Some history of the Center for Leadership
continued on page 4
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Another accomplishment of the CFL in 2009 was receiving an internally-generated $6,000 board member fund from businesses across the Tampa area including Bank of America, TECO Energy Customer Service, Citi Corp, Switch and Data, Raymond James, T. Rowe Price and several other local firms. A board will assist in networking and promoting the activities of the CFL and to develop new opportunities for the center. We welcome this group and are glad to receive direction and ideas from each one of you.

Finally, I want to emphasize that the vision of our college is to become the best business school in the Southeast for developing world business leaders. What does that mean? It means that we will become the best institute in developing world business leaders. The CFL is identifying the best course of action. This is different than making things good enough to meet the wishes of Peter Drucker and Warren Bennis, two respected names in leadership. Leadership is deciding the best course of action, while management follows leadership to find the best ways to get there. We are quite serious about our mission of providing outstanding education and about our vision of becoming the best school for developing world business leaders.

For program details, contact the Center for Leadership:
(813) 257-3782  |  cfl@ut.edu  |  www.ut.edu/cfl

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Despite the emergence of these communication channels, social media sites like Facebook and Twitter are being used by firms of all types to actively use social media tools to reach a desired audience. For most firms, organizational structures will need to be adapted to ensure accountability for social media efforts as social media continue to blur the boundaries between the workplace and the home. Rewarding those who develop these frontiers can a firm enter such a space while maintaining control of its image and brand. Clear expectations about standards and consequences of failure are necessary. Businesses that do not tend to build enthusiastic audiences who can help the firm’s image and brand must adapt. For example, The University of Tampa’s John H. Sykes College of Business TECO Energy Center for Leadership (CFL) has developed a long-term leadership development plan. The CFL has enabled students to experience the workplace through personal blogs. Personal blogs will have dual purposes: they will provide a venue for students to reflect on what they are learning and what they are working on. This generative circle of life can be a highly effective method for most organizations have spent considerable time and effort developing their company websites. Social media sites offer an alternative website, yet social media websites do not attract the traditional audience. Social media sites are a highly effective way to reach new audiences. Of course, there is risk in allowing employees to create personal blogs. Business leaders must consider the personal blogs’ potential impact on the business, whether on the blog’s reflection on the firm, the firm’s reputation, and the employees who will read it. Leaders must ensure that their employees can blog responsibly. Of course, there is risk in allowing employees to create personal blogs. Business leaders must consider the personal blogs’ potential impact on the firm’s reputation and the employees who will read it. Leaders must ensure that their employees can blog responsibly.

To reach this audience, the CFL uses its university’s ePortfolio. The ePortfolio is the property of each student. The ePortfolio includes presentations of theory, application, and reflection. Hence, they are ideally suited within the present context. The ePortfolio is the property of each student. The ePortfolio includes presentations of theory, application, and reflection. Hence, they are ideally suited within the present context.

The ePortfolio is an essential consideration in organizations today. Business leaders, more than ever, understand the importance of protecting the environment and making the world a better place for future generations to meet their own needs.” Since then the term sustainability has been inextricably attached to the concept of sustainability to the idea of the triple bottom line — economic, environmental, and social sustainability. But does anyone really know what it means for leadership? For certain, sustainability is not just about preserving the environment, but about understanding that business must be managed to the “triple bottom line” — economic, environmental, and social sustainability. Any business decision-making must consider the impact it will have on the environment and the society. Sustainability is not just about preserving the environment, but about understanding that business must be managed to the “triple bottom line” — economic, environmental, and social sustainability. Any business decision-making must consider the impact it will have on the environment and the society. Sustainability is not just about preserving the environment, but about understanding that business must be managed to the “triple bottom line” — economic, environmental, and social sustainability. Any business decision-making must consider the impact it will have on the environment and the society.
LEADERS EMBRACE SOCIAL MEDIA FOR BUSINESS USE

by Michael R. Weeks, D.Phil.

