



## CLASSROOM SPEAKERS AVAILABLE

*Industry leaders with experience-based knowledge for the classroom.*

*Speakers present on a voluntary basis.*

The Associates of the Asper School of Business are pleased to announce the return of the Speakers Bureau! The Associates is currently composed of 361 Business leaders who are willing and able to engage with the faculty and students and who volunteer their time and provide their valuable expertise for the sake of advancing business education.

The Associates' Speaker Bureau is a valuable resource for faculty of the I.H. Asper School of Business requiring experienced industry professionals to present in classrooms, serve as class or extracurricular competition adjudicators, mentor students, work with students on case studies, or provide tours of leading local businesses.

The Speaker Bureau provides the speakers' profiles, their subject expertise and areas of interest. *You may view the complete Associates' Speaker Bureau [here](https://associatesmb.ca/associates-speaker-bureau/) (<https://associatesmb.ca/associates-speaker-bureau/>). Scheduling will be coordinated by the Associates' Office.*

There are numerous benefits when the Associates participate as in-class speakers, student competition judges, mentors, or case subjects:

- Enhance the student experience by bringing diverse perspectives and real-life **experience-based knowledge** to the classroom
- Providing a value-added opportunity for Associates to provide great exposure on their field, industry, and/or organization
- Building solid relationships between The Associates and the faculty, staff, and students of the Asper School of Business.

# **SPEAKERS' BUREAU HANDBOOK**

## **1. REQUEST PROCESS**

### **STEP 1 Review the Speakers' Bureau and select speaker(s)**

Review the speaker bureau and select speakers that you would like to present to your class. If you cannot find a speaker that could best fit your needs, please connect directly with the Associates Office and additional speakers will be sourced from the membership directory.

### **STEP 2 Fill out and submit the Speaker Request Form**

Submit form to the Associates Office:

Email: [info@associatesmb.ca](mailto:info@associatesmb.ca)

Phone: 204.474.6201

Visit in Person: Room 612, Drake Centre, Asper School of Business

### **STEP 3 CONNECTION**

The Associates Office will connect you with the speaker(s) and will assist with the coordination.

### **STEP 4 CONFIRMATION**

Confirm with your speaker the date and time of the presentation, and answer any questions they may have.

## **2. GUIDELINES**

- Please note that speakers must be given two weeks (14 day) notice before accepting a speaking opportunity
- Please be mindful of the speakers' time (weekends are not preferable however some of the speakers will volunteer their time on weekends)
- Confirm with the Associates Office and provide a testimonial/feedback on their presentation

## **3. SPEAKER STEWARDSHIP**

- If your speaker is presenting during school hours, coordinate with Larah Combate ([Larah.Combate@umanitoba.ca](mailto:Larah.Combate@umanitoba.ca)) in the Dean's Office to arrange complimentary guest parking – speaker's license plate number must be provided
- Provide a small thank you gift such as Asper merch or a gift card
- At the end of the presentation, have one of the students stand and thank the speaker on behalf of all students

## 4. FREQUENTLY ASKED QUESTIONS ... Answered by Dr. Lukas Neville

### *Why do you invite Associates into your classroom?*

In my class, students read a lot about negotiation, and engage in a lot of simulated negotiation exercises. But adding a panel discussion with Associates members helped give **extra depth and practicality to the course material**. The Associates who joined included a mid-career female leader who shared experiences with navigating gender expectations at the negotiating table. We had a CEO talk about how they would expect students to manage compensation discussions. And we had a veteran leader who reinforced a key point from the class (about first offers) with a memorable example from a high-stakes real-world negotiation.

### *How do you facilitate a panel?*

The amazing thing, I found, was how much the panel facilitated itself. Someone would raise an experience or share an idea, and other panelists would respond or build on that idea. This was a huge advantage over a single guest speaker. I shared 3 or so "big picture" questions with the panelists in advance, letting them know that these are some of the starting points for the conversation. To add to these starting points, **I had students submit (as part of their participation requirement) one question in advance for the panel**. The students contributed very interesting and engaging questions! Some of these questions I asked the leaders on students' behalf, and some questions were directly asked by students in a Q&A type approach. At the end of the day, **my role was just "air traffic control"**, taking questions, asking speakers to share more or expand on an answer, and managing the flow of Q&A. It was easy and effective work!

