

Date Assigned – February 23rd

Date Due – February 25th (must be printed and submitted)

Leadership and Human Relations Essay (Ch. 7)

Research a business leader that you know and respect (Wikipedia has the most comprehensive list I have seen to date). Your assignment is to construct a four-paragraph essay.

- Paragraph 1 & 2 – short bio of the professional including:
 - How long the individual has been CEO?
 - Where they were educated, and what degrees they have?
 - What other organizations they CEO has worked for?
 - How has the individual prepared to be a leader?
- Paragraph 3 – Innovative ideas that the CEO has implemented
 - What products has the CEO introduced while working in their current position?
 - What policies has the CEO introduced while working in their current position?
- Paragraph 4 – Your ideas about how your CEO can improve their human relations reputation.
 - You must use at least TWO concepts from our human relations lecture, i.e., internal/external communication; position influence; formal influence
 - **You must underline those concepts in the body of your essay**

You will be graded on how well you are able to follow instructions and include all of the components you are required to include. Before submitting your essay, use this document as a checklist to make you have included everything.