

## Experiences

### You've got to do what you want to do

**Albert Bosch (Lic '90)**, adventurer and entrepreneur

Adventurer and entrepreneur are, says Albert Bosch (Lic 90), two sides of the same coin. An entrepreneur is, after all, a great adventurer, and an adventurer is a great entrepreneur, says the man who crossed the Antarctic single-handed from the coast to the South Pole. In addition to finishing the 7 Peaks project, he has also taken part in 9 Dakars (in 2015 he was the first driver to ever compete with a 100% electric car), has run ultra marathons regularly, and has competed in more than 100 races and challenges in a variety of extreme sports. He has combined all this constantly with his entrepreneurial facet that began at the age of 26 with several projects including INVERGROUP, the company he founded in 2004 as a platform for managing and promoting environmental and renewable energy projects.

What makes Albert different in traditional business circles where people usually talk about their successes and hide their failures, is that he is proud of his failures and not afraid to admit them in public. "I am proud of my failures because without them I wouldn't have achieved my successes. I hope to have a lot of failures in the future because that will mean that I've started up a lot of new projects", said Bosch.

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Since his first forays into the world of adventure, Albert Bosch has always combined sport and business. It was whilst competing officially in the Paris-Dakar rally that he realised that he would not be able to earn a living from it. This is when the idea of promoting projects occurred to him.

"I realised that apart from competing, there's something called a compass. This means setting course, organising the project, planning it, selling the idea and finally implementing it." Compass in hand, he found his vocation as an adventure organiser.

Since he started this new project, his attitude has been the secret to tackling major challenges and achieving many difficult goals. But Albert highlights another quality necessary for a balanced life: consistency. "What you do must be consistent with what you want to do. You must ask the right questions because when we're involved in projects we're not interested in or motivated by, it's impossible to have a good attitude. In the end, attitude adds up to this: You've got to do what you want to do. This gives you a really powerful attitude and makes you invincible."

The radical change that made him aware of the need for consistency happened one day in 2005 on his way back from the mountain almost in tears. He knew that he had spent almost his entire life in nature and devoted to nature, and that he had started to make a living from it. But that day he also realised that he had still not done anything for nature and decided to change from being an ego-entrepreneur to an eco-entrepreneur. "I could no longer have certain values on Sundays and then go to work with different and often conflicting values on Monday," he admitted brimming with energy.

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This is when he started creating renewable energy projects obviously designed to make money but also to have a positive impact on the environment and society. Unfortunately, investing in an industry affected by a severe downturn in Spain, for several reasons including a lack of political will and vision, led to more than one business failure. "But it didn't feel like a

failure because I was doing what I wanted to. Businesses go bust too, it's true. The difference is that when you fail in something you don't care about, it's terrible. But when you fail in something that tallies with your values, it's different because you took risks for something worthwhile."

He believes that in the world of adventure, the goals and way of working are very similar to those of the family firm. "An adventure has a goal such as climbing Everest or reaching the South Pole, but it must fulfil an aim that involves the question *why* you do it and *what for*", he said, insisting on the importance of not confusing goal and purpose. "They are not the same thing. To be motivated in anything, you need a purpose that gives you a reason and connects you with what you really want to be, with what you want to focus your effort and talent on. Goals will then emerge from this."

Albert feels that the advantage of family firms is the fact that they are backed by owners who are firmly committed to the company and its purpose. In his opinion, unlike family firms, most companies with anonymous shareholders only seek short-term results and end up with a lack of vision. "Family firms, on the other hand, have these goals too but also have a higher purpose provided by the family wanting the company to last for generations", he said.

Albert Bosch has a hybrid background that combines the worlds of adventure, enterprise and business. He has a great deal of experience in each one but never forgets that his ESADE education also contributed greatly to his subsequent career advancement. "It was a springboard for learning more in the future and enabling myself to advance in tasks I didn't know how to do before. Above all, it paved the way for adding far more skills, developing a great attitude and getting ready for whatever comes next."

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