

U-M Ross School of Business Opens Positive Business Project: Call for Submissions

Contest winners to be recognized at first annual Positive Business Conference in May

Ann Arbor, Mich. – Feb. 20, 2014 – The University of Michigan’s [Ross School of Business](#) today opened the call for submissions for the first annual [Positive Business Project](#). The project is a contest that aims to identify, profile and showcase exceptional business leaders that make a positive difference in their work. U-M Ross is seeking video stories of how business practices can make a positive difference in the world while driving great bottom-line outcomes. The project is part of the first annual [Positive Business Conference](#), which will take place May 15-17, 2014 at the Ross School of Business in Ann Arbor, Mich. Finalists will be showcased at the event, where a grand prize winner will be named.

A major shift is underway in how organizations manage employees and fuel growth, in part driven by the generation currently entering the workforce that seeks a deeper sense of purpose from employment. The workplace is being redefined as a setting that creates both profits and meaning. Leaders at the forefront of this change are to be found at all levels of every function, in all kinds of organization.

“Business can be an extraordinary vehicle for positive change in today’s dynamic global economy,” said Wally Hopp, senior associate dean for faculty and research at Ross. “That sea change, however, starts with the day-to-day implementation of positive business practices in organizations of all sizes, all around the world. The Positive Business Project will shine a spotlight on some of the very best examples of this and inspire others to bring similar strategies to bear in their own organizations. We look forward to seeing creative and impactful submissions of positive business in practice.”

Submit Your Positive Business Project

Submissions for the first annual Positive Business Project are now being accepted in the form of an original two-three minute amateur video highlighting positive business practices in the workplace. The video can focus on an individual or the company as a whole, and multiple individuals from the same company can submit entries. Finalists will be selected based upon the extent to which the video illustrates positive business practices, originality and creativity and overall workplace impact. Submissions will be judged by an independent panel of experts with scholarly and practical experience with positive business practices. Submit a video entry at <http://bit.ly/PositiveBusinessProjectSubmit>.

Finalist videos will be showcased to a live audience at the Positive Business Conference on May 15, 2014. All finalists will also receive a ticket (\$650 value) and round-trip transportation (up to \$500 reimbursement) to the event, as well as dinner with Ross faculty, consultation from a faculty member and public recognition via the conference’s media coverage, web and social channels. One grand prize winner, to be named at the event, will also receive two free seats the Ross School of Business’ top-ranked Executive Education Leadership Course, a prize valued of \$20,000.

The deadline to submit is 11:59 p.m. EST on March 15, 2014. All finalists will be notified by April 7, 2014. All entrants are highly encouraged to register for the Positive Business Conference on May 15-17, where contest winners will be recognized. For more information, official rules or to submit, visit www.positivebusinessproject.com; for more information on the Positive Business Conference, visit <http://positivebusinessconference.com>.

About Ross

The Stephen M. Ross School of Business at the University of Michigan is a vibrant and distinctive learning community grounded in the principle that business can be an extraordinary vehicle for positive change in today’s dynamic global economy. The Ross School of Business mission is to develop leaders who make a positive difference in the world. Through thought and action, members of the Ross community drive change and innovation that improves business and society.

Ross is consistently ranked among the world's leading business schools. Academic degree programs include the MBA, Part-time MBA (Evening and Weekend formats), Executive MBA, Global MBA, Master of Accounting, Master of Supply Chain Management, Master of Entrepreneurship, Master of Management, BBA, and PhD. In addition, the school delivers open-enrollment and custom executive education programs targeting general management, leadership development, and strategic human resource management.

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