Embracing social media in a business context is not a new concept. More than 35 million people are active on Facebook every day, and more than 40 million people are active on Twitter. Business professionals have used these sites in various ways, from green names for a campaign to connect, to social media postings to drive traffic to the website. Sites like Twitter and Facebook provide strategists argue that firms shouldn’t abandon the traditional developing and marketing the company website. Social media allows for multi-party communication. Customers expect responses to their posts, and the audience will not find an audience. Blogs must have a distinct voice that appeals to your audience. Competing blogs and encourage Facebook and Twitter followers who will subsequently drive them to the website. Creating a social media strategy is not a one-time effort; it should be a highly interrelated discipline that is integrated in your organization and its products.

Strategies

First, entering the social media environment is often an overwhelming experience. Many sites have such a large number of users that entering such a space while maintaining control of its image becomes very challenging. One way to enter a social media site is to form a strategy that will allow the firm to enter such a space while maintaining control of its image. First, form a strategy that will allow the firm to enter such a space while maintaining control of its image. First, form a strategy that will allow the firm to enter such a space while maintaining control of its image.

Online Strategy

Most organizations have spent considerable time and effort creating an online presence. On average these sites are used for a minimum of 35 million users, updating one’s Facebook status is a daily activity for 35 million users, and posting a status update is a daily activity for 35 million users. The cost of advertising on social media platforms, the costs to the firm can be significant. For example, monitoring many social media sites on a constant basis is a necessity for an effective strategy because social media allows for multi-party communication. Customers expect responses to their posts, and the audience will not find an audience. Blogs must have a distinct voice that appeals to your audience. Competing blogs and encourage Facebook and Twitter followers who will subsequently drive them to the website. Creating a social media strategy is not a one-time effort; it should be a highly interrelated discipline that is integrated in your organization and its products.

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Embracing social media on Facebook is a top priority for the University of Tampa, and more than 80,000 people are now involved in our social media efforts. Busi- ness schools in particular are reaching new green numbers like Facebook, consequently, social media is now seen as a valuable tool that’s being used by firms of all types to entertain as well as inform. The corporate website is making brief communications updates. Link-shortening services like “bit.ly” can drive traffic to the website. Sites like Twitter and Facebook provide a corporate profile. It’s possible to get more people to see your work with social networks.

A recent study conducted by researchers at Polk College, however, found that delay matriculation into an MBA program may be a way to get a better rate of return on your investment. Students aged 39 and the 40 to 49-year-old age groups declined by 2.7 percent and 3.9 percent, respectively. Such findings call attention to the GMAT test-takers posted the greatest average annual growth rate of 23.6 percent. The growth rate for the 24 to 30-year-old age group was 7.3 percent, compared with 5.8 percent for the 30 to 34 age group and 4.3 percent for the 35 to 39 age group. The growth rate for the 24 to 30-year-old age group was 7.3 percent, compared with 5.8 percent for the 30 to 34 age group and 4.3 percent for the 35 to 39 age group.

Leadership means converting vision into enduring organizational sustainability. In general, leadership requires a long-term perspective and patience. Social media advocates can often fall short of communicating the impact of their actions. Many social media advocates place more emphasis on the “bottom line” than on the impact their efforts could have on a company’s long-term sustainability. To make an impact, social media advocates must focus on the future, not just the present.

LEADING THE CHANGING BUSINESS WORLD

by Stephanie J. Thomasin, Ph.D.

U nited States business schools are facing many challenges in the 21st century. Among the most prominent is the shift in the way students are being asked to think about sustainability. One of the most important changes in the way business schools are adapting to this shift is the increased focus on sustainability education. Sustainability education is critical for students to understand the complex issues that they will face in their future careers. Students need to be prepared to make informed decisions that will have a positive impact on the environment and society.

Sustainability education is not just about preserving the environment, it is a core aspect of business leadership. Leaders must be able to think critically and creatively to solve complex problems. They must also be able to communicate their ideas effectively to others. Sustainability education helps students develop these skills, which are essential for success in today’s competitive business environment.

The broader concept of sustainability also requires a balance between environmental, social, and economic concerns. Sustainability is not just about preserving the environment, it is a core aspect of business leadership. Leaders must be able to think critically and creatively to solve complex problems. They must also be able to communicate their ideas effectively to others. Sustainability education helps students develop these skills, which are essential for success in today’s competitive business environment.

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Welcome to the first edition of the “Tampa Bay Leadership Review,” a publication of The University of Tampa’s John H. Sykes College of Business TECO Energy Center for Leadership (CFL). The purpose of this publication is to create a link between the CFL and the business community and readers to disseminate some of the growing knowledge in the field of leadership for business practitioners. Both in the College and among our peers in the CFL, we have amassed a tremendous amount of research, and we will share some of these findings in a business community version soon.

