

ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognises the importance of good economic management more than ever, we are here to build solutions: ISEG - 112 years of a School of Firsts

One day in the future

On a beautiful late summer afternoon 20 years ago, two young people graduated from the same school.

These two young people were very similar. Both were better-than average students and being young university students, they were both full of ambitious dreams for the future! Recently these two men returned to the school for their 20th annual reunion.

They are still very much alike. Both are married and have two children and both went to work for the same international telecoms company after graduating and are still working there.

But there was one difference. One is the director of a small department in that company, while...the other is the CEO!



What made the difference?

Surely you've asked yourself, as I have, what makes this kind of difference in people's lives?

It's not innate intelligence, nor special knowledge, talent, or dedication. Neither is it the fact that one person is driven to succeed and the other doesn't!

The difference lies in the communication skills that each person develops, how they present themselves and their ideas and points of view, how they perform in public, and how they communicate and pass on their value and knowledge.

This is the reason why I'm writing to you, as it's people like you who want to know more about the Leadership Toastmasters Club.

The mission of the Leadership Toastmaster Club is: to give its members the knowledge and training in communication and the art of public speaking that you can use to make a real difference in your personal life, your career or your business.

Take part in the weekly training sessions on Fridays from 19.00 to 20.30 at ISEG.

Contact us at leadership.toastmasters.2020@gmail.com

Leadership Toastmasters Club

Leadership Toastmasters Club every Friday at ISEG

Training in communication and the art of public speaking can make a difference to your personal life, your career, or your business!

Don't miss the next session of the **Leadership Toastmasters Club** on the **9th February**. Take part in the club's weekly training sessions on **Fridays**, **from 19.00 to 20.00**, at ISEG.

Leadership Toastmasters Club

Torna-te: + confiante + Cativante

Treina a tua comunicação! sexta-feira - 19h às 20:30h Local: ISEG

leadership.toastmasters.2020@gmail.com

+Valioso

In this week's issue, we highlight the Leadership Toastmasters Club the meeting of ISEG's International Advisory Board to reflect on the future of the School, the planting of 360 trees in ISEG's mini urban forest, the ISEG Masters Sunset, the Hult Prize National Team consisting of eight ISEG students, the Antena 2 Concert with soprano Camila Mandillo and pianist Filipe Gaio Pereira, the 2nd Edition of the ISEG Leadership Bootcamp, the launch of the book entitled the 'Journey through the Brave World of Business Sciences', by Almiro de Oliveira, as well as the news in the habitual Students and Alumni sections.

The following are cited in this number: António Mendonça, Bernardo T. Chagas, João



Are you prepared for ISEG's Masters Sunset?!
>> António Mendonça says there is a need to establish a Social Pact for Growth regarding Lisbon Airport.
>> An opinion piece by Paulo Trigo Pereira – 'Expresso' and difficult editorial neutrality".
>> João Duque points out that Pedro Nuno Santos is yet to present a proposal with a macroeconomic framework, unlike AD and António Costa.
>> 'The lure of a 'brilliant budget' – an opinion article by Joaquim Miranda Sarmento in ECO.
>> Ricardo Ferraz on the economy's more positive performance during the 4th Quarter: "It is likely that tourism will have made an important contribution".
>> João Duque urges caution in 2024, because 2023 "was not a uniform year".
>> Bernardo T. Chagas' article in on social media marketing in Distribuição Hoje: 'Strategies and trends for 2024'.

What's Up @ ISEG

Do you want to apply for an ISEG's Masters, but you still have doubts? Don't miss the ISEG Masters Sunset!



ISEG and AEISEG have organised a networking event for you where you can meet the Masters Coordinators and current or former students of each Masters programme. We'll be waiting for you on the ISEG Rooftop on the **28th February**, from **18.00 to 20.00**. **Register now** and you'll be entitled to two free drinks! >> See the full programme HERE!

