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Renowned Businessman and Alumnus Gary Hamel Speaks to Students

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Onisa McConnell

Andrews University alumnus Gary Hamel, well-known as a leader in the business world, gave a special presentation to current School of Business students and faculty this past fall.

Renowned businessman and alumnus Gary Hamel speaks to students

In October 2014, alumnus Gary Hamel (B.S. '75, M.B.A. '76) presented, to the School of Business Administration, his very own way to "Outrun the Future." Hamel has been ranked by *The Wall Street Journal* as one of the world's most influential business thinkers and referred to by *Fortune Magazine* as a leading expert on business strategy.

After receiving a donation from the parents of an alumnus who were very appreciative of the progress their child had made in their career, Allen Stembridge, dean of the School of Business Administration, decided to contact Hamel.

"He's a very busy man," says Stembridge, "but we got an email, out of the blue, from his secretary that he hadn't forgotten and had time to come. It took a year, due to his busy schedule; and though he typically charges \$50,000–\$75,000 to speak, Gary charged us nothing for this presentation."

It was a well-attended event, targeted specifically toward business students and special guests, with an audience of about 130. Hamel focused on the future throughout the entire presentation, emphasizing innovation and change.

Hamel motivated the audience to think about "problems that are mind-bending," and asked stimulating questions like, "How do we be relentlessly optimistic?" and "Why don't we aim higher?"

"It was exactly the kind of thing that education is all about," says Brent Geraty, University legal counsel, who attended the event. "He challenged the students — all of us — to think about things as they could be rather than as they are."

"I believe our current students should not concentrate solely on the theory," says Hamel. "It's a good base, but they need to go through it and forward, and focus on the future."

He continued by sharing with the audience his idea of the competitive advantage. "One way of getting that is to be ahead of the competition — to do something different, unique and out of the box."

After the presentation, Hamel socialized with students, signed books, and answered their questions.

"Hamel certainly did not come across as unapproachable," says Stembridge. "He was extremely friendly and happy to be here. I think he was pleased; it was a good turnout of students, [and] that's who he wanted to talk to."

Students seemed very enthusiastic about Hamel's talk. Many were honored to have attended the event.

"The presentation was crisp, innovative and intellectually stimulating," says Azez Hagos, senior finance major. "It feels good when I find myself studying at a school where Gary Hamel completed his undergraduate and graduate studies!"

Lucero Castellanos-Aguirre, student writer, Division of Integrated Marketing & Communication



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Prospective students enjoyed participating in the much-loved University tradition "Almost Anything Goes."

High school juniors check out Andrews

On Nov. 9–10, 2014, 219 prospective students visited the Andrews University campus to experience a taste of university life. The majority were juniors from Lake Union Conference academies, including Andrews Academy, Battle Creek Academy, Grand Rapids Adventist Academy, Great Lakes Adventist Academy, Hinsdale Adventist Academy, Indiana Academy, Peterson-Warren Academy and Wisconsin Academy. A few came from as far away as California, Bermuda and the Bahamas.

While here, the students teamed up for the Junior Preview version of the much-loved University tradition "Almost Anything Goes," enjoyed worship skits and music, and visited academic departments of interest.

If you would like to plan a visit to Andrews University to see if it's the place for you, visit <http://www.andrews.edu/visit>. We'd love to show you around!

Becky St. Clair, media communications manager, Division of Integrated Marketing & Communication