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Brad D. Smith Schools of Business host Fall 2020 CEO panel with Silicon Valley business leaders



The Brad D. Smith Schools of Business and its Dean’s Distinguished Speaker Series at Marshall University, hosted the second CEO Panel virtually on Zoom on Wednesday, October 21. You might remember our highly successful first CEO Panel held on February 19 at the historic and majestic Keith Albee Performing Arts Center in Huntington. Thanks to our speakers and panel members, students, alumni, faculty, staff, community members, business leaders, government officials, university administrators, and board members for joining us for this highly engaging CEO Panel discussion. Brad D. Smith, Executive Chairman and former President & CEO of Intuit, engaged in a fireside chat with Jeff Weiner, the Executive Chairman and former CEO of LinkedIn. These two Silicon Valley CEOs of world-renowned corporations shared their advice, offered personal anecdotes and reflections, and answered student questions.

The Lewis College of Business, celebrating its 50th anniversary, offers contemporary, cutting edge, and applied business education and research while being rooted in the region’s economic and business development. Reimagined by a transformational gift by Brad and Alys Smith in 2018, the Brad D. Smith Schools of Business have identified experiential learning as the DNA of our academic programs in business. The Dean’s Distinguished Speaker Series was started in 2018 as the highest profile community event of the Brad D. Smith Schools of Business, offering a rich and vibrant experience to our students and various other stakeholders as they learn from renowned c-suite executives, entrepreneurs, intrapreneurs, and industry leaders about business successes, effective leadership and the future of work. As a part of this series, the CEO Panel, put together by Brad Smith and his team at Intuit, brings globally recognized top-tier CEOs to provide insightful perspectives through dynamic discussions covering a broad range of topics that influence the world of business and draw powerful lessons from the boardroom to the classroom.

MU President Jerry Gilbert introduced Brad D. Smith to the audience, who in turn introduced Jeff Weiner. Brad Smith started by saying: “This speaker series is designed to bring the most forward thinking leaders from the most innovative companies to share their insights and to engage directly. I believe the strongest steel is forged in the hottest flames and I believe that this opportunity is for us to transform this existing challenging reality into an amazing and exciting new chapter for us as individuals, for the university, and for



society as a whole, but to do that we have to embrace the old adage that bad times when followed by good deep reflection can lead to the greatest opportunities and that's what today's conversation is designed to do."

The theme of the panel discussion was "Leadership and Teamwork." Talent is dispersed equally, but opportunity is not. Rapid technological, environmental and societal shifts are driving the lack of economic opportunity in communities across the globe. The current health and economic crises are speeding up these shifts even more. In this fireside chat, Marshall students and local community leaders heard from two leaders in tech to discuss the skills and mindsets needed to lead and succeed in today's landscape. The goal of this fireside chat was to provide insight and inspiration for the audience and further encourage them to apply their talent and energy to pursue their passion and create opportunities for themselves and their communities.

Weiner reflected on his leadership philosophy. "I would answer that question in two ways. One is a definition of my own, the other would be a framework. The definition for me of leadership is the ability to inspire others to achieve shared objectives. For me, the most important word there is to inspire. That is what leadership is all about and it separates leaders from managers. Managers tell people what to do, leaders inspire them to do it. And I believe inspiration comes from three dynamics. The first is the clarity of vision. The second is the courage of your conviction. And the third is your ability to effectively communicate both of those things."

Brad Smith talked about the need for teams to make the best quality decisions at the fastest velocity possible. Jeff Weiner added: "What comes to mind immediately is focus, first and foremost. Now some may immediately think I am talking about the idea of focus and I am, but we developed an acronym around the word focus, FCS. The F is fewer things done better, the C is communicating the right information to the right people at the right time. And S is the speed and quality of our decision making."

A student asked a question about how to foster innovation in an organization. Weiner talked about three ingredients that help create an innovative environment within an organization. "The first is talent and making sure you have rule breakers, you can't have all rule breakers otherwise you will have anarchy, but if you have no rule breakers you are not going to get that break. You are not going to get that innovation, you are not going to get people who question conventional wisdom and looking to do things differently. You need to have people who are willing and not only willing but want to do things differently. . . The second is the culture, and it's a culture that fosters innovation, that allows for people to fail, and in fact celebrates that people took a chance as opposed to condemning anything less than perfect success because that is going to stifle innovation. And third, it's about the infrastructure and often times this is the one pillar that gets overlooked. If you don't have the right infrastructure to encourage innovation, to invest in innovation, to allow for innovation to take place, not only is it not going to happen, you are going to stifle those very same people who you are trying to innovate."

Together, communities, corporations and academia can shape the world for future generations to thrive. Thank you for supporting the Distinguished Speaker Series at Marshall University as we strive to create impact, innovation and engagement for business and business education in our Mountain State.

The video for the event is available at: <https://www.youtube.com/watch?v=eXkTg8pMeDk&feature=youtu.be>



Marshall's chapter of accounting organization Beta Alpha Psi earns Superior Chapter Recognition



On behalf of the Beta Alpha Psi Board of Directors, Dr. Rita Grant, 2020-2021 President, has informed us that the our Kappa Phi chapter has received international recognition as a Superior Chapter and will receive an award of \$500. The financial support for this award is graciously sponsored by KPMG and the KPMG Foundation.

The primary objective of Beta Alpha Psi is to encourage and give recognition to scholastic and professional excellence in the business information field. This includes promoting the study and practice of accounting, finance, and information systems; providing opportunities for self-development, service, and association among members and practicing professionals; and encouraging a sense of ethical, social, and public responsibility. Recognition as a Superior Chapter is a significant accomplishment. Congratulations to the Kappa Phi Chapter and Faculty Advisor, Professor Amanda Thompson-Abbott on their outstanding efforts during the 2019-2020 academic year, leading to the Chapter far exceeding the baseline requirements of Beta Alpha Psi and excelling in the areas of academics, professionalism, and leadership. My heartfelt congratulations to the Kappa Phi Chapter for its accomplishments and best wishes for continued success.

The Department of Accounting & Legal Environment within the Lewis College of Business has built a strong reputation for excellence in accounting education, and is highly regarded by accounting employers in West Virginia and throughout the United States. Accounting graduates are recruited by the largest international, national, and regional accounting firms as well as local accounting firms, industry and government agencies. Marshall University is one of only 186 schools worldwide to have achieved dual accreditation by AACSB International for its undergraduate and graduate programs in business and accounting. The Department of Accounting offers the Bachelor of Business Administration (BBA) degree in Accounting, the Master of Science (M.S.) degree in Accountancy, and the Online MS in Accountancy. The faculty and staff in the department are deeply committed to the success of our students.