

00:00 [ Music ]

00:02 If we look at today's world, the disruption, the craziness, the chaos, the economic calamity

00:08 that appears to be out there, it reminds me of a discussion I have in class with students that is

00:14 around a constant called VUCA, how to manage volatility, uncertainty, complexity,

00:21 and ambiguity, and I think leaders this day and age need to understand how to manage VUCA.

00:27 Being an MBA student at Suffolk has really allowed for me to help 00:30 with the current challenges, whether there it is leaning on the communities during this hard time

00:37 or gaining a better perspective and tools and tips on how to come up with a solution,

00:42 and I think that's something that a lot of leaders are able to do is adapt to change.

00:48 Specifically, in my Germany travel summer class, because we weren't actually able to go

00:53 to Germany, I mean, everything relates to the pandemic in that in our class we focused on,

00:58 okay, how can we provide the highest-quality presentations to our German clients,

01:04 in order to recommend solutions for them, given their problems, but also,

01:10 how do we do that in an online setting working together?

01:12 [ Music ]

01:14 Just about every industry has been affected in one way or another.

01:18 Some industries have been shut down and weren't operating at all,

01:21 such as we saw the hospitality sector, but other industries have had to adapt

01:26 into how they're going to manufacture a product and import and export.

01:29 This created a completely new thinking of how to be agile, flexible,

01:35 and meet the challenges of today's ever-changing market.

01:38 I think that's one of the things that's interesting with what we're doing

01:41 with the experiential program at Suffolk is taking some of these challenges on

01:45 and bringing them into the classroom.

01:47 The types of problems that companies have had to deal with,

01:50 how would they improve their brands?

01:52 You know, their image in just in general, and how they can reach out to sub-markets,

01:57 different target groups that help them expand, and in addition,

02:01 what other innovations could these companies focus on, in order to, for example,

02:07 maintain their competitive advantage if they already have one

02:11 or allow them to become competitive?

02:14 And of course, with the pandemic, given the supply chain disruptions,

02:18 we had definitely talked about that.

02:19 What could companies do?

02:20 You know, how could they adapt?  
02:22 Because I think the coronavirus situation definitely calls into question a lot of things  
02:27 that global businesses were doing, and what can companies do to reduce the chance  
02:32 of being negatively affected by another pandemic in the future, or another crisis,  
02:36 to be better prepared for something like this?  
02:40 Before our travel seminar to Germany, our virtual seminar,  
02:45 I had never done an online presentation, and that was a really great learning experience,  
02:51 and since then, I've actually had to do some at work.  
02:53 So, it was really, really helpful.  
02:55 Having this practice now has really helped me, and I think it will help me,  
02:59 mostly, in the job market, as well.  
03:01 [ Music ]  
03:04 When we look at it, this is taking place on a global basis.  
03:07 So, I think it's really great that it has a very diverse community  
03:11 and so many different perspectives.  
03:13 We, as Suffolk MBAs, have been able to go through the program  
03:16 and understand how countries are linked businesswise economically, politically,  
03:21 culturally, and I think that having that exposure to being aware of the problems,  
03:27 being aware of the issues, not just in the US, not just domestically, but globally,  
03:33 allows us to know what to look for.  
03:35 We know what frameworks to apply.  
03:37 We know what the challenges are, more so, because we've gotten that exposure already.  
03:43 Suffolk MBAs come out of the program understanding initiative.  
03:47 Students are challenged to get out there and take initiative,  
03:51 especially in the experiential projects.  
03:53 There's also the adapting to change.  
03:55 I think the MBA program at Suffolk pushes the students  
03:58 to developing these kinds of skills and capabilities.  
04:01 [ Music ]