



BB&T Emerging Leaders Certificate Program

On October 7-8, the Lewis College of Business and its BB&T Center for Leadership hosted the second “Emerging Leaders Certification” program for our highly motivated students offered by The BB&T Leadership Institute based in Greensboro, NC. The BB&T Leadership Institute works with over 70 universities in USA and have coached approximately 7000 students in the last few years. Our students are now part of this privileged group which entitles them to share their accomplishments on LinkedIn and their resume thereby making them more attractive to employers.

Ms. Brittany Brown, Vice President - Student Leadership Programs, travelled from Greensboro NC to offer the program. Dr. Monisha Gupta, Assistant Professor & Associate Director of BB&T Center for Leadership organized the logistics for this event which included promoting the program to students and remaining available as a contact point for the students to ask any questions. The program focused on building the self-awareness necessary to lead others more effectively. It helped participants to understand the relationship between beliefs, motivation, behavior and results. This was aimed at creating a personal action plan for each participant that would help outline the changes needed to make their individual leadership more effective.

We had 41 (forty one) students who participated and benefitted from this program. The students had open, interactive discussions where they discovered more about their personality types and also 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 3 hours each following which the participants received an understanding of their leadership strength, preferences and blind spots.

Bob Simpson (Director of the BB&T Center for Leadership), Nancy Lankton (Associate Dean) and Glen Midkiff (Director of Stakeholder Engagement) interacted with our students and encouraged them to participate in this program. The program offered the participants an insight to the role of leadership and effective communication. It further explored the role of leadership in all facets of work and personal life, the different types of models and the significance of identifying these. It encouraged the participants to identify their individual leadership styles through a number of interactive activities and sessions.

At the end of the program we took a short survey to identify if the training objectives were met and to collect reactions of the students. Most participants gave very positive feedback on the training material, overall content, training expectations and knowledge enhancement. The highest rating at 95% was given by students for the ability of earning a certificate and that they would recommend this course to others. This is a testimony to the success of the event and it is encouraging that our students appreciate and value such programs. Some comments include “I can’t think of any way you can improve the program”, “I think this course was excellent”, “The course was extremely educational and fun, plus the value of the certificate was appealing”.