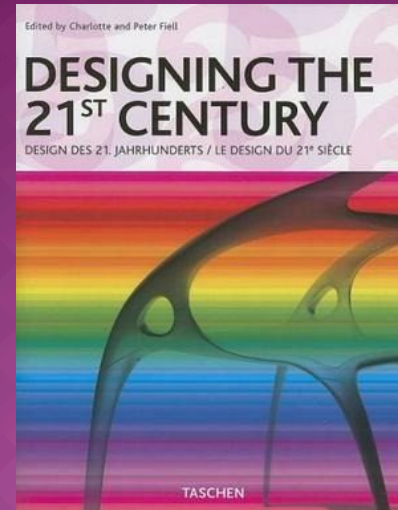
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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Como conducir de manera eficiente a los graduados para puestos de trabajo

21st Century (2nd Decade) Challenges



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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

21st Century (2nd Decade) Challenges/1

•Globalization

(global markets, global graduates, global education)

•Change speed

(generational change, technological change, cultural change)

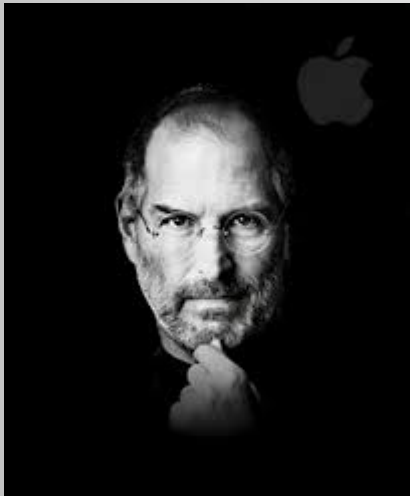
•Cost Efficiency

(financial restrictions looking for efficiency, resources improvement)

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21st Century (2nd Decade) Challenges/2

•Talent acquisition, talent retention
(two different tools, companies duty)

•Revolution on communications
(internet, cellular, 2.0 era)

•Companies need results
(excel no word, no explanations, only results, it's economy)

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21st Century (2nd Decade) Challenges/3

- ***Financial crisis, social demands, labor unions strengths***

(new scenario with new stake holders)

- ***M&A***

(new concept of “commitment” and the culture changes)

- ***Organization’s social responsibility***

(ethics in business, community care, against contamination)

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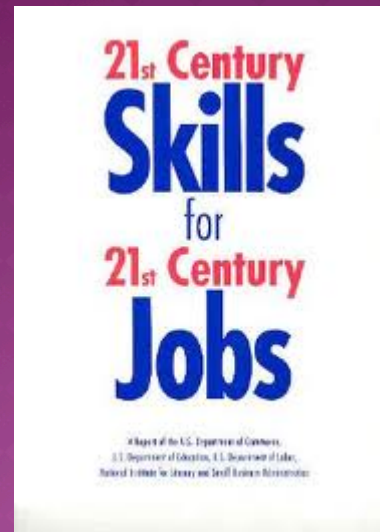
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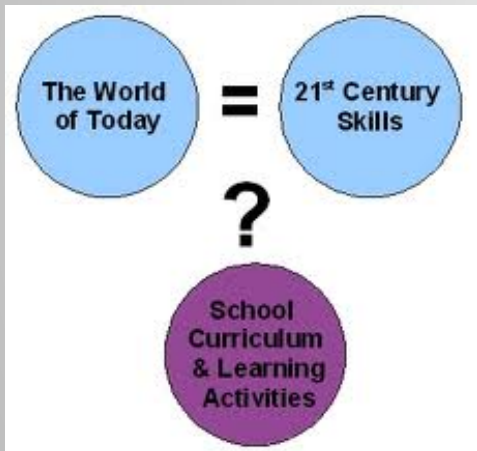
Competences are needed to face your own challenges



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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Competences needed for the challenges

Strategically Thinking
MBA graduated
English fluency
Macro economy comprehension
Micro economy comprehension
Team builder
Energy all the time
Global culture
Ethics
Delivery on time
Emphatics listening
Leadership
Credibility
Political skills
Negotiation

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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Graduates SWAT and the market



