Impact with Integrity

Annual Report | 2016–17
The George and Carol Bauer Leadership Center at Olin Business School develops values-centered leaders—leaders who measure their success both by the results they achieve and the values they demonstrate. In our inaugural year, we focused on achieving this mission through a variety of engaging activities and events. This report celebrates the first year and previews more of the exciting things to come.

The Center has hosted a number of events in which accomplished leaders have shared their wisdom and experience with our students, faculty, and alumni. One example is our Defining Moments signature course that features exemplary leaders from a range of industries sharing their defining leadership experiences. A common theme was the importance of personal values and ethics in a career and in the success of a company. We are documenting these stories in video vignettes that can be used to inspire students, researchers, and the business community.

We have spent much of this first year reaching out to different people to understand how we can work together with like-minded others to advance our mission. For example, we developed a proposal for a “community of practice” that brings together faculty and administrators engaged in leadership development across the Washington University campus. We are learning best practices from one another and discovering the potential for collaboration on common goals.

In the fall, we will unveil an exciting unique program called “Bauer Fellows” in partnership with Olin’s Center for Experiential Learning. Students leading consulting teams across the globe will be working on their leadership capabilities at the same time they are delivering value to clients. We are currently exploring other ways to build values-centered leadership into Olin courses and programs.

We are also planning several partnered seminars and programs that focus on leadership impact with integrity. Please sign up with your email address so that we can make sure you get an invitation.

Finally, none of this would be possible without the generous support of George and Carol Bauer. Their vision, example, and energy for our mission have been, and will continue to be, an inspiration. We offer our sincere thanks to the many people and organizations that are working with us—together we can change the way we teach and practice leadership!

Stuart Bunderson, Kurt Dirks, and Marcianne Gagliardi
Co-Directors and Program Manager

Community of Practice at Washington University

Leadership is a central part of the mission of Washington University. As such, a range of faculty and administrators are involved in leadership development and activities that span everything from engineering, to law, to medicine and more. Responding to a call and support from the Provost’s office, the Bauer Leadership Center began coordinating a community of practice among those individuals to identify best practices, common goals, and the potential for collaboration. This community of practice can benefit students, faculty, and administrators as we develop a more informed, comprehensive, and consistent approach to leadership development at Washington University.

Faculty represent a variety of schools including the Brown School of Social Work, the School of Engineering and Applied Science, the School of Medicine, the School of Law, University College, and the Human Resources department.

Lessons in Leadership Video Series

The lessons in Leadership video series seeks to use the lessons and experiences of successful leaders to provide insight and inspiration to aspiring leaders. These videos will be used in classroom settings and to complement research initiatives.

» Video segments this year

George Bauer, CEO, GPB Group Ltd.
Carl Casale, CEO and President, CHS, Inc.
Bob Chapman, Chairman and CEO, Barry-Wehmiller Companies, Inc.
Maxine Clark, Founder, Build-A-Bear Workshop Inc.
Orvin Kimbrough, President and CEO, United Way of Greater St. Louis
Sue McCallum, Chairman and CEO, Major Brands Premium Beverage Dist.

Women and Leadership Course

This course, sponsored by the Bauer Leadership Center, takes a multifaceted approach to studying women and leadership to better prepare students to lead in organizations.

» Class Speakers, Fall 2016
Karen Branding, Senior Vice President, Public Affairs, Federal Reserve Bank of St. Louis
Cindy Brinkley, Executive Vice President, Centene
Jennifer Ehlen, CEO, Prosper Institute and Managing Partner, PWE Startup Accelerator
Shelley Lavender, President, Boeing Military Aircraft
Beth Miller, EVP, CFO, and Chief Administrative Officer, Nidec
Merry Mosbacher, Principal, Insurance and Annuity Products, Edward Jones

Defining Moments: Lessons in Leadership and Character from the Top

This course examines how aspiring leaders can achieve excellence with integrity in their careers. A centerpiece of the course is the opportunity to interact with notable leaders who provide candid insights as they discuss key “defining moments” in their careers.

