

# Washington Business Week

## Corporate Engagement



# Background

## Washington Business Week

### ■ Mission Statement

- “WBW helps people realize their potential by creating an experience in which students, business leaders and educators partner to teach and inspire one another to be responsible employees, employers and citizens.”

### ■ Vision

- “WBW inspires personal and professional success in the global economy, thus furthering the values of free enterprise.”

### ■ History

- Foundation for Private Enterprise Education, a 501(c) (3) non-profit Org
- Started in 1976 with focus on preparing students to be successful in the workforce (skills, confidence, and values)
  - Serves over 3,000 students annually in Washington
  - Includes multiple programs to meet job force demand: healthcare, construction, and manufacturing
- Significant partnership with Boeing and other large corporations
- Expanded across US and internationally into Poland

***Providing real-life business experiences to develop the next generation of leaders***

# Washington Business Week

## Detailed program overview

Washington Business Week

**Mission Statement:** To educate and inspire high school students to recognize their potential as employees, employers and citizens in a free enterprise society.

### Teams / "Companies"

~10 Students

Company Advisor ("CA")

← Boeing employee role

### Program

Business Simulation

Guest Speakers  
from the Business  
Community

Product Development

Organization Structure

Business Cases

### Products

Evaluation of BizSim Decisions  
(Financial, Production, Mgmt)

Invent Product + Business Plan

### Report Out

Presentation to  
Stockholders

Tradeshow

### Skills Gained

#### Students

Teamwork	Leadership
Confidence	Presentation Skills
Business Concepts	Renewed Energy

#### Company Advisors

Leadership	Teambuilding
Mentoring	Renewed Energy
Management Experience	

**Leading teams to execute business plans: finance, sales, HR, quality, and ops**

# Value proposition

## Corporate benefits

Washington Business Week

- **Provide Employee Development Opportunity**
  - Mentorship, **Leadership**, management, and team-building experience
  - Enhance public speaking and presentation skills
  - Network and develop business partnerships
- **Enhance Future recruiting of employees**
  - Executive and general Boeing presence at events
  - Aligns to strategy “Attract, develop, and retain the best team”
    - Expose and promote future business and STEM employees early to Company
  - Aligns with Corporate Leadership Models
- **Enhance Community Relations**
  - Partners with Educators
  - Development of young people
  - Greater presence in business/finance related philanthropies



Develop business networks



Deliver leadership speeches



*Aligns leadership development with Internal Corporate Giving strategy*

# Cost to Company

## Washington Business Week

### Washington Business Week

- **Costs are funded by each employee's organization**
  - Employee's regular labor + non-labor / travel
  - Management approval = required
- **Washington Summer Programs**
  - Non-labor / Travel ~ \$1,750
    - WBW Advisor Fee = \$550 (covers all but one meal)
    - Hotel, dinner, and travel costs ~ \$1,200 (varies by location: Bellingham, Spokane, Tacoma or Ellensburg)
- **Poland Summer Program**
  - Non-labor / Travel ~ \$1,900
    - WBW Advisor Fee = \$200
    - Airfare ~ \$1,700 (coach)
    - Lodging and meals are provided by hosting city

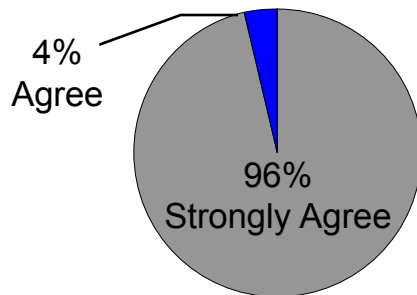
***Best value and minimal costs for a effective leadership development experience***

# 2013 Boeing Company Advisor Feedback

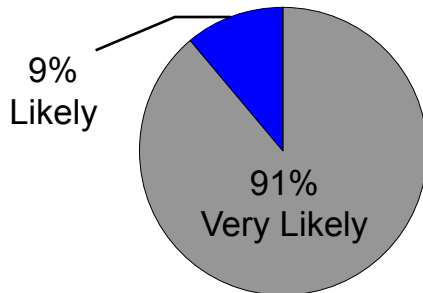
## Washington Business Week

Washington Business Week

Volunteering as a CA was an effective development opportunity.



Based on your experience, how likely would you be to volunteer as a CA again in the future?



### Benefits of the CA Experience

- “The experience enhanced my team building, communication, and leadership skills.”
- “Tremendous networking opportunity, both inside and outside the company.”
- “Seeing the impact we [Boeing employees] have on our community and the future workforce is rewarding. ”
- “Rewarding experience, return to work rejuvenated and refreshed. Opportunity to meet talented youth and teach them about what Boeing has to offer beyond engineering and manufacturing”
- “Allows you to step outside of your comfort zone and try a new experience. Allows you to work on mentoring/coaching skills.”

