

# Mind Your Business!

BERKELEY BUSINESS ACADEMY

VOLUME 3 ISSUE 7 TUESDAY AUGUST 5, 2014

Today the students had three informative lectures on Innovation, Corporate Social Responsibility and Presentation Skills. Innovation was taught by Professor Solomon Darwin, CSR was taught by PhD Student Aisling Scott and Presentation Skills was taught by Associate Director of Haas Career Center Luke

Kreinberg. All of these lectures are helping the students put the finishing touches on their Written Recommendations and are helping them prepare for their Final Presentations. At this point in the program, all of the participants are making tremendous progress on reaching their end deliverables!

## DAY 7: INNOVATION, CSR, AND PRESENTATION SKILLS

Professor Solomon Darwin began our day with an Innovation lecture. He discussed some key things that helped to explain what innovation is and how companies can become more innovative such as the difference between innovation and strategy. Strategy is thinking inside the box and basing what you do off of what your competitors do while innovation is thinking outside of the box and creating your own path. Our next discussion was Corporate Social Responsibility. The students participated in an activity, conducted by PhD Student Aisling Scott, that allowed them to divide into groups and think of what CSR means to them. By doing so, they were able to find the accurate definition and were able to realize that a companies CSR department can make or break their company. Without a great CSR department, your company will not know how to make their next product cater to their customers and what they like and need. Our last lecture was on Presentation Skills and was taught by Career Advisor Luke Kreinberg. He took the students through a formula: Presentation + Content leads to a Dynamite Story. This helped the students realize that putting together a presentation is not as difficult as it may seem. They really enjoyed all three of the interactive lectures today!



# WHAT'S THE M.O. FOR TOMORROW?

Feedback Rooms

Revisions on First Draft Due in the Morning

Team Time

Computer Lab

Group Activity



## ASK THE EXPERT: YOUR CHILD!

At B-BAY, we believe re-teaching a principle enhances the understanding of a student's newly acquired knowledge.

QUESTIONS FOR PARENTS TO ASK:

1. Why is innovation so important in the business world?
2. Why should every company have a CSR department?

## QUOTES OF THE DAY

"Fail early, fail often and fail miraculously."

*-Associate Director of Haas Career Center Luke Kreinberg*

"Innovation is not just about creating something new but there is a cycle. All innovation terminates."

*-Gabrielle Gillen*