

<https://vimeo.com/edpara/review/1127398047/8ac1a3d56a>

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My name's Drew Fraser. I'm the president of Westbrook Greenhouses. We're a third-generation-owned family business in the agricultural space.

I think when we're talking about tools and resources, for me it boils down to three different areas. First, the alumni network, the global operating experience, and then the technical skills. So with the global network, you have the opportunity and, and the confidence to go around the world and do business. I've, since graduating, I've done business all across Europe, all through Southeast Asia, and I've been able to do it with context and understanding the environments and have been successful because of it. Technical tools. When I was at, in the programme, I focused really heavily in Capstone Finance. It exposed me to leverage buyouts and the ability to operate inside the highest echelons of finance. And taking those tools out, I was then able to drive value for various stakeholders and myself personally.

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And finally, when I talked with the alumni network, I was very fortunate. During the programme, I got linked up with an alumni who manages a \$20 billion company. And over the last five years, I've benefited from that relationship where doors have been open for me, mistakes I would've been made have been avoided. And generally I've just been able to operate at a different level with credibility. I think that made a big difference. So I think when I think about my expectations of the programme, before joining, I was really anticipating a technical education. And I think everything I had done in my life up until that point had prepared me to expect a technical education. While I got that, what I, I didn't fully appreciate was that the programme would give me such a depth and, and versatile versatility of experience that I would then be able to take technical skills and, and really distil them into high level insights that enabled me to move faster.

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I didn't understand before the depth of the network and of the people I was gonna work with. And I didn't fully appreciate, you know, how much I would change and how much I would look at myself during that process as well. In the Kellogg programme, you're around a group of people who not only are similar from an academic perspective, a career perspective, but also from a motivational perspective. They've chosen to be there. And that group you have a huge opportunity to work with and, and find fit in. So I would actually say, you know, a vast majority of my best friends are, are still alumni from my cohort. We're on group chats. We talk, you know, every week at least we'll run things by each other, business ideas, whatever happens to be personal stuff. And it, you know, for me, it actually gave me a whole other ecosystem to support, you know, my life in a way that's far more deep than just, you know, a business relationship or an academic relationship.

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Yeah, the, the biggest aha moment for me in, in the programme was really when I was taking global corporate restructuring. And that pro, that class had a, a huge impact on my life at that

moment and, and my forward career. We were deliberate about value creation and simplification of concepts, but at the same point, very, very deep in the material. It was an elite experience. It was an opportunity to work with, you know, brilliant people and see how hard we could really push ourselves. And I think the mentality of how that class was run actually became the foundation of how I ran my life after graduation. So for me, you know, that, that was the big moment. And I think for all those reasons, when I look back on it I'm very grateful that, you know, both the programme took me and that I, I took the leap and, and made it work as well.

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I can't imagine where I would be if I wasn't. I think there's a Mandela quote that says, there's no passion to be found in living a life less than the one you're capable of living. And for me, that quote really defines, you know, my educational journey where I, if I wasn't pushing myself I, I just don't think I'd be as satisfied with my, with my life in general, when you're thinking about career growth and where you're gonna go with it, I, I think, you know, a lot of people use the word luck, and I, I've heard luck broken down before into its opportunity meeting preparedness. The program's gonna provide you the preparedness aspect and it also provides you a bit of a platform or, or a, a wedge in a door that you can inc push open into opportunity. I would say the alumni network is really your opportunity component.

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The events, the people the experiences, the, the credibility in conversations you'll have with people from the education. But the program's also preparing you. So it's giving you the ability to have the tools to then be, you know, articulate and successful in those moments. And it's just a math game at that point. So I think, you know, for when you take those two together that's really how the programme provides a versatile tool for you to use to, to build career growth. When you ask what motivates or drives me it's very similar to what motivates and drives everybody from what I saw in this programme, which is a real desire to build. It's not about, you know, accruing wealth or being in control of people. The people that I've met along my path in the programme and and post-program have all been people who want to build something, whether it was building processes, teams, a company everybody was looking to create. And I think it's that desire to create that brings people together.