

Strategic Summit. A Gary Hamel – FISEC Meeting?

Experts from all Latin America support the initiative of a Meeting between FISEC and Gary Hamel.

In DIRCOM magazine last issue, the President of Latin America Forum on Communication Strategies (Foro Iberoamericano sobre Estrategias de Comunicación, FISEC) the Spaniard Mr. Rafael Alberto Pérez – after analyzing the coincidences between the New Strategic Theory proposed by FISEC and the 25 points of Moon Shots for Management of Gary Hamel – made the following proposal:

“...The main conclusion of this reflection is that the debate is open. I encourage the scientist community to participate and go deeper into this strategy and management review. I believe that the two currents should be better acknowledged. And so I propose here that both groups – Half Moon Bay and FISEC – meet to dialog about it. I believe that we all have a lot to learn.

Should readers also worry about these concerns I encourage them to comment on this question and on the convenience, or not, of such meeting.”

This editorial department has received dozens of mailing to support this meeting. These are e-mails from Colombia, Chile, Brazil, Mexico, Spain, Peru, and, of course, Argentina. All of them signed by university Professors and Professionals:

“Colleagues of DIRCOM Group, in his magazine Mr. Rafael Alberto Pérez publicly called to hear expressions on a possible meeting between two emerging schools of thought - the management one, and the strategic communication one. I hereby echo this proposal. I find it a great idea, it could be an excellent meeting to dialog on convergence points for a mutual enrichment.”

Dr. Jesús Galindo, Benemérita Autónoma University of Puebla, Mexico.

“Mr. Juan José Larrea, we know the initiative through DIRCOM magazine managed by you, to promote an academic meeting between work group Half Moon Bay and FISEC on coincidences and differences between management and strategy, which undoubtedly will represent a favorite scenario to share ideas and criteria enriching the debate with different ideas and points of view, and we therefore support this initiative (...)

Mr. Jorge Arturo Salazar Manrique, Postgraduate Director in Communication, Sergio Arboleda University, Bogota, Colombia

“I find very interesting a possible meeting between Half Moon Bay Lines and FISEC (...) it is an issue of great future interest...”

Mr. Jesús Cardeñosa, Research Group Spanish Language Centre of the United Nations University UNL Program, Computing Department, Politecnica University of Madrid

"I express hereunder, as University Professor in Spain, teacher and researcher in this field, the extraordinary interest that such meeting would arise, I even predict that it would have widespread repercussions beyond Latin America. I therefore support this initiative, which undoubtedly would give first-class results.

Mr. Alfonso Vargas Sánchez, Huelva University, Spain, Management & Marketing Department

"With great pleasure I read in DIRCOM magazine –which I periodically read and consult- the article of my President, Mr. Rafael Alberto Pérez, which concludes inviting the experts of "Moon Shots for management", coordinated by Gary Hamel, to seat with us, FISEC, to dialog about common points of our work, and to debate, of course, theoretical or even scientific possible differences (...) I can talk on behalf of my colleagues in FISEC and strategic communication environment (academic, corporation, and institutional) in Brazil and Latin America to welcome the idea, which has a lot to do with the progress we are looking for in the management world."

Antonio Matiello, political assessor, FISEC-Brazil President

"I address you with the aim to express my support to the initiative of carrying out a meeting to review and debate on FISEC proposals and their New Theoretic Strategy, of Gary Hamel, and of its group of "Moon shots for management". I consider that it would be a great contribution for Latin American professionals like me who work in different fields upon strategy communication. At the same time, I propose that this meeting should be held in any Latin America country to strengthen us, since for many years we have been trying to open such debates in the region.

Ms. María Lucila Tufró, Communication and Political Management Expert (Complutense University of Madrid); Social Communicator (UBA) Argentina;

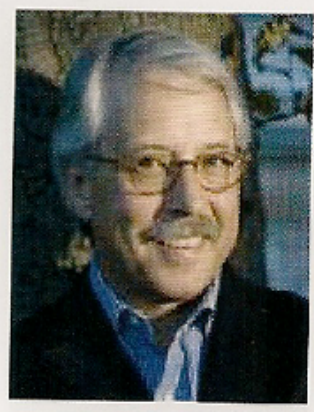
"From Temuco, Chile, we join the proposal of Mr. Rafael Alberto Pérez of celebrating a Meeting between FISEC and Gary Hamel with the group "Moon shots for management" to compare existing coincidences between proposals of both groups which are the most advanced references in worldwide strategy."

Ms. Andrea Riffo Nur

Journalist, Social Communication Bachelor Degree, Temuco, Chile.

We got in contact with Mr. Rafael Alberto Pérez, and he told us that "he is happy though also afraid of the great welcome given to this idea. The act was somehow unilateral. I have not proposed it yet to Mr. Gary Hamel, and therefore I ignore whether he is keen to this idea and whether his agenda permits it. But undoubtedly now I feel more support to contact him. The truth is that comparing how from different platforms we have reached such similar conclusions, is something worth going deeper into it, moreover if both proposals are so groundbreaking."

If everything works out well and the meeting really takes place, DIRCOM Group shall be present reporting a meeting that could be historic



Mr. Gary Hamel profile

Wall Street Journal ranked Gary Hamel as the world's most influential business thinker, and Fortune magazine has called him "the world's leading expert on business strategy. Hamel's books *Competing for the Future*, and *The Future of Management*, have appeared on every management bestseller list

At present, Hamel is leading an effort to build the world's first "Management Lab."



Mr. Rafael Alberto Pérez profile

Founder of the new strategic theory and reference author on strategy. One of his books "*Strategies of Communication*" (Ariel 2001, 4th edition, 2008) is amongst the best 32 Latin American texts on Communication. FISEC President.