

Preparing Future Business Leaders Through Online Webinars

Dr. Ashlie Roeder, aroede01@baker.edu

Dr. Na “Lina” Li, nli01@baker.edu

Dr. Polly Bashore, pbasho03@baker.edu

Baker College

Outline

- Motivation
- Webinar Planning
- Student Communication Channels
- Webinar Examples
- Webinar Assessment Results
- Lessons Learned

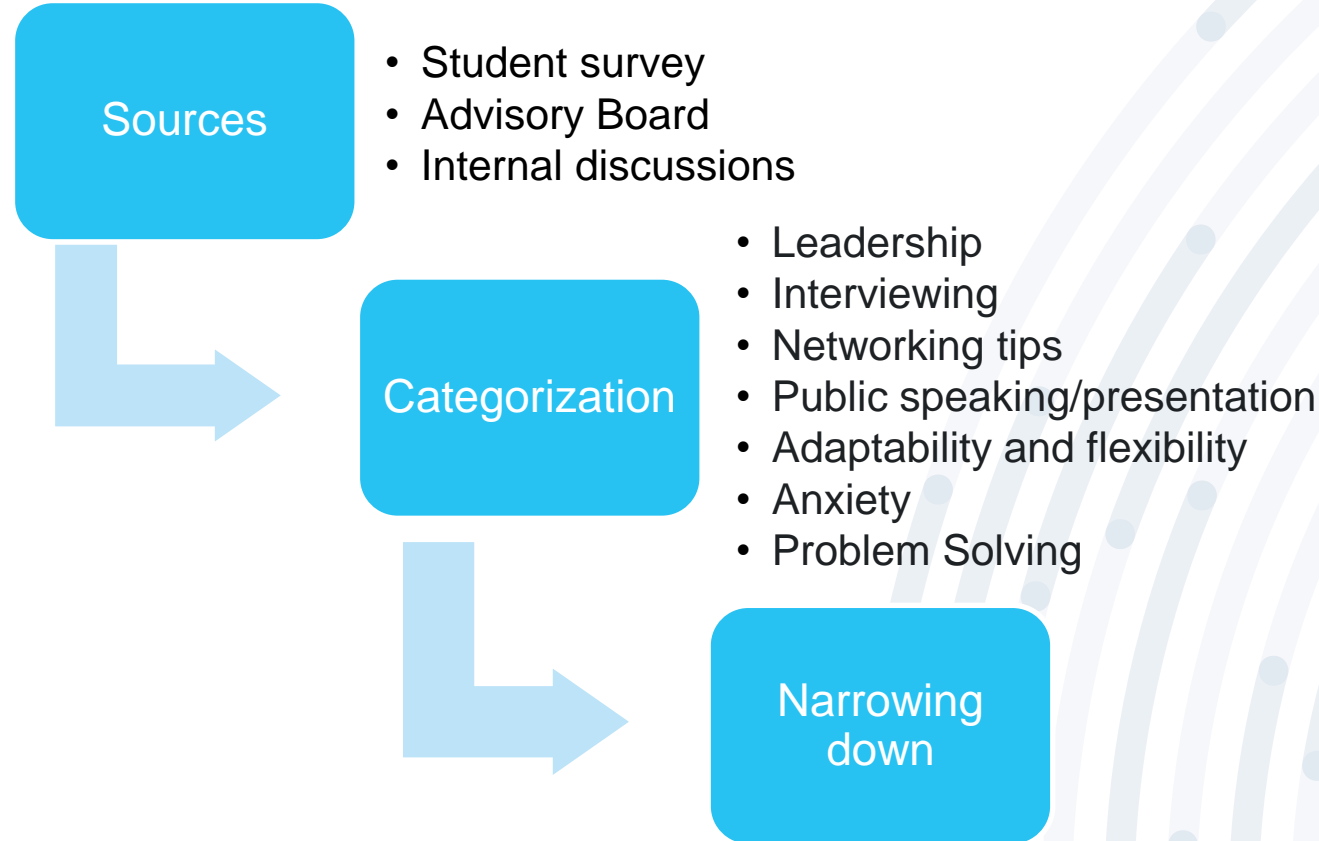




Motivations

- Program assessment: End of Program Survey
 - Opportunities to connect to the field
- Anecdotal feedback from students
- Feedback from Advisory Board
 - Soft Skills lacking or needed in the workplace

Webinar Planning – Topic Development



Webinar Planning – Format

- Online Panel Webinars
- Diverse panels: various sectors/industries, positions, knowledge, skills, perspectives, gender, ethnicity



Webinar Planning – Format

- Presentation
- Interviews
- Role play
- Panel Q&A



Webinar Planning – Template

Webinar Title: Problem Solving in the Workplace

Date: November 29, 2022
7 p.m. to 8 p.m. EST

Topic: Problem Solving in the Workplace

Webinar Panel

Facilitators:

Panel Participants: Rodney Black

Opportunity Statement

Every day we solve problems. This webinar will prepare students to understand, frame, and develop solutions to problems in the workplace.

