

BNSF NEELEY LEADERSHIP PROGRAM



Neeley School
of Business

BNSF Neeley Leadership Program

ABOUT THE PROGRAM

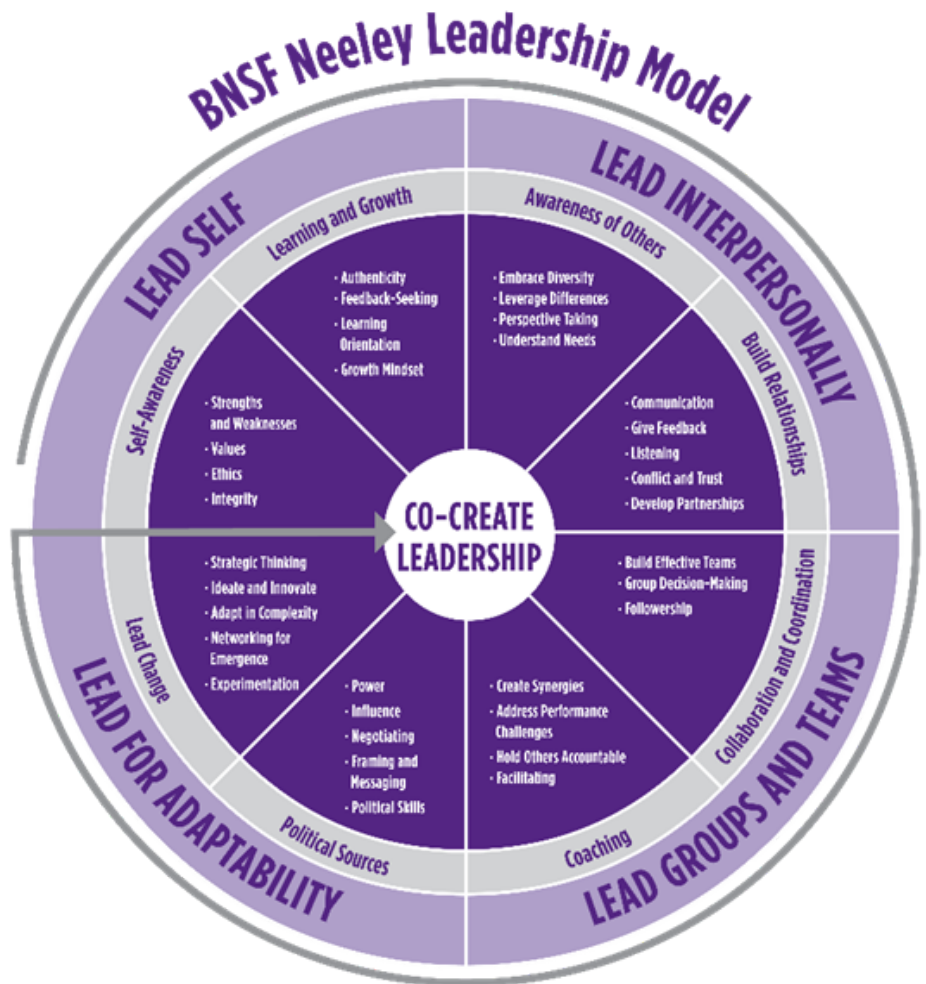
BNSF Neeley Leadership Program

NLP Purpose Statement: We prepare leaders who enable people and organizations to meet the needs of an ever-changing, complex world.

The BNSF Neeley Leadership Program is a three-year, cohort-based program designed to develop leaders who look at challenges and solutions from a variety of viewpoints, value collaboration, and develop ideas that drive the world forward. Cohorts of approximately 30 students participate in classroom and experiential learning, centered around the BNSF Neeley Leadership Competency Model. The unrivaled curriculum of the program includes five leadership courses across the sophomore, junior, and senior years.

While the planning and preparation for this program began in the fall of 2005, the BNSF Neeley Leadership Program (formerly called the Next Generation Leadership Program) officially began in April 2006 with the selection of the inaugural class of students. The first cohort graduated in the spring of 2008.

