In the Wake Forest School of Business, we have a long tradition of developing business leaders who get results with integrity and make a difference in their communities. The Center for Leadership & Character plays a vital role in advancing this important work.”

– Charles Iacovou, Dean, School of Business
The Center for Leadership & Character collaborates across the School of Business to inspire higher forms of leadership and enhance character in students, faculty, and staff in curricular, co-curricular, and extra-curricular activities as well as integration in administrative systems and processes by providing expertise and innovative, research-based products and services.

**Mission**
To advance the profession of business by accelerating the development of business professionals who achieve results with integrity.

**Vision**
To be a recognized thought leader in the development, teaching, and practice of leadership and character.

**Values**
Authentic Leadership  
Excellence with Focus  
Thought Leadership  
Practical Relevance  
Teamwork

**Focus**
1. Enhancing levels of leader development  
2. Enhancing character development  
3. Thought leadership in the areas of leadership, character, and business ethics

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**COLLABORATION**
Center staff collaborate with academic program staff and center leaders to integrate leadership, character, and ethics at the program and system level through admissions, assessment, orientations, capstone courses, and other content built into the programs.

**RESEARCH**
Center for Leadership & Character researchers partner with other School of Business faculty to publish an extensive amount of original, cutting-edge research in the world’s premiere journals to help leaders and their businesses succeed.

**CLASROOM**
Leadership and character concepts reach a wide population at the classroom level through courses on leadership and character and through curricular and co-curricular activities including using the Ethical Decision Action Model tool to train students how to make effective and ethical decisions.

**INTERACTIVE**
Interactive video modules bring leadership and character to life through demonstrating character as a competitive advantage and reinforcing the relevance of honor and ethics in business. Modules include CEO video interviews, clickable multi-media content, and downloadable resources.

**ASSESSMENTS**
360 Self & Peer Assessment Program for Leadership and Character (LCA) as well as Team Member (TMA) have been implemented across the School of Business to facilitate development of student, faculty, and staff leaders. Feedback reports enhance self-awareness and development.

**WEB TOOLS**
Web tools including a resource center website, leader development plans, ethical decision-making tools, leadership videos, and more provide students, faculty, and staff self-service resources to enhance leadership and character development.

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**Over 6000 Leadership & Character Assessments Delivered across 5 academic programs**

**WINNING TEAM**
WFU Ethics & Leadership Team competes in regional & national ethics bowl competitions sponsored by Center for Leadership & Character

**FUTURE**
Leadership Academy Summer Leadership Institute

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**Student Impact Academic Year 2016-2017**
20 launches of proprietary digital products across 5 academic programs resulted in 1,296 individual views via devices totalling 7,596 minutes or over 126 hours of digital product engagement.

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**15** Number of articles published in premier journals by Center researchers

**28** Number of total publications by Center researchers (2012-2017)

**4** Undergraduate Students Participated in the Service Academies Leadership Conferences Program

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**“The ethical dilemmas were a great learning experience. Leadership is developed through practice... everyone on my team led in different ways and developed those skills.”**

~ Masters of Arts in Management Alum '17