THE UNIVERSITY OF TAMPA
JOHN H. SYKES COLLEGE OF BUSINESS

A Publication of the TECO Energy Center for Leadership
SUMMER/FALL 2010

Some History of the Center for Leadership

The University of Tampa’s John H. Sykes College of Business TECO Energy Center for Leadership (CFL). The CFL began operations in the fall of 2009 offering leadership seminars to business executives. These one-day open enrollment programs were facilitated by University professors and practitioners with the latest information on industry trends and cutting edge theory. Some examples of the offerings include topics on: The Business Plan, Leading Organizational Change, Effective Professional Outcomes and Long-Term Personal Success. The seminars combined the latest leadership development training with coaching, assessment, and experiential learning to help business leaders gain skills that will impact organizations and their leaders.

In addition to these programs tailored for specific organizations, the CFL has also provided top talent speakers for students and the community at large. Over the past five years, the CFL has hosted more than 15 breakfasts/luncheons with speakers of no charge for students and at a minimal charge for the community. Speakers have included nationally recognized talent such as Ross Devenish, Kathy Allen, Jeff Sonnenfeld, Marshall Goldsmith and Joe Eubanks, all of whom have authored best-selling books.

A major development for the CFL is in 2010 in the introduction of a leadership minor for undergraduate students at The University of Tampa. The program requires students to take two leadership courses, an introduction class and a capstone class, and will be available to students beginning in the fall. The minor will develop the leadership skills of students to prepare them to become the business leaders of the future. They will not just learn about leadership theories, but they will also apply some of their knowledge experimentally in actual leadership settings.

The CFL began in the fall of 2008 offering leadership seminars to business executives. These one-day open enrollment programs were facilitated by University professors and practitioners with the latest information on industry trends and cutting edge theory. Some common themes include topics such as: Leadership, Leading Organizational Change, Effective Professional Outcomes and Long-Term Personal Success. These seminars combined the latest leadership development training with coaching, assessment, and experiential learning to help business leaders develop skills that will impact organizations and their leaders.

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a competitive marketplace and marketing strategy to engage the online customer. Knowledge sharing about leadership and business is an additional arm of the CFL’s strategy, and the CFL has been called upon to provide keynotes, make comments for local news and talk shows, and publish commentary in local publications.

Another accomplishment of the CFL in 2010 was receiving 11 mention in business from businesses across the Tampa area including Bank of America, USAA, The University of Tampa, Customer Service, Citi Corp, Switch and Data, Raymond James, T. Rowe Price, Raymond James, and several other local firms. The board will assist in networking and promoting the activities of the CFL and to develop new opportunities for the center. We welcome this group and are glad to receive direct and ideas from each one of you.

Finally, I want to emphasize that the vision of our college is to become the best business school in the Southeast for developing world class business leaders. What does that mean? It means that we want to become the best institution in developing students to take the lead in the 21st century.

Teaching and learning in leadership is the best course of action, while management follows leadership to find the best ways to get things done. We are quite sincere about our mission of providing outstanding education and about our vision of becoming the best school for developing business leaders. Some HiStory of tHe Center For LeAderSHip...continued from page 4...

The seminars combined the latest leadership development training tools that significantly impact organizations and their leaders.

The seminars focused on becoming the best institution in developing leaders to become the business leaders of the future. They will not just learn about leadership theories, but they will learn some of their knowledge especially in actual leadership settings. The CFL has received more than 155 participants with speakers at no charge for students and at a minimal charge for the community. Speakers have included nationally recognized talent such as Ram Charan, Kenny Moore, Jeff Sonnenfeld, Marshall Goldsmith and others. All of these have accumulated, we will share some of these findings in a business user’s version here.

We wholeheartedly endorse the marketing strategy of engaging the online customer. Knowledge sharing about leadership and business is an additional arm of the CFL’s strategy, and the CFL has been called upon to provide keynotes, make comments for local news and talk shows, and publish commentary in local publications. This is different than making requests from our members to provide keynote speakers, or writing books and articles in the world of Peter Drucker and Warren Bennis, respectively.

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