360 trees planted in ISEG's urban mini-forest



ISEG celebrated a significant environmental milestone with the successful planting of 360 trees in its urban mini-forest. This initiative, which took place on the 2 February in collaboration with the Estrela Parish Council, saw the active participation of the academic and local community.

The planting, which marks the start of this environmental project, involved the creation of a 300 square metre cleared area, which is part of the project's planned total area of 800 square metres. This planting workshop reflects ISEG's commitment to integrating thought and practice to contribute to a more sustainable environment in the city of Lisbon.

Professor João Duque, Dean of ISEG, who is involved in the project, expressed the importance of this initiative, saying: "*The mini-forest is a tangible example of ISEG's commitment to social and environmental regeneration, which is an essential approach to building a more sustainable future. We could have hired a landscape architect and built a garden, but we preferred to plant a mini-forest, a space that is more in keeping with our culture and values, freer, more revolutionary, independent of externally imposed rules and models, and more autonomous and lasting, where a healthy co-operation exists between the different species that live and grow in it without any one of them being dominant or imposing itself as the only species in the space where it was planted".*

Read the full article **HERE**.

The ISEG Leadership Bootcamp (2nd Edition)



After the success of the 1st Edition of the **ISEG Leadership Bootcamp**, we're finally announcing the 2nd Edition!

Join other Masters students in an immersive experience designed to developing crucial leadership skills for the job market on the **2nd March, from 09.00 to 19.00**. An opening session will take place on the **22nd February**, from 18.00 to 19.00, in Auditorium 5, Novo Quelhas.

ISEG's Hult Prize Team focuses on guaranteeing the maximum participation of Portuguese students

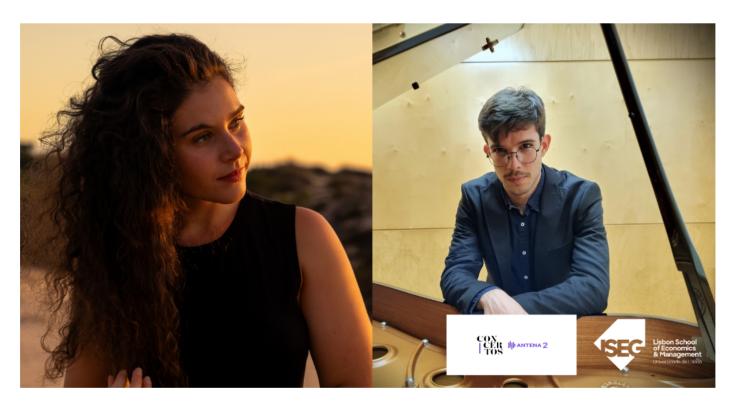


It was at **ISEG that the Hult Prize opened its doors in Portugal**. The entrepreneurial spirit was fostered among ISEG students who, after participating as staff members in the semi-final in June 2023, next created the first Hult Prize National Team, consisting of **eight ISEG students**. This is the team that is responsible for attracting partner colleges and Portuguese teams to the competition. Each member of the team believes in the goals of the Hult Prize and aims to inspire other students to take part in the competition.

This year, for the first time, Portuguese students can win 1 million USD. **The deadline for applications for the Hult Prize is the 15th February**, which must be made **HERE**. The national semi-final will be held in June at ISEG.

"We are thrilled to announce that we have joined this family, thus starting the inaugural edition of the Hult Prize at ISEG. We believe in its values and principles and hope that many others will share our excitement and motivation and decide to join the family", say Leandro Sun and André Rato, the Campus Director and Deputy Campus Director of the Hult Prize ISEG.

Antena 2 Concert with soprano Camila Mandillo and pianist Filipe Gaio Pereira



We regularly see images of war on the news, but does this help us understand the reality of those in the line of fire, or does it end up distancing us from their suffering? In this recital, we'll immerse ourselves in this chaotic relationship through music, on a journey that seeks to illuminate the complex dynamics between these three fundamental aspects of human experience.

Not to be missed ... on the 8th February, at 19.00, at ISEG. Free entrance.

>> The programme is available on this link!