The BNSF Neeley Leadership Program was initially funded through a Vision In Action grant from TCU. BNSF Railway later funded the leadership program through an endowment. BNSF Railway is involved not only as a donor, but through the time BNSF employees give to the program by participating as speakers, assessors, candidate interviewers, and alumni board members.



WHAT IS A BNSF NEELEY LEADER?

NLP students **Step Up** to leadership roles. They **Step In** to support their peers and organizations. They develop along the **Neeley Leader Competency Model** to become Neeley Leaders.

Neeley Leaders have a **Learner and Growth Mindset**. They embrace opportunities to develop themselves. They welcome challenging conversations and are open to the idea that they may not always be right.

Neeley Leaders demonstrate **High Integrity**. They hold themselves and peers accountable. They measure success based on a higher standard.

Neeley Leaders are **Strong Organizational Citizens**. They value their relationships within NLP and are quick to help. They speak up in the face of wrongdoing and make NLP an environment where everyone can thrive.

EXPERIENTIAL PROGRAMS

- Impact Projects
- International Trip
- Company Visits
- Etiquette Dinners
- Networking Opportunities
- Case Studies
- Chicago Trip
- Guest Speakers
- Student Retreat
- Expedited Neeley Application Process



INTERNSHIPS AND JOBS

Neeley Leaders complete internships across a variety of enterprises. Students frequently turn internships into full-time offers. Recent placements include:

- AlphaSights
- Amazon Web Services
- American Airlines
- Bain & Company
- Bell Textron Inc.
- BNP Paribas
- BNSF Railway
- CBRE
- Cisco
- CrowdStrike
- Dallas Stars
- Dell Technologies
- Deloitte
- Ernst & Young
- Gartner
- Goldman Sachs
- IBM
- JLL
- JP Morgan Chase
- KPMG
- LKCM
- Morgan Stanley
- Okta
- PepsiCo
- PwC
- Qualtrics
- Raytheon
- Sephora
- Simplifi
- Texas Rangers
- VMware

PROGRAM ACTIVITIES

Assessment Center

Assessment Center is a staple of the Sophomore year experience. Sophomores utilize their training in Crucial Conversations, as well as their developing practice of giving and receiving feedback, to solve case studies as individuals and within groups. Our alumni serve as assessors, ensuring students receive detailed and impactful feedback on their presentations.

Domestic & International Travel

Travel plays a pivotal role in the BNSF Neeley Leadership Program. Students embark on both domestic and international journeys, fostering a broadened perspective and enhancing their leadership development. The Sophomores visit global companies in Chicago while Juniors experience leadership and business abroad. These travel experiences serve as a distinctive opportunity to cultivate a well-rounded leadership skill set, fueled by global insights and personal growth.



Cohort Connections

Members develop friendships across cohorts and experience peer to peer mentoring. Sophomores and Juniors mix and mingle throughout activities in the fall before receiving their final partner. Paired mentors and mentees to meet regularly along with a member of the senior cohort.



Weekly Workshops

Workshops are a crucial way in which the BNSF Neeley Leadership Program provides students with opportunities to apply and practice the leadership skills they learn in class. Workshops are also one of the key ways cross-cohort mentoring occurs. Workshops vary in focus from building professional skills to meeting industry experts and preparing for internships and jobs.

Site Visits

One benefit of membership in the BNSF Neeley Leadership Program is the opportunity to visit corporations and hear directly from their leadership. Recent visits include BNSF Railway, American Airlines, Boeing, PepsiCo, NTT Data, Qualtrics, Allstate Financial, Amazon Web Services, Simpli.fi, and JP Morgan Chase.



Impact Projects

The Junior Year Impact Project empowers students to drive positive change within TCU, Fort Worth, or even on a global scale. They have the freedom to choose their team members and project topics, encouraging a sense of ownership and impact. Previous projects focused on access to clean drinking water, global affairs, career readiness, mental health, diversity, equity and inclusion, veteran support, addiction recovery, and food insecurity, to name a few!

