



### Octavio de Lazari Junior, CEO of Bradesco, giving an inspiring speech at the 2019 GlobalCCU Awards Ceremony

“Good morning everyone. What a pleasure to be here! For us from Bradesco, it’s an honour and a privilege to participate in a journey like this one, especially about such an important and thought-provoking theme: EDUCATION... Education in its various ways, contexts, including the corporate.

By the way, skimming through some notes last weekend, already preparing myself for this morning, I found a phrase that I have been saving for years which summarizes very well the importance of this event. It was said by philosopher Immanuel Kant, a character who has always been ahead of his time:

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**“Man is nothing but what education makes of him.”**

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More than inspiration that translates the genius and the contemporary thinking of Kant, this sentence is also a ‘well finished’ summary of **education’s incredible transformation power, either in relation to people or communities as well as corporations or especially countries.**

This is important to highlight: In the history of the world there is no reference to a nation that has gone beyond its borders of precariousness, lack of structure and success perspective without a massive investment in education. Therefore, it is no exaggeration to affirm that ‘education’ is the best word that matches ‘development’, with a better, worthy and fair future.

In our 76 years (turned last March) we from **Bradesco have always believed in the power of education** and

all the good that it brings and represents. As a matter of fact, it’s something that has been taught by our founder, Mr. Amador Aguiar.

It was he who founded in the 50’s **Bradesco Foundation**, a successful initiative that brings free and high-quality education to approximately 100 thousand students – above all from needy communities – through a network of schools present in all the states in the country.



Since very young we have learned to believe in the power of training and development of our staff – the **internal career**. In other words, in our history, to believe in the **development of behavioural and technical competencies** has always been present. **Inclusion** is also the essence of another special initiative: Bradesco Sports and Education Program, acknowledged for working with the development of youngsters and children through sports.

**We** from Bradesco **believe in a world in constant transformation, hyperactive and hyper connected**, in a world with a **new perception of time**. However, it’s clear for us that people are who really make the difference. Through creativity, determination, the wish to learn and be the example of a well-done work.

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**“People, driven by education, are the main agents of transformation.”**

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In this world more than never Corporate Education takes the role of the great accelerator of the market development, the growth and formation of top professionals, those better prepared to deal with intelligence in relation to the information that comes all the time from all the different channels.

It’s said that the best way not to be caught off guard with the future is to participate in its creation, to have a

relevant performance in the development of new solutions. We believe this.

**Due to understanding** the importance of the companies in this new world, **the role of enterprises in building the future, we created Bradesco Corporate University – Unibrad.**



Unibrad set a new format to the commitment that has always been with us: to support the training and development of our employees.

**Always connected to the demands and expectations**, our Unibrad has been establishing inside Bradesco and its related companies a new vision in the process of training people. I would say that we have a model more attentive to the present demands, but with careful watch to the future's possibilities and requirements. This is outstanding! For Unibrad, training is a comprehensive, rich and detailed process. An **opportunity to discoveries that touch the surprise limits**. We incentivize our employees to cross beyond their limits and we stimulate creativity as an inductor in the problem solving, with the **aim of both self-realization and client satisfaction, the expansion of business and target achievement**.

The idea is to make **every employee a protagonist of his or her own journey**; we want them to be their own entrepreneurs of their careers, leaders who are able to find out that every window open by knowledge and education gives access to a completely new world, with multiple possibilities, where evolution is part of the routine.

For this reason, we understand that as important as the behavioral and technical development, it is the formation of complete professionals, prepared **not only for new conquests** but also to **make a difference in society**, acting to reinforce the values of **citizenship** and "Brazilian-ness".

To achieve this objective, Unibrad uses innovative educational tools and methodologies, a combination that puts side by side alternative media, disruptive technologies, high-impact learning solutions in always safe, collaborative and connected environments.

All this work, it's good to say, is aligned with the strategy and the business of the organization, besides following the laws, regulation codes and standards, including the international ones.

I myself am an example of that because I was the sponsor of one of the 10 schools of Unibrad – the School of Relationship with the Client. It's one of the ways the Corporate University stays current with the market as well as the strategies with the board.

It's not by chance this work is also aligned with two of our Corporate Values: "**The belief in the values and in the development capacity of people**" and "**The respect to dignity and diversity of the Human being**"

For you to have an idea, in 2018 Bradesco invested 175 million reais<sup>1</sup> in training and development. It's a massive figure that shows very well our belief in knowledge and education.

**The basis of our corporate strategy is founded in people**. Through this way Bradesco aims at the development of its capacity to attract, form and maintain talents suitable for each line of business. It's also by doing this that it puts into practice **its trust in the Country, in the power of its entrepreneurs**, in the talent of its people.

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**"Our main mission...is to contribute to the development of the nation"**

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As a matter of fact, there is no harm in saying the following: our main mission in an institution like ours, with vocation to partnerships at any time, is **to contribute to the development of the nation**, to set new levels of job and income generation and to contribute to the plans of a life worthy to an increasingly number of people.

In all modesty, through Unibrad we have done a good job. Maybe the best reference of that is **the prize of**

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<sup>1</sup> 40 million euros

**best Corporate University in the world awarded in 2017 by GlobalCCU.**

The satisfaction for this **achievement shows that we are on the right path**, that we are at the forefront of what's the best related to Corporate education and that we continue to contribute. After all, as I have said before, for us, **partnership is a gift that needs to be always reinforced and renewed.**

In these 76 years Bradesco has grown and changed very much, but some things still remain such as our belief that ethics is what makes a company evolve; that education is what transforms for the better and this optimistic vision, in Bradesco, will never change. The same way it doesn't change the importance of the phrase from the writer and journalist Sydney Harris: **"The general objective of education is to transform mirrors into windows".**

This is all. Thank you all for the opportunity."

**Octavio de Lazari Junior** is CEO of Banco Bradesco, member of the Board of Directors and of the Advisory Board of FEBRABAN – Federação Brasileira de Bancos. Bradesco has 108,794 employees