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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Graduates SWAT and the market

S

- *Knowledge*
- *Global Education*
- *Ambitious*

W

- *Work experience*
- *Theoretical thinking*
- *To many MBA's*

A

- *Talent requirement*
- *Companies required professionals*

T

- *Global Crisis*
- *Salaries control*
- *Unemployment*

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Market competences to develop



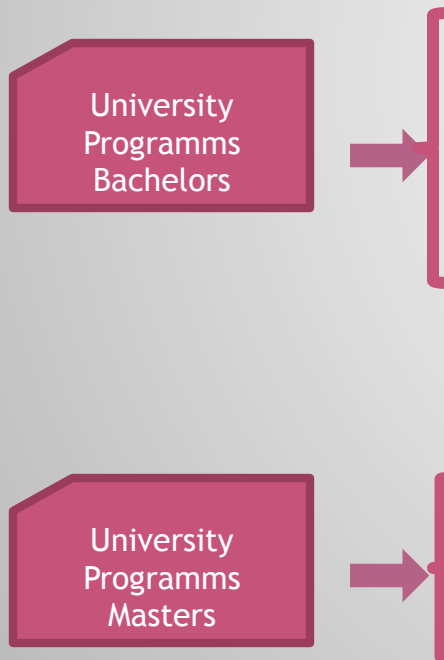
HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Market competences to develop

University way

*Strategically Thinking
Fluent in English
Macro economy comprehension
Micro economy comprehension
Team builder
Ethics*

*MBA graduated
Global culture
Negotiation*



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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Market competences to develop

Development by own

*Global culture
Time delivery
Political skills*

*Energy all the time
Emphatics listening
Leadership
Credibility*

Work
experience



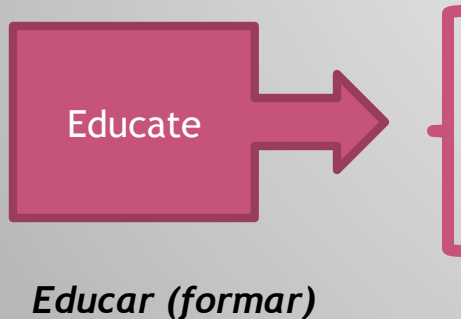
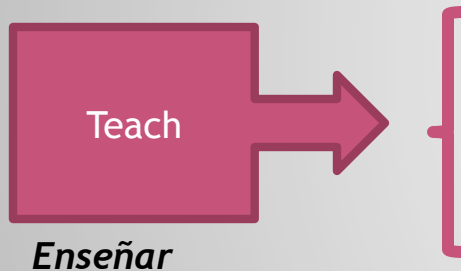
Personal
Competences
attitudes



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Market competences to develop

University things to do

*Strategically Thinking
English fluency
Macro economy comprehension
Micro economy comprehension*

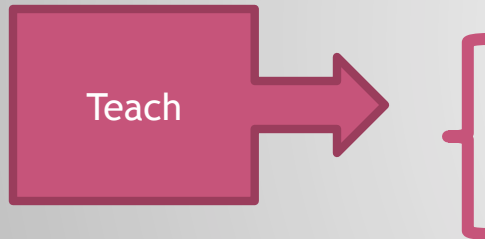
*Team builder
Ethics
Good people
Credibility growing*

PROFFESIONAL TALENT

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Market competences to develop

MBA's things to do

*Business
Negotiation
Managerial skills*

*Global culture
Interpersonal relations skills*

HIGH POTENTIAL PROFESSIONAL

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Developing MBA's graduates



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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Developing MBA's graduates

University Job: training and educate, find the best professional talents

Global Education for Global Labor Market

All stake holders work together: universities, graduates, graduate's families, companies, head hunters, governmental programs and international agencies

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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Conclusions and proposals



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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Conclusions and proposals

Every stake holders in it's duty

All stake holders work together (while)

Universities and companies must to design bachelor and masters program together

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HOW TO EFFICIENTLY LEAD GRADUATES TO JOBS

Conclusions and proposals

Local and global Master Programs will be design

Focus in BRIC's education programs development

Focus in new economics' (countries in develop) programs

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¡THANKS!