Launch of the book 'Journey through the Brave World of Business Sciences', by Almiro de Oliveira



On the **21st February**, ISEG will host the launch of the book entitled the '**Journey through the Brave World of Business Sciences'**, by Almiro de Oliveira, at 18.00, in Auditorium 4 (New Quelhas).

The author, Professor **Almiro de Oliveira**, the Dean of ISEG, Professor **João Duque**, Professor **Mário Romão**, and the author of the preface, Dr Carlos Costa will all be present at the event.

Free admission.

ISEG's International Advisory Board reflects on the School's future

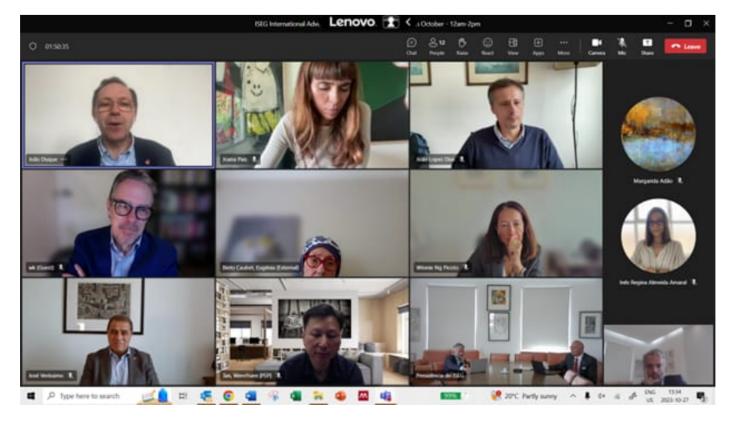


The Annual Meeting of ISEG's International Advisory Board took place at the end of October, with several of its members present, including the Chair, **Gilberto Jordan**, **Colin Mayer**, **Eugenia Bieto**, **Wern-Yuen Tan** e **William Kistler**. O Presidente do ISEG, João Duque, and the four Vice-Deans, Joana Pais, José Veríssimo, Winnie Picoto and João Lopes Dias, were also present, as well as the Advisor to the Dean, Pedro Viana.

After the opening address by the Dean of ISEG, the Strategic Plan 2023-2026 was presented, with the motto '**Challenging the Future towards 2026**'. The meeting also discussed the current state of the School, upcoming challenges and opportunities, and the involvement and participation of the International Advisory Board in ISEG's quest for internationalisation.

Several suggestions were received for developing the School's strategy and for retaining Portuguese talent, involving stakeholders and strengthening the integration of the Sustainable Development Goals into teaching in the areas of Economics and Management, while emphasising the importance of translating them into value creation for students, businesses, and society in general.

ISEG's International Advisory Board assists the Dean define the School's international strategy and is made up of business leaders, legislators, and academics from Europe and the rest of the world. Its key mission is to provide feedback on international projects and to guide new thinking about ISEG's future.



Student News

ISEG Young Economics Society | 'A dose of Economics' podcast

Portugal's housing crisis in Portugal is discussed in the last episode of the podcast when ISEG students discuss current economic affairs.

Available HERE.

The podcast results from a partnership between **ECO** and the ISEG Young Economics Society.

Alumni in the Spotlight

The opinion of Filipa Fernandes

With a Masters in Economics and Public Policy, **Filipa Fernandes** has written an opinion article in **Observador**.

"The pressure to make quick career decisions can lead young people to make impulsive choices or follow paths that are not aligned with their true interests and values."

Read the article **HERE**.

The opinion of Carlos Rocha

With a PhD in Monetary Economics and Public Policy, Macroeconomic Stabilisation and Monetary Policy in Cape Verde from ISEG, **Carlos Rocha** writes about information asymmetry in 'Link to Leaders'.

"For those who are unfamiliar with the subject, it has no relevance whatsoever, however for academics it's something very interesting which we apply on a daily basis, sometimes without even realising it."

Read the article **HERE**.







OPEN MINDS. GRAB THE FUTURE!



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