

**HELPING STUDENTS DEVELOP AND IMPLEMENT THEIR OWN PROFESSIONAL
POSITIONING INITIATIVE: LESSONS FROM THE BOARDROOM**

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ABSTRACT

A review of the procedures used by CEOs to evaluate the performance of the people who report directly to them has implications for how we can better prepare our students for a successful career in business. This paper presents a set of generic categories of criteria used by many CEOs to conduct evaluations at the highest corporate level. I then translate these procedures used to evaluate performance in the workplace into a set of specific

behaviors that can be practiced and learned in the classroom. These specific behaviors can then be applied in a work setting to help our graduates contribute to their employer's success and help them get rewarded for these contributions. I include suggestions for how to incorporate exercises in class that help the student develop these desirable skills.