



September 24, 2012

OVERVIEW: Request for Proposal – Project with UD Leadership Students, Spring 2013

To Whom It May Concern:

Rick June, former VP/GM at Procter & Gamble, and Christian Kiewitz, University of Dayton, are soliciting proposals from Miami Valley businesses to engage UD Leadership Majors in a two-month project aimed at tackling real-world leadership issues in the spring of 2013.

What is this request about?

We would like to provide Leadership Majors from UD's School of Business Administration with the opportunity to explore and solve leadership issues outside the classroom. Hoping to create a **win-win** situation, we are offering to field a team of 4-6 leadership students to address a leadership-related project of your choice and create value for your organization! There is no cost to you for this relationship.

What kind of projects do you have in mind?

Projects can be offered on a case-by-case basis. The only requirements are that 1) there should be a link to a significant leadership issue in your organization (i.e., succession planning, change management, leadership development program, etc.) 2) students can make a significant contribution, and 3) a tangible result can be presented to stakeholders in form of a final product and/or presentation.

Who are the students?

Students are UD seniors majoring in leadership and typically one other business discipline (e.g., entrepreneurship, finance, marketing). Concluding their curriculum with a leadership capstone course, they possess a solid foundation of business and leadership knowledge paired with high energy, enthusiasm and commitment.

When? Where?

Projects should last approximately two months, from February to April of 2013. Students can meet on UD's campus or at client locations (75 mile radius from Dayton desirable).

Where can I get more information?

For more information, please contact:

Dr. Christian Kiewitz, Associate Professor of Management
Management/Marketing Department, University of Dayton
Office: (937) 229-2046 Cell: (937) 554-5028
kiewitz@udayton.edu



DETAILS: Request for Proposal – Project with UD Leadership Students, Spring 2013

What is this document about?

This document details the type of projects we are looking for and outlines important parameters.

Updated RFP with Additional Details

Spirit of Potential Projects

- Suggested projects should employ leadership student team to help solving business challenge where leadership – broadly defined – is part of the problem and/or solution.
- Clients should keep in mind that student education is the overarching goal.

Important Consideration for Projects

- Projects involving broad and intense analyses or needs assessments are typically more feasible than projects with an implementation component.

Potential Topics

Some of topic areas that student teams can tackle are:

○ Leading Change in Organizations	○ Helping People through Change	○ Leadership Effectiveness	○ Managing Conflict
○ Team building	○ Leading Teams	○ Managing specific types of teams (e.g., virtual work teams, cross-functional teams)	○ Self-managed Teams
○ Leadership/Career management/development programs	○ Empowerment	○ Commitment/Engagement	○ Employee Selection, Training, Retention strategies
○ Leadership Ethics	○ Ethics/ Values at Work	○ Stress Management	○ Work Morale
○ Burnout Prevention	○ Creativity/Innovation	○ Managing across Generations	○ Leadership Needs Assessment



Example of Past Project

Leadership students analyzed the characteristics of the emerging Generation Y and the attractiveness of companies affiliated with UD's Center for Leadership & Executive Development (CLED) for graduating students (e.g., Goodyear, P&G, Premier Health Partners, Wright Patterson Air Force Base/USAF and Standard Register). Specifically, students conducted original research by analyzing the attractiveness of companies' websites and other recruiting tools (e.g., whether specific focus on Generation Y recruitment), by conducting focus groups among peers, by applying for jobs with the respective companies, and so on. As final products, students presented their findings to executives as part of a "Managing Generation Y" CLED seminar led by consultant Dr. Carolyn A. Martin of Rainmaker Thinking, Inc., where they gave a feature presentation, led roundtable discussions and provided executives with a self-produced multimedia-DVD summarizing their findings.

Project Goals & Parameters

- Teams involve 4-6 UD senior students majoring in leadership and typically one other business discipline (e.g., entrepreneurship, finance, marketing).
- Students should be able to accomplish all project goals within a 8-10 week timeframe, ideally sometime between February and mid-April.
- Projects should involve a tangible outcome (e.g., presentation and report to client).
- Client should provide feedback regarding the quality and utility of the project's deliverables to students at the end of the project (i.e., April 2013).
- *Clients should name a designated contact person for the project.*
- Clients should be prepared to cover project-related expenses. We do not charge for our work, yet welcome donations to our department if clients are pleased with the results (past voluntary donations have been in the \$500-\$3,000 range).

Project Timeline

October-December 2012

- Professors initially meet with clients to assess client's needs and define students projects

January/early February 2013

- Initial client meetings with students

February-April 2013

- Meetings or conference calls at least every 7-10 days for client input and feedback
- Final student presentations to client (mid-April/late-April)



Interested? Please share the following Information with us:

Please send us a memo with the following information:

Client contact information

- Clients should name a designated contact person for the project.

Description of the desired project:

- **Topic**
 - What, Who, Where, When, How (the more specific, the better).
- **Scope** of Project
 - Target audience, number of people involved, locations, etc.
- Potential meeting **dates** in October, November and December (professors), plus late January/early February (students)
 - potential dates and times for 2-3 initial meetings;
 - deadlines (if applicable).
- **Context** and conditions
 - Needs, wishes, confidentiality, etc.

Please email your memo to Christian Kiewitz (kiewitz@udayton.edu). In case you have any questions, please do not hesitate to contact Christian via e-mail or call me on my cell phone at 937-554-5028. We look forward to hearing from you!!!

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