

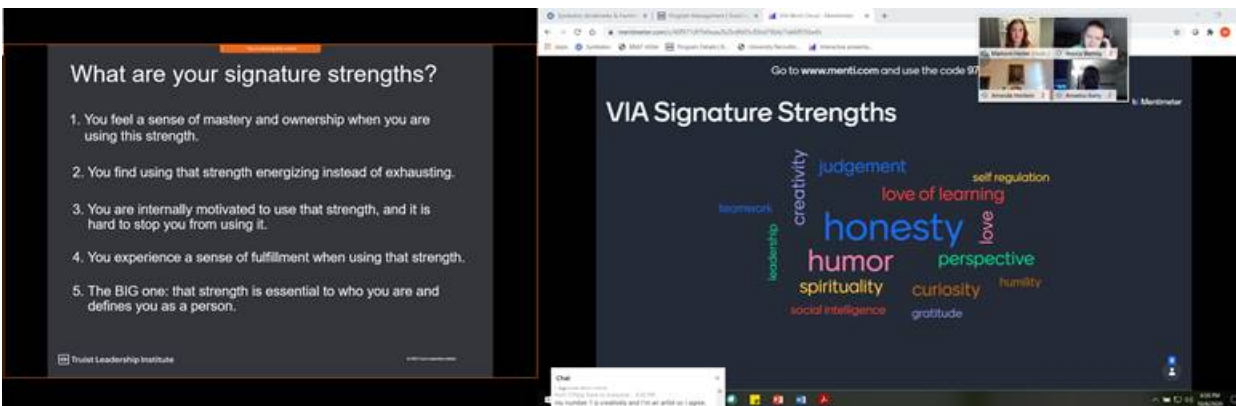


# MONDAY MORNING MEMO

from Dean Avi Mukherjee

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## BB&T (Truist) Emerging Leaders Certification Program



On October 8-9, the Lewis College of Business and its BB&T Center for Leadership hosted the third “Emerging Leaders Certification” program for our students. Ms. Madison Hester, Senior Student Leadership Specialist with the Truist Leadership Institute, conducted this training workshop. The Truist Leadership Institute is headquartered at Greensboro, NC. They work with over 70 universities in the US and have coached approximately 10,000 students in the last few years. Our students are now part of this privileged group which entitles them to share their accomplishments with potential employers on LinkedIn.

Dr. Avi Mukherjee, LCOB Dean and Dr. Nancy Lankton, Associate Dean addressed the students at the start of the workshop and encouraged them to gain from such opportunities. We had 15 students who participated and benefited from this program. The students participated in open, interactive discussions where they discovered more about their personality types and how they might be perceived by others. The objective was to provide participants with practical tools and strategies useful for overcoming leadership shortcomings discovered during the sessions. The program was composed of two sessions of over two hours each which helped the participants get an understanding of their leadership strength, preferences, and blind spots. The program was designed for the virtual environment including a focus on building self-awareness. It helped participants understand the relationship between beliefs, motivation, behavior, and results. The aim was to create a personal action plan for each participant that would help outline the changes needed to make their individual leadership more effective.

The program offered participants an insight to the role of leadership and effective communication. It explored the role of leadership in all facets of work and personal life, the different types of models and the significance of identifying the models. It encouraged participants to identify their individual leadership styles through several interactive activities and sessions. Dr. Monisha Gupta, Director of the BB&T Center for Leadership who helped organize and promote the program, said: “*We are fortunate to partner with the Truist Leadership Institute to provide resources such as the Emerging Leaders Certification for our students. These experiences help our students create a plan for achieving leadership objectives and acquire a proven skill for addressing future leadership challenges*”.





Ms. Madison Hester from Truist shared the following comments at the end of the program:

*"I have to say, your overall support of the program (along with the support of Dr. Mukherjee) really goes so far in our partnership at Marshall. Dr. Gupta truly places an emphasis on supporting students in their leadership development, and it showed in my interactions with them throughout the program."*

At the end of the certification program, students created their own leadership purposes. Their statements included goals for their personal leadership, action items to take toward becoming a good leader, and how they want to be perceived by others in a leadership role. They were even able to download a certificate to enhance their professional LinkedIn profiles.

