



Darse a los demás

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Because of the activity that we do, we often highlight the importance of professionalization in the activity that we do, or the one that we seek to carry out our clients. Although we operate in an ecosystem that is certainly loaded with values, it is essential that our performance is not amateur, neither in our free time – if we have them – nor giving excessive responsibilities in voluntary work. In short, we have remembered once after again that, if we want professional outputs, we must provide professional inputs. Expecting great results with an amateur "investment" would be naive on the part of anyone.

However, we consider that the time of the year in which we find ourselves is a great occasion to highlight the importance that truly selfless work also has. Note that disinterested, or not for profit in this case, does not have to mean that it is of low quality. In fact, on many occasions, the tasks we perform only for love are those that bear the most beautiful fruits. So does a mother who cooks for her family, or a father who tells a story to her children...

We are faced with the act of dedication and ultimate generosity that takes the form of the Cross of Christ; an act of redemption and liberation of man. Jesus paid our freedom with the price of his blood and deserved with his sacrifice our salvation to incorporate us into the Kingdom of Heaven.

For our part, in addition to a spiritual look at the mystery of Redemption, we can also practice small or great gestures of dedication, service, generosity and charity towards others. Disinterested acts of love in which we dedicate our time, money, knowledge or skills in helping others.

From Fortius we encourage everyone to look for a way to have a real and personal impact — sometimes forgotten dimension in the heat of the battle of ideas and culture — while at the same time suggesting a few days of recollection and reflection to meditate on what we commemorate.