

Carrie Sayre
Professor Jerry Lee
Individual Major
1 October 2019

Individual Major Senior Project Proposal

The project will explore the question of *what makes a successful emerging leader?* (This question will mostly focus around being a business leader). I will primarily focus on three demographics: developing individuals ages 18-24, emerging leaders ages 24-35, and established leaders ages 35+.

Other supporting questions will include:

- What characteristics do developing individuals (ages 18-24) feel they need to possess to be a successful leader?
- What do emerging leaders feel they need to accomplish to become a leader,
- What do established leaders look for in emerging leaders and
- What advice would established have given themselves when they were becoming a leader?
- What are the perceptions of emerging leaders in the workforce?

On May 1, I will turn in a completed multimedia website that includes video, photos, infographics, and analysis of my findings. I will research the personality traits and skills found in established leaders, emerging leaders, and developing individuals. I also intend on performing a series of interviews. These interviews will be with developing individuals around the ages of 18-24, emerging leaders around the ages of 24-35, and established leaders ages 35+. I will also complete a survey that measures what the various age groups perceive as the needed characteristics for emerging leaders. I will analyze the demographic, social, and cultural influences that may pertain to the changes in viewpoints on leadership.

This project largely pertains to my major because emerging leadership is the next step in my goal of being a business leader. It will advise me on future topics of study, characteristics needed to develop, and how to best influence and work with a variety of demographics. I will use the analytical components of my individual major to measure the results in the survey and I will use the social and cultural elements of my major during the interview portion of the project. Courses like Journalistic Writing will help me conduct an interview and properly write up my findings. American Fictions will help me properly synthesize the differences in opinions amongst the various age groups, and Statistics for Economics will allow me to interpret my survey findings.

It is important for Gen Z individuals who want to be leaders to know what traits and skills they must develop or continue to exude. Gen Z is the next age group to enter the workforce and therefore this project may be helpful for individuals who are wanting to be on the fast track to leadership in their organization. It will be helpful to see what traits and skills are necessary for

leadership. It may be helpful for college students who are searching for their vocation. Additionally, it may assist established leaders in teaching their mentees.

During the fall, my academic internship will allow me to look at emerging leaders at HealthPartners. I will expand my network and see what character traits and skills they display at work. I will take note of which traits are beneficial and which are detrimental. I will see first hand what makes an effective leader and analyze what they could do to become more effective. After connecting with my research librarian, I will begin my scholarly research on emerging leaders. Jerry Lee and I will meet monthly throughout the fall semester to connect on the tasks that have been completed. I will need to use my network to collect data and perform interviews. I will need to apply for IRB approval at some point this semester. By the end of the semester, I will have finalized the scope of my project, drafted questions for my survey and interviews, and established a framework of my website.

During January and February, I will begin to collect my research through both surveys and in-person interviews. January will primarily be focused on receiving surveys and setting up interviews and February will be primarily executing in-person interviews. Throughout these two months, I will continue to create my website. During March and April, I will synthesize the information I have collected, edit video and photos, and finalize the information added to the website. I will meet with my advisor every other week to discuss my findings and the tasks I have completed. I will keep a weekly journal to log my findings, inform Professor Lee on my items completed, and inform him on what are upcoming steps.

On May 1st, I will use my website as a slideshow to discuss my findings. I may display interesting clips of video, highlights on research, and key takeaways for emerging leaders. On April 22nd in the Viking Theater, I will present my findings to those I have interviewed, student leaders on campus, and a variety of clubs that may have interest. I will inform professors in the Management Studies department and they can inform their classes on my presentation. Using the R25 booking system, I will reserve the Viking Theater. I will use the speaking space two days prior to my presentation so I have time to take note of their advice and put it into practice. On my poster for the CIS poster session, I will include methodology, key takeaways by age group, advice for emerging leaders, and a list of sources.

My primary forms of evaluation will be the website and my journals. For my website, I will be evaluated on presentation, appearance, user interface, use of interesting and relevant sources, clear synthesis and reflection on information found, a cohesive introduction, thesis and conclusions, and a variety of mediums on the website to convey the message. For my journals, Professor Lee will evaluate if I had meaningful reflection on my learnings and clear communication. Professor Lee will be able to show the website and my series of journals to the Faculty Certification Committee in May.