RESEARCH ROUNDTABLE:
INTRODUCTION TO A SKILLS-BASED FRAMEWORK
FOR SOCIAL & ENVIRONMENTAL IMPACT

GBSN ANNUAL CONFERENCE
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TEAM

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social value creation
AGENDA

15 Minutes – Presentation
15 Minutes – Breakout Discussions & Benchmarking
10 Minutes – Report Out, Share Lessons Learned, and Q&A

GOALS

1. Introduce CSVC and framework (Principles for Better Business)
2. Explain methodology
3. Engage one another (Benchmarking exercise & Discussion)
4. Share early lessons learned (Phase 1 of build-out)
Principles for Better Business

- Enables action and motivates decision-making in the areas of economic, social and environmental prosperity
- Provides a structure for competency and skills-based experiences
  - Grounds the concept of social value creation
  - Responds to market need (student demand)
METHODOLOGY

1. Two-year review of trending media, industry and academic releases
2. Assessed existing frameworks; both industry and academic
   - A nod to: Conscious capitalism, SDG framework, (Darden’s) Giving Voice to Values
3. We distilled down the common ingredients
4. We carefully crafted language accessible to a wider business school audience
5. And we road-tested our ideas
   - Internal and external stakeholders; from 9 to 7 and then 5 principles
BUILD-OUT / APPLICABILITY

• Curricular and Co-Curricular experiences (Build-out):
  o Teaching Modules
  o Skills & Competencies Workshops
  o Master’s Certificate, Undergraduate Colloquium
  o Coalition for Better Business – An industry partnership that brings cutting edge industry expertise into the classroom
  o What we love about this framework (Applicability)
    o Organizing platform for internal and external collaborations
    o Able to be considered and taught from various disciplinary lenses
    o Offer students a framework that can be applied throughout their careers – no matter the industry, job, or level of seniority – for understanding how to do business better.
Discussion & Benchmarking Exercise

1. Join a table, and select a note taker to capture the conversation
2. Talk about what’s offered at your respective institutions:
   - Would the Principles for Better Business framework be a relevant, useful approach?
   - How well does your institutions already address social value related content, and the five business principles?
   - What about this framework resonates?
   - What about this framework do you find difficult?
   - What’s missing?
3. Report top take-aways to the group (share your best ideas, or burning questions)
WHAT WE’VE LEARNED (SO FAR)

• Laying the groundwork is important and time-intensive; begin with faculty allies and include leadership
• Skill and competency mapping is time-intensive, and often specific to discipline
• Connecting the dots on these topics, across disciplinary boundaries – is hard work; expect faculty resistance
• Industry examples abound (resource and data collection never stops)
• Care must be taken to build-out substantively, and not with fluff
Questions?

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