Out of Scope

- Tool details
- One size does not fit all

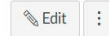
Expected Outcomes

- Tools for problem solving
- Process for problem solving
- Key elements of
- Real-world application
- Approaching leadership with solutions

Questions to be addressed	Lead Panelist
What is a problem?	
Behavior component addressing the problem – drive solutions	
Key elements of problem-solving tools (Defining is key); tools i.e., Fishbone – go beyond the symptoms <ul style="list-style-type: none">• Absenteeism since the pandemic occurrence – Managing a small department – not able to deliver due to the problem.• Understand root causes• Solutions generated	Show a list of tools Company may have other tools to use
Root Causes	
Corrective Actions & Check (PDCA) Sustain the gains	

Student Communication Channels

College of Business (CoB) Student Network



- 700+ students in CoB Student Network in Canvas
- baker.edu/events
- Monthly college newsletter
- Social media
- Course Announcements

Webinar

Examples – Problem Solving



Panelists:

Director of Operations - GM,
Business Integration Manager - GM

Focus:

Lean Tools
Developing a Fishbone
Five Why Analysis
Solution Implementation

Webinar

Examples –

Teamwork

College of Business

WORKING IN TEAMS
WEBINAR

 OCTOBER 25, 2022

 7:00
P.M.
EST



JOIN US!!

REGISTER TODAY [HERE](#)

Panelists:

Banking & Finance Executive,
Baker College Faculty, Global
Marketing Executive

Focus:

Importance of Teams
Team Goals
Team Roles
Pitfalls and how to overcome

Webinar Examples – Stress Management and Fostering Resilience in the Workplace

Stress
Management &
Fostering
Resilience in the
Workplace



Panelist:

Lead Consultant of Organizational
Design and Development for Trinity
Health

Focus:

Control vs. Influence
Building Resilience
Effects of Stress on the Body

Webinar Examples – Community Service and Networking



College of Business Webinar

Community Service and Networking Webinar

Wednesday, March 29th –
7:00-8:00 pm EST

Panelists:

Local Attorney, Chamber of Commerce
Ambassador, Midwest Association of
Colleges and Employers Committee
Chair

Focus:

Importance of Volunteer Work
Development of Professional Skills
Building a Network within the
Community

THE COLLEGE OF
BUSINESS
PRESENTS...

**THE BAKER
EXPERIENCE**

MONDAY, MARCH 28 2022

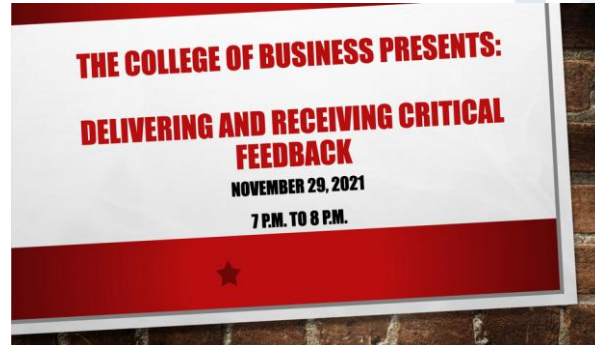
REGISTER NOW!!!

<https://bakercollege.zoom.us/j/84444444444>



GEARING UP FOR THE INTERVIEW

OCTOBER 25, 2021
7 P.M. TO 8 P.M. EST



Webinar Assessment Results

Webinars since Fall 2021:

- Transitioning from School to the Workplace
- Gearing up for the Interview
- Delivering and Receiving Critical Feedback
- The Baker Experience
- Time Management
- Networking
- Presentation Skills
- Working in Teams
- Problem-Solving in the Workplace
- Stress Management and Fostering Resilience in the Workplace
- Community Service and Networking

Number of Attendees:

- Average Attendance: 75
- High: 105
- Low: 48

Webinar Assessment Results

- Post webinar survey in Fall'21
 - “As a result of attending this event, I am more knowledgeable about XYZ” or “The webinar, XYZ, was useful”. 4.6 on 1-5 scale
 - Intention to attend future professional development events offered by CoB. 4.6 on 1-5 scale
- Comments:
 - “I like the different opinions and viewpoints I received from all the different panelist.”
 - Helpful for current and future careers
 - Enjoyed interactions: “we weren't just being talked to, we were being talked with”

Webinar Assessment Results

- Post survey after Problem-Solving in the Workplace Webinar in Fall'22
 - 100% agreed “this professional development/training/event created a safe and inclusive environment.”
 - 96% agreed “the length/duration of the session is appropriate to maintain your attention”
 - Comments: appreciated learning the specific skills, the interactions, and the various backgrounds and perspectives of the panelists.

Lessons Learned

LESSONS
LEARNED

- Students
 - Look for practical solutions and advice for the workplace
 - Value advice of business leaders
 - Value the collaborative space to ask questions of business leaders in their field
 - Look for mentors in the business community
- Business leaders
 - Look for soft skills
 - Can provide strong partners in student learning

Questions? Comments?

