



barrywehmiller
BUILDING A BETTER WORLD



Bob Chapman
Chairman & CEO
“Let your light shine”



Brian Wellinghoff
Senior Director, Leadership
“Trust through Accountability”



David Pickersgill
Leader, Outreach Programs
“Heal divisions in our world”



BW Outreach

DEVELOPING HUMANISTIC LEADERS WITH THE SKILLS & COURAGE TO CARE

Introduction and Overview



BW Outreach

Our Vision

Transform Business and Leadership Education, Associations, and Networks to create *Truly Human Leaders* with the skills & courage to care

Our Mission

Partner with Universities and Business Associations to prioritize humanistic leadership via strategy, learning content, and transformational experiences

Who We Are

100-year-old capital equipment and professional services organization who developed unique, global leadership programs which we feel called to share with the world

Core Areas of Impact

- **Inspiration**- virtual and in-person speeches that advocate for listening, connection, accountability and strategy, plus opportunities for benchmarking trips
- **Learning**- workshops, classes, and curriculum that creates experiences of individual and collective leadership behaviors that enhance connection and performance
- **Strategic Partnership**- engaged partnership to facilitate strategic dialogues and partner in projects to evolve the way we teach and talk about leadership

KEY PARTNERS



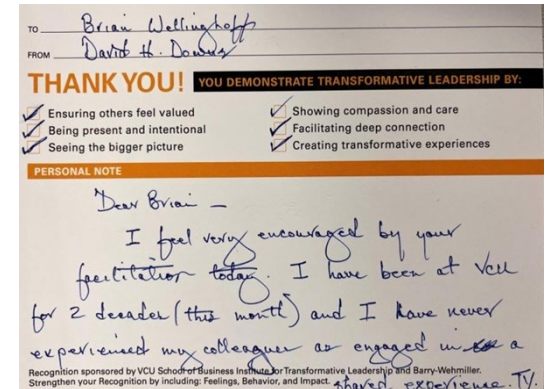
Inspiration

- Bob Chapman, author of *Everybody Matters*, has spoken to the UN, the US Congress, and the Academy of Management
- Barry-Wehmiller's video library inspire those in industry and in academia
- We have hosted Simon Sinek, Raj Sisodia, Amy Cuddy, McKinsey Partners, and 3 dozen professors at our Phillips facility and retreat center



Learning

- BW-inspired workshops and leadership classes have impacted tens of thousands around the globe
- All sessions- in-person and virtual- include engagement, experiential activities, and customized facilitation
- Participants have clear takeaways that they can apply in their personal and professional roles



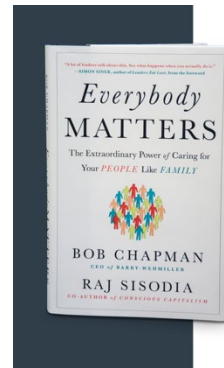
Strategic Partnership

- Brian helped the Association for Manufacturing Excellence create its Vision, as well as many other organizations
- We are working with multiple universities to redesign MBA and Leadership curriculum
- We also work with university transformation through design and facilitation of strategic sessions



BW Outreach is grounded in Barry-Wehmiller's Leadership Experience

The connection to Barry-Wehmiller's organizational history and current experiences differentiates our partnerships from others



Everyone wants to do better. **TRUST THEM.**
Leaders are everywhere. **FIND THEM.**
People achieve good things, big and small, every day. **CELEBRATE THEM.**
Some people wish things were different. **LISTEN TO THEM.**
Everybody matters. **SHOW THEM.**

BARRY-WEHMILLER MANIFESTO



All BWU Outreach members are experienced in the BW Culture

We are PRACTITIONERS with experience across industries



Who We Partner With

Within Universities

Leaders/Administrators
Professors
Staff
Students

We partner with universities that share our vision and seek to create a Better World through industry connections

Networks & Associations

Leaders
Professors
Staff
Participants

We build community with other like-minded organizations and key individuals to achieve more collectively than we can separately

Everybody Matters – so create a world that works for Everyone



BW Outreach Strategies



Lasting Change in Core Schools



Developing Partnerships



Expand Network Communication



Growth & Structure



Insights Back to BW



See Details on the following in the Appendix:

- Engagement opportunities
- Workshop Titles (Listening, Recognition, & More)

Impact

Current Measures

Measure	Previous Year
Workshop Participants	1072
Speech Participants	1525
Feedback Scores	4+ out of 5
Endorsements	Provosts, Deans, Chairs, Professors, Center Leaders

In-Progress Measures

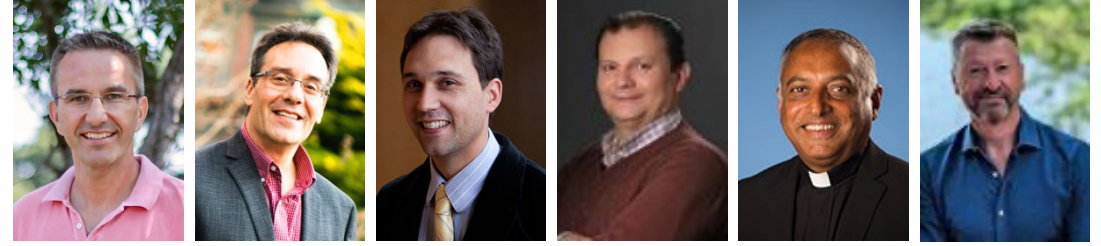
Measure	Status
Pre/Post Self-Assessment	Piloted in first Cohort
Pre/Post Leader Assessment	Targeted for Spring 2025
Strategic Projects Completed	Piloted in 2 partnerships
Curriculum Feedback	Piloted in first partnership



Example Partnerships



- Led retreat day for all Business School Faculty and Staff- “the most engaged I have ever seen my colleagues”
- Evolving MBA curriculum to focus on Transformational Leadership
- Humanistic Leadership Cohort with 200 faculty and staff across the university



- Founded Humanistic Leadership Cohort program for professors on 6 continents over the last 3 years
- Yearly conference, partnering with PRME, Ashoka, Jesuits, Conscious Capitalism and B-Corp
- Webinar series every semester
- Scholarly articles and books

Additional Partners



Next Steps

How We Partner

- We begin by sharing our Vision and looking for those who feel the same
- We seek to understand others' Visions through live conversation
- We search for how our partnership can fulfill gaps or opportunities others' see in their organizations
- We look for an opportunity (virtual or in-person) to share an experience that captures our curriculum and facilitation methods
- Then, we foster mutual exploration of how we can deepen and broaden partnerships