ACADEMIC COURSES

Foundations of Leadership (Sophomore Fall) **Neeley Dean, Dr. Hettie Richardson**

The focus of Foundations of Leadership continues to be on leading oneself. As has been the case since the program's inception, we use Covey's *The Seven Habits of Highly Effective People* as a framework for helping the sophomores develop self-insight around their strengths and weaknesses as leaders and to craft proactive plans for becoming the leaders they want to be. Covey's framework provides a foundational structure for additional readings, discussion and self-discovery activities that are tailored to the specific challenges and concerns of the



present generation of future leaders. Based on trends that I've seen in recent years, I'm planning for this year's course to give greater attention to (a) creating developmental goals and plans that are more flexible than rigid, (b) more fully utilizing BNSF NLP peers (and others) to gain self-insight, support and accountability on one's leadership journey and (c) getting comfortable with ambiguity and treating it as an opportunity for growth rather than a stumbling block. To begin transitioning students from a self-awareness perspective to the interpersonal perspective that will be the emphasis of their spring-semester coursework, we will once again complete Crucial Conversations training. Every year, I place more emphasis on applying these skills in daily life, with a great deal of class time spent on practice, practice, practice.

Interpersonal Leadership Skills (Sophomore Spring) **Dr. Lance Bettencourt**

The sophomore Interpersonal Leadership Skills course focuses on how to direct, influence and enable those around you, professionally and personally, to achieve positive outcomes (for them, you, the organization). The course has a strong behavioral focus on skills or practices, such as listening, coaching, influencing, and giving feedback, which can be learned no matter your personality and applied in any role (i.e., no need to be a formal leader). From an experience perspective, the course relies heavily on discussion and application (role-playing, games, activities) to enhance learning and engagement.

"Dr. Bettencourt's class is one of the most unique learning environments I have ever experienced. He has a true passion for the personal and professional development of his students and goes above and beyond to cultivate a meaningful relationship with each and every one of us. My favorite aspect of Dr. Bettencourt's class was the real-world application of his lessons; I still find myself consciously thinking about how to enact change and positively influence those around me utilizing the principals we learned through our course readings and discussions. It is not very often that you can leave a classroom at the end of the semester feeling as though you are equipped to make a difference in the world, but I can say with absolute certainty that this is exactly what Dr. Bettencourt has empowered us to do." - Riley Francis, Class of 2024

Team Leadership Skills

Cedric James

The fall junior BNSF NLP course picks up with the students' sophomore experiences and deepens it as we apply their leadership to complex situations. The class dives into several areas—including how to build strong teams and deal with conflict—as well as flex students' leadership muscles on a challenge project. Students spend a lot of time diving into the projects and, along the way, pick up skills of innovation and ideation, navigating ambiguity, prototyping and iterating, and examining wicked problems.



Junior Fall

The Leadership Challenge

Michael Sherrod

The NLP Impact Project should be one that reaches beyond the university to identify and impact the audiences that will benefit most from the project(s). The final form the project takes is as significant of a choice as the topic itself. While the project can take many forms, all projects will share these objectives (subject to change as I learn more about the students and projects). Through Impact Projects students will...

- Demonstrate creativity in the conceptualization and design of the project;
- Evaluate and integrate evidence and approaches from multiple disciplines;
- Demonstrate the leadership, initiative and dedication required to conceive and see a project through to completion;
- Develop greater self-awareness and agency through critical reflection;
- Achieve and demonstrate competence in the necessary skills to complete the project;
- Disseminate the results of their project.



Junior Spring

Leading in a Complex World

Dr. Mary Uhl-Bien

If there is anything we learned from Covid-19 it is that the world is complex—and in a complex world you need to lead differently. Our students have demonstrated this and stepped up to the challenge, and we are excited to see where they take it this coming year. While the senior course has always been about teaching our students adaptability and helping them transition to the business world, we now know that the world they are entering is more unique than ever: remote work, collaboration, adaptability, and constant change. In the next year we will double down on this by bringing on Michael Sherrod to partner with me in helping students understand what it means to be an entrepreneurial leader and how you can do that in the context of an existing organization to enable innovation and adaptability. For the seniors this fall, we will take a step back and catch our breaths to reflect on what they have been through and what it means, and then build on this experience to capitalize on the amazing skills they have developed to make them the best prepared NLP leaders for complexity yet.



Senior Fall

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<https://tinyurl.com/GIVEBNSFNLP>



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