

## The IMA Experience: a student's perspective

You've definitely seen us, the Management Assistant students from the AP University College, aka the *red shirts*. Our school offered us a chance, not only to aid to this event, but to experience the training day and test our network skills for the very first time.

So, Karen and I enthusiastically accepted this opportunity. A little bit tired from a bad night sleep I arrived at the Radisson Blu at 7.35. Together with three other classmates I welcomed newly arrived participants and handed over badges and those 'very heavy' goodie bags. At nine sharp the doors closed and Karen and I were able to secure our promised seat for the workshops.



Karen Van Mol

Flo Van den Borre

The first speech spoke to me as it confirmed my belief of the importance of remaining true to the nature and the vision of the company. That it is essential to think on the long term, make a clear mission statement, set big goals, set examples and most importantly to not run from dilemma's but instead embrace them. I truly believe this does not only apply to our (in my case future) jobs, but also to ourselves.

Philosophical MIT decisions are never easy, as they do not allow questions and '3'rd options as answers. But they do intrigue a mind, and explore the similarities between us all. What intrigued me even more was the moment our world of assumption got flipped 'upside down' as we explored new directions and new perspectives through ancient fish and charts.

At this point I hadn't experienced a major difference between you IMA's, and us future IMA's, but things changed as soon as we were handed the Business Case. We were taught, and tested, on a situation very familiar with the case. To me it was most interesting to see how decisions were discussed and made in real life. In school you're taught more of a pure logic way of solving problems, meaning in this case we would follow the BCG model. However, now I see that it does not only have to do with models and logic, but more with personal mind models and values.

And thus, the legacy I take home from this experience is the knowledge that there is always a choice and always a new perspective. I've learned to, whenever needed, dare stand up for myself, listen carefully to others as they might share a different mind model and of course the importance of networking, which I must admit, I underestimated greatly. I'm very grateful for this opportunity, so thank you IMA for this real life experience!

**Flo Van den Borre – 2<sup>nd</sup> bachelor Office Management – April 24 2017**