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Design Thinking Workshop with Brad Smith

On Friday, September 6, the entire faculty and staff of the Lewis College of Business and its Brad D. Smith Schools of Business attended a Design Thinking Workshop with Brad Smith and his team of Intuit Innovation Catalysts at the Guyan Golf & Country Club. Design Thinking, a new "social technology", is being increasingly adopted by businesses and other sectors to accelerate innovation through customer discovery, rapid prototyping, employee buy-in and harnessing creative energies. Our business school is uniquely positioned to train our students in the latest trends in design thinking through our close association with Intuit and its Executive Board Chair and former CEO, Brad D. Smith. I am delighted that Brad and his team of design thinking experts spent a whole day with our faculty exposing them to the world of design thinking, so that our students can ultimately benefit from this cutting-edge Silicon Valley approach.

This highly interactive workshop was divided into ten distinct segments: Deep Customer Empathy; Process Empathy into Surprises and Problems; Craft Problem Statements; Define the Ideal State; Go Broad on Solutions; Storyboard Detailed Solutions; Establish Leap of Faith Assumptions; Learn the Prototyping Concepts; Build, Test and Iterate Prototypes with Customers; and Survey of Rapid Experimentation. According to Brad, "At the end of the day, it's about empowering individuals to contribute ideas and make an impact, as well as setting goals that challenge employees to step outside their comfort zone." Thank you, Brad!

Beta Gamma Sigma Chapter – Highest 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 **Highest 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 last year into the High Honors category was a huge accomplishment. We have made it to the top category this year! Congratulations to Dr. Ben Eng, Dr. Nabaneeta Biswas, Lacie Bittinger, and the entire BGS student chapter for making this finally 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".



2019 Annual College Photo

