



THE GEORGE WASHINGTON UNIVERSITY

S C H O O L O F
B U S I N E S S

Enhancing GWSB Undergraduate Programs through Strengths

National Undergraduate Business Symposium
The George Washington School of Business
Office of Undergraduate Programs
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Presenters: Lawrence G. Singleton, Joelle Davis Carter, Larry Fillian and Michelle Wheeler

Overview

- Introductions and Session Overview
- GWSB Office of Undergraduate Programs: Changes and Enhancements
- Strengths-Based Advising and Career Coaching
- Integrating Strengths™ into Leadership Development
- Using Strengths™ in the First Year
- Closing Remarks
- Q&A

Introduction of Strengths™

- Begins with the Clifton StrengthsFinder Assessment™.
 - The assessment generates a customized list of your Top Five Talent Themes, action items for development, and suggestions of how to use your unique talents for academic, career and personal success.
- Top 5 Strengths are innate skills--something that you have always done well and will continue to do well without exerting significant effort.
 - Examples include: Communication, Positivity, Ideation, WOO, Discipline, Futuristic, Achiever, Maximizer.

Strengths in Advising and Career Coaching

- GWSB Advising employs a developmental-based model of academic advising.
- Staff members develop strong relationships between Academic Advisors and Career Coaches in the School of Business.
- Piloting the partnership between Academic Advisors and Career Coaches involved:
 - Half-day training for Advisors and Coaches on student development strategies.
 - Implementation of a “pairing process” for student academic advising and career coaching assignments.
 - The incorporation of a Student Success Plan™ to serve as a conduit for dialogue and goal setting.

Integrating Strengths in Leadership Development

- GWSB Office of Undergraduate Programs signature programs include: GWSB Mentor Program, Ambassador Program, Undergraduate Business Association, Mintz Sophomore Getaway and the NY Career Trek.
- These programs require an application and interview, both of which involve direct questions about how the student's strengths will relate to success in his or her desired role.
 - “What are your Top 5 Strengths as determined by The Gallup Organization's StrengthsFinder Assessment™ and how are they applicable to your desired position?”
- Students are coached to speak about their Top 5 Strengths in professional settings.
 - Inclusion of Strengths in resume bullets
 - Inclusion of Strengths in elevator pitches

Using Strengths™ in the First Year

- Previously a one-time assessment and presentation, StrengthsFinder™ is now embedded in the First Year Development Course.
- Intentional efforts were made to more effectively infuse and integrate Strengths™ through group projects, lectures, community service, application exercises and support from GWSB Mentors.
- Students demonstrate deepened understanding of their Strengths™ through required 1-page journal assignments.
- Future Projects?

Why Strengths™?

Why Business Students?

- A 2008 NACE Survey indicated that pertinent soft skills such as communication, teambuilding, leadership, strong work ethic, critical thinking, and initiative.
- Strengths-based approaches are structured to enable students to recognize these types of skills and consider ways to apply them most effectively in academic and professional settings.

Questions?