

## Executives with Insights from BP, Zappos and Menlo Innovations to Keynote Michigan Ross Positive Business Conference – May 14-15

- *Speakers to showcase real world examples of positive business practices which improve the workplace, engage employees, and impact the bottom line -*

**Ann Arbor, MI – March 19, 2015**– The University of Michigan's [Ross School of Business](#) today announced keynote speakers for its second annual [Positive Business Conference](#), May 14-15, 2015. Executives from companies including Menlo Innovations, BlackRock, Delivering Happiness and more will take the stage to share inspiring examples of positive business in practice.

The conference is designed to inspire and empower attendees to drive change in their organization. Keynotes will emphasize purpose as a driver of passion and performance. With a number of Michigan Ross faculty leading sessions alongside world-class business leaders, attendees will leave the conference with concrete ideas and tactics for implementing positive change in their organization.

Keynote sessions will inspire and empower professionals to create engaged and productive workplaces through positive business. Examples include:

- **Jenn Lim, CEO and Chief Happiness Officer, Delivering Happiness**– [Passion + Purpose = Performance](#)  
Through her experience with Zappos.com and Delivering Happiness, Lim has tested the belief that happiness as a business model – one that seeks to inspire passion and a sense of higher purpose – can serve as a strong foundation for exceptional, sustainable results. Lim will take attendees on her journey with Zappos.com CEO, Tony Hsieh, to develop people, companies, and communities to create a happier world for all.
- **Christine Bader, former social impact manager at BP** – [The Evolution of a Corporate Idealist](#)  
Bader will reflect on her nine years with BP where she tirelessly pushed the company for safer and more responsible practices, ending unsuccessfully after a string of BP oil spills including the Deepwater Horizon disaster. Her session will cover how to implement positive business in major corporations, and how to overcome failures.
- **Rich Sheridan, Co-founder and CEO, Menlo Innovations** – [Creating Joy in Your Workplace](#)  
Sheridan will tell the story of his company's award-winning, purpose-driven culture and how its success is inspiring change in companies around the globe. While Menlo Innovations is a leading software design and development company, its main priority is to create joyful people who work every day to create joy in the world.

Ross faculty will also be leading main-stage sessions and interactive workshops on specific approaches to building positive businesses across a range of disciplines, including finance, health care, marketing/branding and supply chain management. These sessions will feature both practical examples of positive business practices being implemented, as well as the cutting-edge research underlying the practices. Sample sessions and workshops include:

- **Professor Jerry Davis and Lecturer Chris White** – [Changing Your Company from the Inside Out](#)  
In this concluding session, Davis and White, authors of *Changing Your Company from the Inside Out*, will host a session with concrete strategies and tools to kickstart and champion the change initiatives that are most meaningful to attendees.
- **Robert E. Quinn** – [Purpose and Positive Business](#)

In this presentation, Quinn will explore how to imbue an organization with purpose. He will share advice for transforming organizations and helping them to pursue a higher purpose, leaving behind sub-par performance, conflicts, and employees pursuing external rewards.

- **Professor Shirli Kopelman – [Negotiate Genuinely](#)**  
Being strategic and genuine enables leaders to simultaneously cooperate and compete to maximize profits and well-being in business conversations. Discover how balancing cooperation and competition in negotiations will maximize profit.
- **Professor Wayne Baker– [Inspiring Employees Through Radically Transparent Finance](#)**  
When an 18 year old new employee knows all of the key metrics of the business as well as the CEO, you can expect an extraordinarily energized workplace. Ross Professor Wayne Baker will introduce Open Book Finance as a way to drive performance and develop real business leaders at all levels of the organization.

For a full list of the speakers, please visit [www.positivebusinessconference.com/2015-speakers-facilitators/](http://www.positivebusinessconference.com/2015-speakers-facilitators/).

### **Registration Now Open**

Registration for the Positive Business Conference is now open. Individual registration is available for \$750, with discounts for team and pair attendance. To learn more or register, visit [www.positivebusinessconference.com](http://www.positivebusinessconference.com).

### **About Michigan 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 BBA, MBA, Part-time MBA (Evening and Weekend formats), Executive MBA, Global MBA, Master of Accounting, Master of Supply Chain Management, Master of Management, and PhD. In addition, the school delivers open-enrollment and custom executive education programs targeting general management, leadership development, and strategic human resource management.

###