Mara Rinehart, a student participant, shared her thoughts: *"As everyone knows, it has been hard to find a sense of normalcy during these unprecedented times. In the times of modified or cancelled events, I am extremely grateful to have had the opportunity to still be able to attend the BB&T Leadership Conference this October. In this conference, I was able to learn about my leadership style, become aware of my weaknesses, and focus on becoming a better leader to my fellow classmates and peers. It is never too late to learn how to become a leader, and the BB&T program is a great first step. I would like to extend my gratitude to my professor, Monisha Gupta, and Dean Avi of the Lewis College of Business, for allowing me this wonderful opportunity. It is extremely rare to be able to attend such a beneficial conference of this magnitude (for free)! I encourage my peers and classmates to take advantage of this opportunity next year and use it to grow and become aware of how they can become a successful leader as well!"*

Amadou Barry, another student participant said: *"Leadership is a lifestyle. Listening, learning how to be constructive and adapt to any situation, understanding the right questions to ask, and building connections are a few skills that leadership entails. The BB&T Leadership program provided me with the knowledge and insight on how to become the leader I wish I had. Understanding that leadership is not about the power or role you hold, but the actions you take influences others, and leads to a new and improved world of innovation. With these skills, I can positively progress the growth of future leaders who will do the same for generations to come. Leaders are not just born but they are also made. I am grateful that BB&T Institute has made me into a leader."*

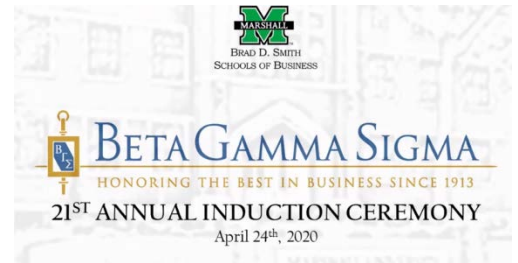
### **About The BB&T Leadership Institute**

In 1957, Dr. James Farr founded Farr Associates in a mission to apply psychological concepts to leadership development. He provided consulting services and leadership developmental workshops to companies for more than 30 years. His tenet that self-awareness is the key to compelling leadership and business success was a substantial part of BB&T's leadership development curriculum. In 1994, BB&T purchased Farr Associates, effectively pairing Farr's expertise in psychology with proven BB&T leadership development programs. In 2014, Farr Associates was rebranded as The BB&T Leadership Institute. Today, The Leadership Institute unites the corporate leadership curriculum of BB&T and psychological research findings in the emerging leaders program. The BB&T Leadership Institute's mission includes: "Expanding the learning experiences of the next generation of leaders by creating awareness of financial literacy and leadership concepts." The Student Leadership Programs Team works on both initiatives but focuses on leadership concepts at the collegiate level.



### Beta Gamma Sigma Chapter earns High Honors Recognition

The Lewis College of Business has earned a unique distinction in the Beta Gamma Sigma (BGS) honor rolls this year, with our chapter's recognition in the **High Honors** category. The Chapter Honor Roll program awards active collegiate chapters, who engage their members and in turn, allow members to take advantage of all BGS has to offer. There are three levels of honors: Highest Honors, High Honors, and Honors. The Lewis College of Business BGS chapter was founded in 1999, but was not included in any of the three levels of honors for quite some time. Our breaking into the honor rolls in 2018 being in the High Honors category was a huge accomplishment. We then got into the Highest Honors category in 2019 and have made it to the High Honors category this year! Congratulations to chapter advisors Dr. Ben Eng, Lacie Bittinger, Dr. Nabaneeta Biswas, and Dr. Tim Bryan, and to the entire BGS student chapter for making this happen! As an AACSB-accredited business school, it is imperative that we have a well-functioning and fully supported BGS chapter. I am committed to supporting our College's continued recognition in the BGS Honor Roll. Special thanks are due to our Advisory Board member Jim Datin, who sponsored the BGS Bronze Key displayed in our building.



Beta Gamma Sigma was founded at the University of Wisconsin in 1913 as the first national honor society in business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in an undergraduate or master's program at a school accredited by AACSB. Beta Gamma Sigma has been affiliated for nearly 100 years (since 1919) with AACSB International. Beta Gamma Sigma is the sole scholastic honor society recognized by AACSB International, and BGS Chapters exist only on the campuses of business schools accredited by AACSB. Students ranking in the top 10 percent of undergraduate students and the top 20 percent of graduate students in programs at schools accredited by AACSB International are eligible for this invitation.

Our BGS Highest Honors chapter recognition is a testament to our commitment to the highest standards of quality business education, and that our students truly are "The Best in Business".