

Business Leadership MIG Open Meeting Notes

16th Annual ILA Global Conference | San Diego, CA | Friday, October 31, 2014

Present**:

Bill Minner	Gus Gustafson
Denise Trudeau	Omololu Olusanya
Jolean Archibald	Rob Elkington
Hank Provost	Gaynell Vandershire
Kathy Allen	Deb Werner
Susan Ryan	Amber Lineback
Sasha Sekinger	Jennifer Moss Breen

**Other members in attendance who did not sign in.

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1. Suggestions for overall improvement
 - a. Revise BLMIG Mission Statement
 - b. Get more CEO's and business leaders to attend ILA
 - c. Offer expectations for submissions – who is our audience?
 - d. Do extra outreach to BLMIG – opportunities for separate submissions?
 - e. Partner with faculty, consultants and leaders
 - f. Connect language of business with language of research – how can this language align?
 - g. Package BL Presentations in ways leaders need to hear (succinct, bullet-point, the “so what’s?”
 - h. Answer – WIFM? What’s in it for me?
 - i. Ask current (2014) conference attendees who are CEO's , why they attend, and use to this to market future conferences
 - j. Focus on action research model for submissions
 - k. Ask business leaders “How are we (ILA) getting in your way?”
 - l. Pair scholars with practitioners to attend sessions/dialogue or co-present
 2. Conference Programmatic ideas
 - a. Ted talk style videos – offer training to prepare our members to give ted talks, provide a framework
 - b. Put CEO/leader videos on ILA website or put videos on Vimeo and link to ILA

- c. Start sessions with “Ted’ talks and engage quickly in discussions afterward; Present case studies in quick, energizing and entertaining way; Faster, not simpler! Business leaders are smart and sophisticated
 - d. Get business leaders in the room to dialogue with scholars
 - e. Create networking opportunities for CEO/leaders at ILA Conference – special BLMIG hosted event for senior leaders and faculty
 - f. Give business leaders a mechanism for a significant change – help them change their ideas and enhance knowledge – takeaways
 - g. Keynotes that attract and retain business leaders
 - h. Consider another pre-con or panel with business leaders (i.e. 2013 precon)
 - i. Mimic/mock board meeting where business leaders solve a business problem; academics, students and researchers watch and study the process – fishbowl style; Market “boardroom” talks w a targeted focus
 - j. Wine tasting Tour – pre-con – Barcelona (Bill Minner)
3. General BLMIG Program Ideas:
- a. Host BLMIG webinars on current business topics
 - b. Host BLMIG synchronous meetings so we can connect/plan/ set goals – virtual meetings; create process for us to connect more frequently throughout the year
 - c. Establish sub-committees within BLMIG with specific purpose (Outreach, programming, marketing, service)

Questions, please contact the BLMIG leadership.