### *What's the best way of involving Associates?*

You can ask an Associate to come and give a formal guest lecture. But in my view, that's a big ask in terms of their preparation, and a big uncertainty about whether the focus or content will be the right fit. **In my experience, a better way of involving Associates is with a discussion panel**. Here, they don't have to prepare a formal presentation -- they just arrive having thought in advance about a topic, and arrive ready to engage with students and share their experience.

### *What's hardest about involving the Associates?*

They are really busy people. So the most important thing is **asking the Associates Office in advance, and being flexible about who is recruited**. I sent the team a list of seven people from the speakers directory as examples, and then a description of what kind of experience or profile I was hoping for from the guests, since there are lots of Associates not in the directory. If you

want someone from a particular industry, or at a particular career stage, or with certain kinds of experience, or a particular demographic profile, you can ask the Associates Office. They know their membership base well, including members who aren't yet listed in the speakers directory. **I would make that request this summer for the upcoming fall**, so you can lock it right into your calendar and course outline, and so you give the Associates office time to find the right members before their calendars fill up.

### ***What logistical issues should I know about?***

There are a few considerations. You should get a **brief biography** from The Associates for your speakers, so you can introduce them. I encourage you to arrange for **a card or gift bag for your speakers** through Rohan Shanker and his marketing team, **guest parking** through Larah Combate, and I would ask a confident and outgoing student in your class to volunteer to share a few **words of thanks** with your visitors at the end of the class and highlight what they gained or took away. Lastly, I would send AnnaMaria Toppazzini (Associates) a note afterwards letting her know how it went. If the visitor is one of our alumni (based on their bio), **please also let Courtney Thompson know about the visit.**

### ***How long should the visit be?***

This is a tricky part. If you have four sections of a 3-hour class, you can't exactly ask three senior leaders to spend 12 hours doing multiple versions of the same talk. My class was "easy" in that it was a single section, not a coordinated or multi-section course. But if you have a multi-section course, you can always consider (for example) booking a large room and inviting all the sections to attend at one time. If you hold it in 530, 117, or another room equipped with cameras and ceiling mics, and your guests and students are okay with it, **you can even record a video to share with students whose schedules didn't allow them to attend in person.** Jim Kelso and the IT team can help you, with enough prior notice. In terms of time, I think the sweet spot is a 60–90 minute discussion (though mine this last year actually lasted nearly 2 hours). It's really up to you, the scope of your questions, and the enthusiasm and availability of your panelists.

### ***Do students like it?***

Yes. I receive positive feedback from students (and the visitors from The Associates). Having a panel of 3 makes it less dependent on having one super charismatic or flashy presenter. Having students submit the questions makes it more likely that the content will speak to their interests. **Overall, this was something I had not done in the class before, and the feedback I received from students was that I should definitely do it again.**

## 5. FACULTY TESTIMONIALS

*"Gary Bell brought more than just his expertise to our classroom; he brought an electrifying energy that sparked the curiosity and engagement of every student. His interactive session was a masterclass in captivating teaching, leaving an indelible mark on our eager minds. The swag bags he surprised the students with were a testament to his thoughtfulness and commitment to enhancing the learning experience. Every time I announce the arrival of a guest speaker now, I see the same spark of excitement in my students' eyes, hoping for another unforgettable session like the one Gary Bell shared with us."*

Dr. Narendra Malagoda, August 29, 2023

*"Such a vital role for the school – thank you for stepping up to serve, especially at this challenging time!"*

Professor Lukas Neville, November 13, 2020

*"Just a quick note to thank you very sincerely for your willingness to attend our class and contribute to our panel discussion. I found the discussion lively, interesting, and practical -- and I have heard nothing but positive feedback from our students. One student wrote to me after class and shared that the discussion of integrity and reputation was particularly valuable to him."*

*Thank you all for making the time in your busy day to come and join us. The Asper School is really at its best when we make connections between our students and our friends and supporters in The Associates. I know today's visit is just one of many ways the three of you have supported the school over the years, and I'm very appreciative."*

Professor Lukas Neville, April 10, 2023

*"Thanks again for sourcing these distinguished speakers for my class. They made excellent presentations and made an invaluable contribution to the learning of our students".*

Professor Parshotam Dass

*"The Associates' support is outstanding and allows us to offer a number of professional development event, activities and opportunities for our graduate and undergraduate Asper students".*

Kelly Mahoney, Director, Asper Career Center

*"Thank you for helping organize the Associates speaker pool. Kristen Kennedy came in today and the students were immensely interested in her experiences. I think the students are really benefiting from the speaker pool. I also think that Kristen enjoyed it as well."*

Professor Yik Au