Values. Character. Leadership.

2020–21 | Year in Review
FIVE YEARS OF IMPACT
Celebrating a Leadership Milestone
The Bauer Leadership Center celebrated its fifth anniversary this year. It has been five years since George and Carol Bauer's generous and visionary gift made possible the launch of a new Olin center dedicated to advancing the science and practice of values-based leadership. We have come a long way in those five years, and many of the aspirations we had when we launched are now a reality. We aspire to sponsor courses and programs that would help students learn the value and master the skills of values-based leadership. Through courses like Leadership in the Trenches, Defining Moments, Values-Based/Data-Driven Leadership Development, Women in Leadership and the Bauer Fellows Program, that aspiration is being realized. We aspire to develop our own approach to developing leaders, an approach grounded in the science of leadership development and the distinct values of the Bauer Center and Olin Business School. Through the Bauer competency model, assessment framework and network of certified coaches, that vision has now taken shape. And we aspire to promote cutting-edge research on values-based leadership that would change the dialogue in academic and practitioner circles. Through research partnerships, global academic conferences and targeted research funding, those aspirations are also being realized.

We recently took advantage of the opportunity to celebrate our fifth anniversary by recognizing some of these achievements and celebrating George and Carol Bauer, whose vision and generosity set the stage. But while it has been nice to see the realization of these early aspirations, we aren’t sitting still. We have much to do if we are to fully realize George and Carol’s inspiring vision of touching every Olin student and generating world-changing research insights. This report summarizes some of our recent efforts. I invite you to learn more about what we are doing and to get involved in our programs, symposia, courses and conferences. And please reach out with questions or ideas for collaboration or just to make a connection.

Stuart Bunderson and Marcianne Gagliardi
Director and Program Manager

Developing Knowledge and Insight
Global Leadership Centers Roundtable | November 5–6, 2020 / March 4–5, 2021
The Global Leadership Centers Roundtable met twice this past academic year, once in the fall and once in the spring over Zoom to share center research. As in previous years, participants shared best practices in running leadership centers and identified ways to work collaboratively to advance the science and practice of leadership development. Participants included representatives from: London Business School (England), Goethe University (Germany), University of Groningen (Netherlands), Aarhus University (Denmark) and Leiden University (Netherlands), Utrecht University (Netherlands) and Washington University's Olin Business School (USA).

Research and Case Work Seed Funding
The center supports researchers at Washington University and beyond by providing them with tools and resources to enhance their leadership research.

• Benjamin Dow, Postdoctoral Research Scholar in Organizational Behavior, Olin Business School Faculty
• Jung Hyun (Julie) Lee, Organizational Behavior PhD Candidate, 2023 (expected)
• Jack Zhang, Organizational Behavior PhD Candidate, May 2022 (expected)
Defining Moments: Lessons in Leadership from the Top

This year’s Defining Moments course once again examined issues related to how individuals achieve excellence with integrity in their careers. As the course’s centerpiece, notable leaders provide candid insights as they discuss their own defining moments in their career. Now in its 10th year, the class had featured 70 presentations to more than 820 students. This year, all classes were virtual.

» Class Speakers, Spring 2021
Doug Charles, President of Americas, Korn Ferry
Laura Kaiser, President and CEO, SSM Health
Jim Kavanaugh, CEO and Co-Founder, World Wide Technology
Orv Kimbrough, Chairman & CEO, Midwest BankCentre
Sue B. McCollum, Chairman and CEO, Major Brands Premium Beverage Distributors
Penny Pennington, Managing Partner, Edward Jones
Tim Wentworth, CEO, Evernorth

Women in Leadership

The Women in Leadership course, now in its seventh year, took a multifaceted approach to studying women in leadership positions to better prepare students to lead in organizations. Since the class began in 2014, Women in Leadership has featured 42 presentations to more than 600 students. This year, all classes were virtual.

» Class Speakers, Fall 2020
Akberet Boykin Farr, Vice President of Diversity and Inclusion, Emerson
Maxine Clark, CEO and President of Clark Fox Foundation, Founder and Former CEO at Build-A-Bear
Kelly Joscelyne, Chief Talent Officer, Mastercard
Amy Kveskin, Vice Chancellor for Finance and Chief Financial Officer, Washington University
Betty Ng, Founder and CEO, Inspiring Diversity
Devon Pike, Chief Merchandising Officer, GAP

Bauer Impact Day

WashU and the Bauer Leadership Center commemorated George and Carol Bauer for the many generous gifts they have made and for the profound impact they have had on so many in the WashU Olin community.

On May 3, the Bauer Day of Impact brought together family and friends to celebrate the fifth anniversary of the Bauer Leadership Center and a personal milestone for George Bauer: his 90th birthday. The day started with a welcome from Danforth Scholars to recognize the Bauers’ recent $6-million donation to revive the Danforth Scholars Program. The program, named in honor of William H. and Elizabeth Gray Danforth, the former chancellor and first lady of Washington University from 1971 to 1995, pays tribute to the Danforths’ exemplary leadership and service.

During the day, George and Carol visited with WashU Chancellor Andrew D. Martin, Olin Dean Mark P. Taylor and BLC Director Stuart Bunderson to discuss the center’s impact on Olin Business School and Washington University by helping to develop values-based leaders. This was followed by an afternoon tea at the home of former Olin Dean Mahendra Gupta and his wife Sunita Garg. This gave the Bauers and their family an opportunity to talk with the center’s talented and hardworking Bauer Leadership Fellows, and was followed by Mahendra’s heartfelt homage to George and Carol.

We are deeply grateful for the Bauers’ contribution to the important work of Olin Business School and Washington University. Through their generous endowment of the Bauer Leadership Center, the Bauers have enabled us to help prepare leaders to be values-based, data-driven decision makers who will change the world, for good. Their primary contribution to the business school’s Bauer Hall was a transformational gift, and their benevolence has enriched the research and scholarship of our faculty by endowing the George and Carol Bauer Professorship of Organizational Ethics and Governance.
Delivering Business Impact

Leadership Perspectives | October 27, 2020 / November 9, 2020 / February 3, 2021 / April 7, 2021
The center conducted leadership sessions in conjunction with WashU Olin’s signature speaker series, Leadership Perspectives, where highly regarded business leaders and influential academics speak about today’s most relevant topics and trends. At the end of three virtual events, professional certified coach Lara Heberlein guided participants through a brief session on the Bauer Leadership model.

Distinguished Alumni Award Panel | April 30, 2021
The Bauer Leadership Center co-hosted the Century Club Business Series Distinguished Alumni Awards panel on April 30, 2021. The virtual discussion included the four honorees and was moderated by Stuart Bunderson. Watch a recording of the event.
Andrew Rubin, BSBA ’98; Cofounder and Chief Executive Officer, Illumio
Eric Veiel, MBA ’99; Vice President, Cohead of Global Equity and Head of U.S. Equity, T. Rowe Price
Robert Vitale, PMBA ’94; Chief Executive Officer, Post Holdings
Kelli Washington, BSBA ’94; Managing Director, Research and Investment Strategy, Cleveland Clinic Investment Office

Check out our Leadership Media Library
We’ve added to our Lessons in Leadership media gallery. Watch Stuart Bunderson interview prominent business leaders as they share their thoughts on leadership, values and making an impact.
Doug Charles, President, Americas and Global Consumer Leader, Korn Ferry
Tim Wentworth, CEO, Evernorth