

UNIAPAC Strategy

2017 - 2020

Vision-Driven Strategy

“A great hope held in common is the greatest force for the advancement of the human species [and] everybody knows that nothing is more impossible than to inhibit the growth of an idea.”

Teilhard de Chardin

Key Elements of an Effective Vision

Unique → *alignment*

Attractive → *commitment*

Inspiring → *emotional bond*

Energizing → *revitalization*

Mobilizing → *resources at work*

UNIAPAC's VISION OF THE FUTURE

Preliminary Proposal

**“UNIAPAC will be recognized
worldwide by its distinct
promotion of Business as a
Noble Vocation”**

UNIAPAC's Visionary Leaders

- Invitation to be Architects of UNIAPAC's Future:
 - Setting direction
 - Change agents
 - Spokespersons
 - Coaches: mentors/examples

**“UNIAPAC’s Time is Now...
Our Time has come”**

R. Medeiros, January 2017

Business as a Noble Vocation

“Business is a vocation, and a noble vocation provided that those engaged in it see themselves challenged by a greater meaning in life; this will enable them truly to serve the Common Good by striving to increase the goods of this world and to make them more accessible to all”

Business as a Noble Vocation

Business is a vocation, and a noble vocation provided that:

1. Those engaged in it see themselves challenged by a greater meaning in life;
2. This will enable them truly to serve the Common Good by striving to increase the goods of this world and to make them more accessible to all”

Business as a Noble Vocation

1. The Business Leader needs to be challenged by a greater meaning in life:
 - Business as a calling
 - Personal transformation
 - Wholeness: full alignment to own principles and values
 - Overcoming a *“divided life”* (faith vs. Daily business practice)

Greater Meaning in Life

VOCATION: “A conviction that one is called by God to do a particular kind of work, that one is fitted for it and has a duty to do it”

- Business acumen = gift
- Servant leadership

STAKEHOLDERS = “Neighbors to be loved as oneself”

Greater Meaning in Business Life

In Key Business Decisions:

**What would Jesus do if
He were in my place?**

Saint Alberto Hurtado

Business as a Noble Vocation

2. ... “To serve the Common Good by striving to increase the goods of this world and to make them more accessible to all”

COMMON GOOD = Sum of those conditions of the social life which allow social groups and their individual members' relatively thorough and ready access to their fulfilment.

Service to the Common Good

- The “3 Gs”:

- Good goods

- Good work

- Good Wealth

Good Goods

- ❑ Goods that are truly good
- ❑ Service that really serve

...Satisfaction of Human Needs

Good Work

□ Subjective value of work:

- Human Flourishing
- Subsidiarity / Solidarity

... Co-Creators: creativity / Innovation

Good Wealth

- ❑ Creation of sustainable wealth
- ❑ Just distribution

... Unconditional respect of the human dignity

Business as a Noble Vocation

❑ Two modes of promotion:

- Critique
- Propositional

❑ Critique Mode:

- Negative: identifying and denouncing bad practices
- Positive: showcasing model cases

❑ Propositional Mode:

- Dynamic process towards an ideal
- Helping to build an aspiring standard

Some 2017 – 2020 Programs

- Revision of *The Vocation of the Business Leader*
 - Inclusion of Pope Francis' contributions
 - Committee: Robert Czerny (Coordinator); Pierre Lecocq, Michael Naughton ; Augusto Zampini
 - Rolando Medeiros recently invited to join the committee
 - Deadline for round of comments: July 9, 2017

Some 2017 – 2020 Programs

- Christian Management Education:
 - Digital case book to be used by Business Schools
 - Best cases: MOOC (Massive On-line Open Course)
 - Ideally portraying Business as a Noble Vocation
- UNIAPAC *Business as a Noble Vocation* Award
 - Candidates from National Associations
 - 4 finalists: 1 per Region (Jan 2018)
 - 1 Worldwide finalist (June 2018)
 - UNIAPAC World Congress (Oct 2018 – Portugal?)

Some 2017 – 2020 Programs

- Academic Research and Chairs on *Laudato Si'*
 - International Network of Research
- The UNIAPAC Digital Academy
 - Dissemination of educational content:
 - Business as a Noble Vocation
 - Subsidiarity
 - Responsible Leadership
 - Common Good, etc.

... Detailed review of these programs by Rodrigo Whitelow