» Class Speakers, Spring 2017
Bob Chapman, Chairman and CEO, Barry-Wehmiller Companies, Inc.
Maxine Clark, Founder, Build-A-Bear Workshop Inc.
Orvin Kimbrough, President and CEO, United Way of Greater St. Louis
Mike Matheny, Manager, St. Louis Cardinals
Sue McCallum, Chairman and CEO, Major Brands Premium Beverage Dist.
John Stroup, President and CEO, Belden, Inc.
Diane Sullivan, CEO, President, and Chairman of the Board, Caleres Inc.

Certificate in Business Management for Nonprofit Leaders

Olin Business School offers this innovative executive certificate program in partnership with the Brown School of Social Work, the United Way of Greater St. Louis, and the St. Louis Regional Business Council. Supported and promoted by the Bauer Leadership Center, the program’s purpose is to present nonprofit executives with relevant business thinking that catalyzes agency growth and innovation. Bauer Leadership Center Co-Direcetl Stuart Bunderson was a featured lecturer speaking about leadership and stakeholder influence. Carol Bauer will serve as the keynote speaker at the program’s capstone luncheon in August.

INGRoup Academic Conference | July 20–22, 2017 | St. Louis, Missouri

The Bauer Leadership Center is cosponsoring the INGRoup Academic Conference in July 2017. The conference attracts scholars from different disciplines who study problems and questions within work groups and teams, including questions of leadership and values.
Developing the Next Generation of Leaders: Bauer Leadership Fellows

The Bauer Leadership Fellows program is designed to help students advance their leadership capacity and refine and understand their values and strengths as leaders. The program uses a combination of unique action learning opportunities, education, and coaching/mentoring to achieve these outcomes. Developed in partnership with the Center for Experiential Learning (CEL), the program is designed for CEL Practicum project team leaders.

Celebrating Leadership at Olin

As part of the Olin Centennial celebration in April, the Bauer Leadership Center and Olin Alumni & Development cosponsored a panel of the 2017 Olin Distinguished Alumni Award honorees. George Bauer facilitated the panel that discussed the role of values in leadership, defining moments in the careers of the leaders, and how Olin might develop its students. The panelists were able to shed light on this topic from their experience, which spanned many decades and industries. The discussion included fascinating insights on some of the key challenges facing tomorrow’s leaders.

Mark Your Calendars!

“The Value of Values for Founders and Entrepreneurs” Presentation and Discussion | September 20, 2017

The Bauer Leadership Center is partnering with the Entrepreneurship Organization (EO) and the Executive MBA program to kick off the Values and Leadership forum series. Stuart Bunderson will discuss how entrepreneurs establish and defend “values” and “culture” in their organizations. Values and culture must be clearly articulated and firmly defended early on to create a company that embodies the founder’s deeply held values. Moderated by Cliff Holekamp, the forum panel discussion will explore the role and importance of values in entrepreneurship and the challenge of standing firm on values when faced with intense growth pressures.

As part of the Olin Centennial celebration in April, the Bauer Leadership Center and Olin Alumni & Development cosponsored a panel of the 2017 Olin Distinguished Alumni Award honorees. George Bauer facilitated the panel that discussed the role of values in leadership, defining moments in the careers of the leaders, and how Olin might develop its students. The panelists were able to shed light on this topic from their experience, which spanned many decades and industries. The discussion included fascinating insights on some of the key challenges facing tomorrow’s leaders.

Coming Soon

» Social Impact Minor
» Mini Academic Conference “Work as a Calling: Research Frontiers”

Bauer Leadership Center

Co-Directors
Stuart Bunderson, George and Carol Bauer
Professor of Organizational Ethics and Governance
Kurt Dirks, Bank of America Professor of Managerial Leadership

Program Manager
Marcianne Gagliardi

For more information or to join our mailing list, contact Marcianne Gagliardi at mgagliardi@wustl.edu or 314-935-2943.

olin.wustl.edu/blc