



Where Will They Lead: 2007 *Engaging the Values and Vision of China's Next-Generation Business Leaders*

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To remain competitive in China, employers need to recruit, develop and retain top young managerial talent. The Aspen Institute's 2007 survey, "Where Will They Lead," will give participating companies unique and valuable insights into the personal values and professional priorities of this next generation of leaders.

National Survey of Next-Generation Business Leaders

The Aspen Institute Business and Society Program (Aspen BSP) has secured special access to survey MBA students at top Chinese business schools this fall. The survey will explore students' perspectives on the role of business in society, their own public responsibilities as managers, and how these values influence their career planning and job search. We will repeat the survey annually in China to track how attitudes held by these next-generation business leaders shift over time.

Aspen BSP is conducting similar research this fall at 16 leading western business schools.

Leadership Consortium

To fund this work and ensure that we tap corporate expertise in interpreting the research data, Aspen BSP is forming a Leadership Consortium of ten well-recognized companies that have a stake in the quality of next generation leadership and are leaders in responsible practices within their industries. Consortium members will preview the research findings with the Aspen BSP survey team and share collective insights that will inform our analysis and preparation of the survey report.

For those members wishing to engage their own employees in this process of interpretation, we will also be pleased to run focus groups in conjunction with staff at consortium companies.

Consortium Benefits

Learning: Consortium members will learn from the data and from each other in this process. They will have access to proprietary, up-to-the-minute data on how the next generation of business leaders thinks about the role of business in society. And they will participate in the interpretation of the research findings. Consortium members will be invited to include their campus recruiters, other human resource specialists and interested executives from diverse functions in sessions where the data are presented and analyzed.

Members will also be invited to attend a briefing on similar student attitudes research that Aspen BSP is conducting in the fall of 2007 with leading MBA programs in the US, Canada and the UK.

Public Relations: Aspen BSP will identify consortium members in the printed survey report, presentations, websites and other public materials. The report itself may include approved interpretive quotes from consortium company executives. Further, if consortium members

wish to designate a press contact from their company to be included in the press release, we will be pleased to list this name. Previous issues of *Where Will They Lead* have generated considerable press coverage. We are happy to provide copies of sample articles from the *New York Times*, the *Financial Times*, *BusinessWeek* and other publications.

Where Will They Lead 2007 will be distributed extensively both electronically and through hard-copy distribution channels. Aspen BSP staff will collaborate with consortium member companies to feature this survey research at various academic and corporate conferences throughout 2008.

School relationships: Consortium members will be invited to participate in Aspen BSP's annual China business initiative conference in January, 2008. Members will consult with deans, program directors and professors from leading Chinese schools to help apply findings from the survey, and their own experience, and make recommendations for development of new teaching and research strategies and themes.

Implementation: Consortium members wishing to pilot HR and other managerial innovations that arise from this work can retain MBA interns supervised by Aspen BSP and our sustainability-internship partner, SageVision, for an additional fee.

Consortium members may suggest other benefits – e.g. working jointly on an article that includes student attitudes research or preparing presentations of selected findings for clients audiences. We are glad to tailor collaborations with consortium companies to meet their objectives.

Consortium Member Contributions

Aspen BSP is seeking ten sponsors for this project at \$20,000 each. We are also asking consortium members to commit a minimum of three hours of staff time to participate in a data analysis workshop.

MBA students from the following schools are invited to participate in the survey: Tsinghua, Peking U (Guanghua), CEIBS, Fudan, Renmin, U. of International Business and Economics, Zhejiang, Xiamen, Cheung Kong, Shanghai Jiaotong, Zhongshan, Dalian UT.

About Aspen Institute Business and Society Program

The Business and Society Program (BSP) is dedicated to developing leaders for a sustainable global society. Through dialogues and path-breaking research, we create opportunities for executives and educators to explore new pathways to sustainability and values-based leadership. BSP's websites, www.CasePlace.org and www.beyondgreypinstripes.org, are the leading sources of innovative curriculum in top business schools around the world. The Business and Society Program is an independently-funded policy program of the Aspen Institute.

Contact: Rick Bunch, Aspen BSP China Fellow
rick.bunch@aspeninstitute.org, (206) 842-8349