



BELIEVING IN WHAT'S POSSIBLE

Visionary leaders have one thing in common: they love to be told “it can’t be done.” Refusing to accept that four-word phrase is what brought us modern democracy, the printing press, a man on the moon, and so many of the innovative products, services, and ideas that are transforming our lives today.

It’s also what gave birth to the Center for Values-Driven Leadership.

In 2008, we partnered with a group of visionary business leaders to form the Center when many people in industry, the media, and society at large were suggesting that a values-driven approach to business just “can’t be done.” Not consistently. Not profitably.

They were wrong. Many of us knew that, but the research supporting it was fuzzy and inconclusive. Few business schools were teaching a values-driven alternative. The stories of successful ethical, people-centered businesses weren’t being told; their processes weren’t being studied. So we formed the Center to help shift the conversation.

Six years later, I can say with confidence, **It can be done. It has been done. It is being done.** The document you are holding is evidence of that.

Thank you for your strong support in helping to make it happen.

The next two years will be a time of significant growth for us. On the back of this document you’ll find a variety of ways you can support the work of the Center for Values-Driven Leadership as you continue to be a force for ethical, responsible, people-focused business. Please consider partnering with us.

Thank you,

Jim Ludema, Ph.D. | *Director*



The Center's ongoing work is funded by corporate and individual partners who share a vision for shaping the global conversation around values-driven leadership. While support from the university provides the resources needed to sustain our doctoral program, our capacity for truly influencing a global network of business leaders depends on additional support from generous partners like you.

Support us in one of two ways:

1. Invest in our general fund, which allows us to direct resources where most needed in support of our mission of shaping the global conversation.
2. Partner with us for one of the projects listed below, and receive public recognition for your investment.

Opportunities **Program Innovation - \$30,000**

We are currently developing two new initiatives that will influence the Center's long-term impact. The first is an innovative master's degree program in values-driven leadership that will offer a "high tech, high touch" learning environment. Second, we will further develop our custom solutions offerings to help executives with their leadership development and change management. Investors are needed to provide the seed money for the development of these programs. In exchange for your partnership, you will receive recognition and a discount on custom executive education or consulting for your company.

The Future of Leadership Conference - \$25,000

The Center will host our first multi-day conference, The Future of Leadership, in Spring 2016, making good use of Benedictine's new state-of-the-art College of Business building. Over 300 scholar-practitioner attendees are anticipated. Support is needed to help launch planning for the conference. In exchange for your partnership, you'll be named a sponsor of the event and receive promotional opportunities before and during the conference.

Golden Innovations e-Book Series - \$15,000

In 2014 we published our first e-book. This free resource equips readers with the ideas and tools they need to build values-driven organizations. In 2015, we will publish a series of three e-books on the topics of Sustainability, Corporate Responsibility, and Social Entrepreneurship. \$5,000 is needed for the editing, design, and promotion of each book. In exchange for your support, your company will be listed as a sponsor of the book, and may be featured in future Center resources.

Return on Values Research Project - \$10,000

The Center's Return on Values research project (a partnership with the *Inc. Small Giants Community*) asks, *In small and mid-size businesses, what is the link between culture and profit?* This is a three-year research initiative with the potential the change the way business is done, and taught - but it is in its initial stages. In the coming year we will expand the project for a more substantial and sustainable impact. A contribution of \$10,000 will help us take the project to the next level. In exchange, you'll be listed as a sponsor for the Return on Values project in supporting materials viewed by over 6,000 annually; you'll also have the opportunity to interact with dozens of other leaders from high performing small businesses.

Senior Executive Roundtables - \$5,000

Our Senior Executive Roundtables are exceptional, high-engagement learning events designed for senior business leaders. We'll host two in 2015. In exchange for a \$5,000 contribution, you'll be named a sponsor of a Roundtable, with your logo on all related materials.

One Week of Thought Leadership - \$1000

We have a small but exceptional team of people who drive our thought leadership initiatives and research. They continue to make a remarkable contribution to the global conversation on values-driven leadership. Our team is dependent on the resources we generate from partners like you. Please consider a \$1000 investment to help extend and expand their enormous contribution. In exchange, we'll feature a leader or initiative from your company on our popular blog, giving you a valuable external resource to share with clients, customers, and team members.

Get Involved

Let us know we have your support today. Thank you!

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