

Positive Business Practices to Take Center Stage at Michigan Ross – May 14-15

Second Annual Positive Business Conference will Explore Latest Thinking and Research in Burgeoning Management Field

Ann Arbor, Mich. – Jan 26, 2015 – The University of Michigan's [Ross School of Business](#) today announced plans for its second annual [Positive Business Conference](#). The event will take place May 14-15, 2015, at Michigan Ross, where more than 500 thought leaders, professionals, executives and academics will engage around the latest practices, research and results in positive business. The conference will deliver workshops and keynote sessions designed to inspire and empower professionals to create engaged and productive workplaces through positive business. Registration is now open [here](#).

In today's global business, economic and social climate, it is becoming essential that corporations do not only create economic value for their customers and shareholders, but that they also create personal value for employees, and social value for the communities in which they operate. Ross strongly believes that this perspective is both good business and the basis for a sound business education. A research study by Michigan Ross faculty and cited in [Harvard Business Review](#) showed that employees who thrive and realize their full value at work demonstrated 16 percent better overall performance as reported by their managers, were 32 percent more committed to the organization and 46 percent more satisfied with their jobs.

Distinguished guest speakers confirmed for the 2015 event are comprised of notable leaders across the public and private sector including [Jenn Lim](#), CEO, Chief Happiness Officer and Co-Founder of Delivering Happiness, [Rich Sheridan](#), Co-Founder and CEO of Menlo Innovations and [Jill Ford](#), Special Advisor to Detroit Mayor Mike Duggan. Speakers will share strategies and best practices for increasing passion, purpose, and performance in your organization. Michigan Ross faculty will lead workshops showcasing academic research as it applies to positive business leadership across functions, from finance to marketing to management and more.

The conference will build on the success of last year's inaugural event, which sprang from the Ross mission to develop leaders who make a positive impact on the world through business. It drew more than 300 people to hear case studies of positive business in action from companies including Ford, Procter & Gamble, Zingerman's and Humana, who presented on topics ranging from employee thriving and ethical sourcing, to transformational customer relationships and sustainable business practices. The interactive conference also allowed for attendees to connect directly with presenters and to work with Ross faculty and peers to develop actionable business blueprints that they could enact within their own organizations.

Registration Now Open

Registration for the Positive Business Conference is now open. Individual registration is available for \$650, with discounts for team and pair attendance. To learn more or register, visit www.positivebusinessconference.com.

Sponsorships Available

Initial sponsors of the 2015 Positive Business Conference include Delivering Happiness and Menlo Innovations. Select sponsorship opportunities are still available. To learn more, contact pbconference@umich.edu.

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.

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