Paths to Partnership

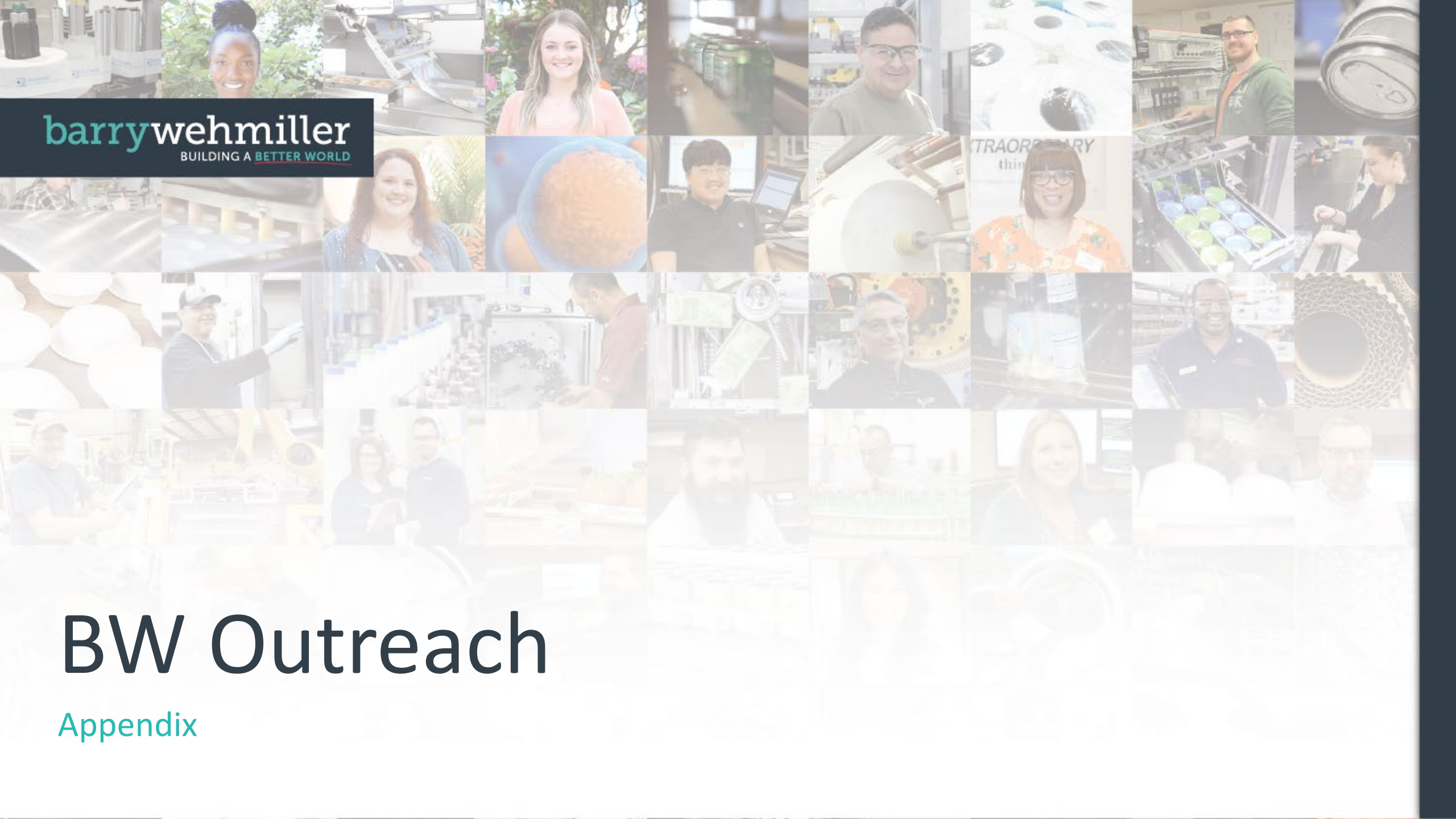
1. Learn more about our Vision and Capabilities- send us questions
2. Reach out to schedule a time for greater conversation
3. Select a conference or class that we can contribute to as a first engagement
4. Let us listen to what you need to fulfill on your Vision



SCAN FOR
MORE INFO

Join us to TRANSFORM leadership education
and create a BETTER WORLD





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Appendix

What We CAN Do	Partnership Methods	Products for Within University		Products for Networks and Associations	
		Leaders / Professors / Staff	Students	Leaders / Professors / Staff	Participants
Inspiration	Keynote Speeches	Bob Chapman Speech Rhonda/Brian/David Speech	Bob Chapman Speech Rhonda/Brian/David Speech	Bob Chapman Speech Rhonda/Brian/David Speech	Bob Chapman Speech Rhonda/Brian/David Speech
	Trips to BW	Phillips Site Visit St. Louis / Other Locations	Phillips Site Visit St. Louis / Other Locations	Phillips Site Visit St. Louis / Other Locations	Phillips Site Visit St. Louis / Other Locations
	Communication	Blog / Podcast / Video Distribution Channels	Blog / Podcast / Video Distribution Channels	Blog / Podcast / Video Distribution Channels	Blog / Podcast / Video Distribution Channels
Learning	Content Delivery	Guest Lecturer Webinars Cohort programs Workshops In-Person Classes	Guest Lecturer Webinars Cohort programs Workshops In-Person Classes	Guest Lecturer Webinars Cohort programs Workshops In-Person Classes	Guest Lecturer Webinars Cohort programs Workshops In-Person Classes
	Curriculum	15 Modular Topics (See Appendix)	15 Modular Topics (See Appendix)	15 Modular Topics (See Appendix)	15 Modular Topics (See Appendix)
	Train the Trainer	Workshop Bootcamp Full Class Professor Training	Workshop Bootcamp Full Class Professor Training	Workshop Bootcamp Full Class Professor Training	Workshop Bootcamp Full Class Professor Training
Strategic Partnership	Co-Facilitation	Leadership Retreat Strategic Planning Conferences	Leadership Retreat Strategic Planning Conferences	Leadership Retreat Strategic Planning Conferences	Leadership Retreat Strategic Planning Conferences
	Program Design	Graduate Programs Undergrad Programs	Student Clubs Peer Programs	Leadership Curriculum	Cross-Campus Programs
	Project Leadership	MBA Residencies Conferences/Events Meeting Facilitation	“Mission” Week / Events	Conferences Meeting Facilitation	
	Strategy	MBA program redesign			All Experiences We Can Offer
	Research	Design Survey Elements Research Deployment		Design Survey Elements Research Deployment	

