



Santander's Santiago, Chile office saw hosting a TEDx Business event as a strategic solution to a company-wide problem. Trinidad Lira, the employee who led the company's organizing efforts, said the event was seen as a way to encourage multidisciplinary thinking across company teams. One attendee wrote in the post-event feedback survey that the event was an "enriching experience and an injection of new ideas that inspires me to embark on the path of personal and professional change."