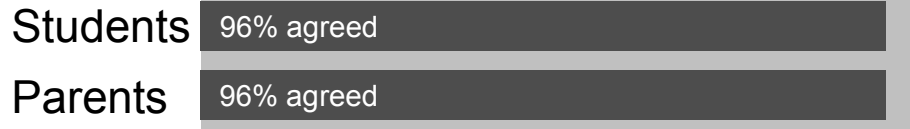
***Developing Corporate employees through experiential training***

# Customer feedback

## Students and parents

Washington Business Week

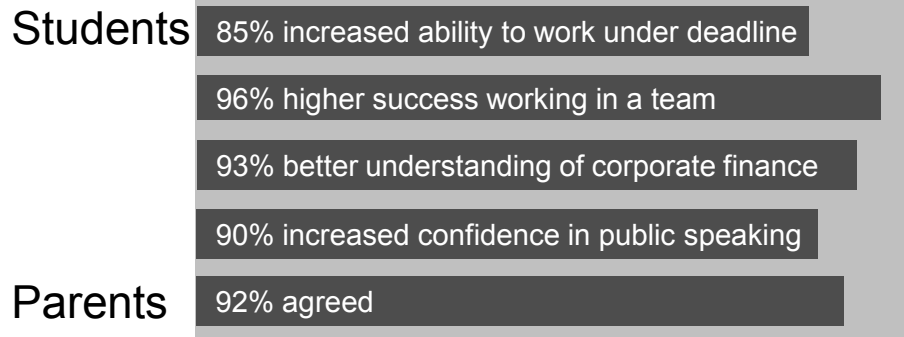
**Increased student awareness of what is required to manage a successful business.**



**Motivates and focuses students towards their future career paths.**



**Provides students with the skills to become valuable employees.**



**Makes classroom education more relevant to students.**

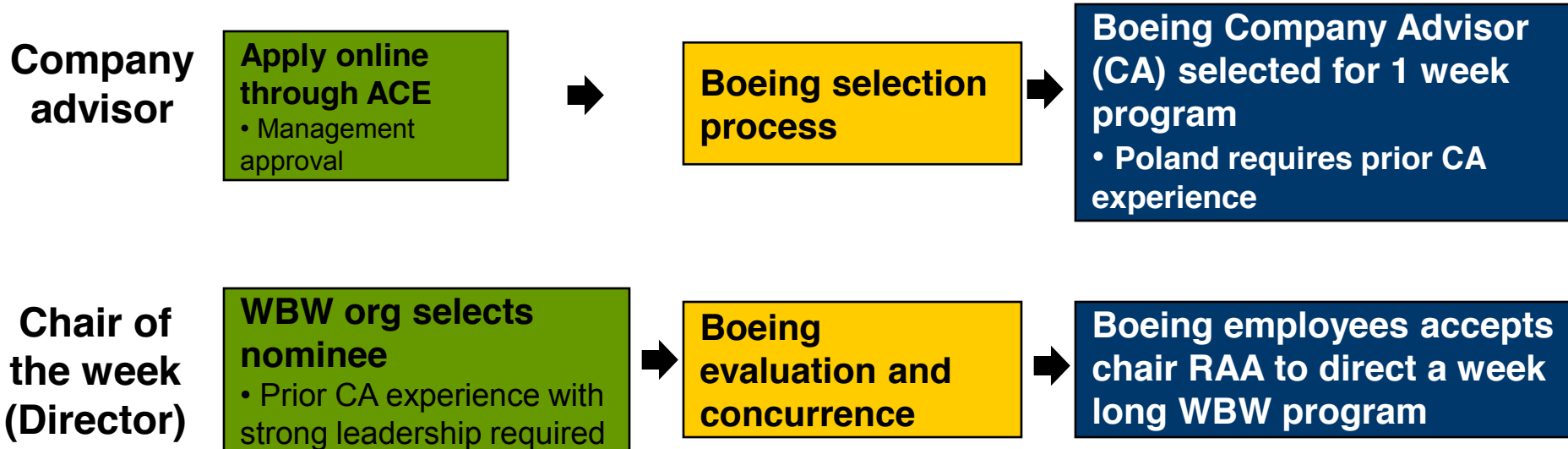


**Corporate partnership with WBW to deliver results**

# WBW Volunteer selection process



Washington Business Week

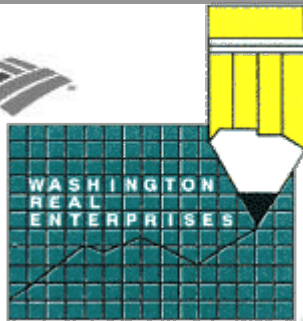


***WBW chairs are selected based off prior demonstrated leadership***



# Corporate and Educational sponsors

Washington Business Week



YOUTHFORCE



kinko's



First Choice Health™



Microsoft

Healthy Employees. Healthy Companies.™