Topics	Games/Experiential Activities	Core Message(s)
Listening	Parroting; Listening Triads	The most helpful thing a leader can do is listen
Empathy	Video and Dialogue; Empathy Map; Feelings Wheel	Genuine empathy turns skill into connection
Recognition / Gratitude	Gratitude Journaling; Group Recognition	Recognition should be your most abundant resource
Trust	Red/Black Game; "Trust Exists" Team Activity	Resilient trust requires behavior in four critical areas
Storytelling	Triad Workshop; Legacy Stories; Success Model Stories	Stories are how humanity shares insight and wisdom
Feedback	Message Workshop; Four Corners	Feedback is a gift. Great leaders give great feedback
Accountability / Psychological Safety	Mentimeter Ratings; Project Review; Gallery Walk	Care and Accountability work together- not in opposition
Vulnerability/Authenticity	Triad Reflection	Vulnerability drives connection
Confrontation	Role Plays, New Examples	Humanistic confrontation helps us get collective needs met
DISC/Self-Awareness	Circle/Underline, Styleflexing, Team DISC	Platinum Rule: Treat others the way they want to be treated
Team Building / Team Charter	Team Scenarios; Tower Building; Team DISC; Moon	Effective teams are based on mutual value and respect
Coaching	Problem Solving Workshop	Coaching is about asking the right question at the right time
Emotional Intelligence / Styleflexing	"Off the Boat"; Styleflexing Practice	IQ translates to skill; EQ translates to impact
Mindfulness / Reflection	Guided Reflection; Examen	Leaders must exercise the power to pause
Vision/Purpose	Youth Coaching Exercise	Leaders must provide a vision of where we are going and why
Calling/Legacy	Eulogy/Retirement Speech; Calling 2x2	Leaders impact lives outside of work
Presentations / Effective Meetings	Design an Agenda; Practice Meeting	The best meetings drive connection and completion
Strategy Deployment	Priority Matrix; Mentimeter Dialogue	Leaders care for others by providing a robust business model
Acquisitions / Cultural Integration	Case Study	Bringing groups together is simple; Invite them to more
Balanced Scorecard	Great Recession Case Study; BW Case Study; Apples & Oranges	Leaders must achieve People and Performance in Harmony
Flourishing/Wellbeing	Triad Brainstorming	Meaningful work is the #1 source of happiness
Care/Love in Organizations	Mentimeter based Dialogue	Everyone is someone's precious child
Continuous Improvement	Lego Game	Systematically alleviate frustration to unlock performance
Complexity	Racing Car, Customized Moon Landing	Work through complexity to identify simplicity
Service	Widgets R Us, The Eatery	Seize every opportunity to serve
Inclusion / Belonging	Culture Map Dialogue – Under Construction	Under Construction



What is a “Core Partner”?

Key Partner(s)

- The University has a lead contact with strong skills and reach in the organization
- Multiple other contacts are hungry and aligned to our message
- Dean/Provost level is supportive and engaged

Vision Alignment

- We are aligned in the Spirit of our vision
- We are able to align around common, explicit language
- There is a desire to be part of a larger Movement in Education

Recurring Programs

- We have programs that are in the schedule and assumed each semester/year
- We have mutually identified where we can add value within their structure
- Programs continue to be successful and not stale

Curriculum Design

- Experiences are integrated within the design of the academic program
- Partnership exists to co-create academic curriculum for credit
- BW Outreach representative are trusted to present new and existing content

Greater Reach

- There exist opportunities to impact the school beyond business and/or leadership center
- Provost/Chancellor/University-wide leaders are engaged
- Programming extends across multiple units within the university
- The University is publicizing the impact of our partnership via media and conferences

