

Collecting, Transcribing and Telling Corporate Hero Stories: Is there an Impact?



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Motivation

- The brightest individuals graduating from the top business schools in the US were responsible for the global financial market crash of 2008.
- Besides these individuals, most people in the financial sector stood back and did nothing to prevent it from happening.
- Society could possibly benefit from business schools that cultivate and nurture heroism in the business school classroom.



Motivation

- What's the evidence?
 - Ethics literature explains that it is because people don't identify that they are in an ethical dilemma that they fail to respond in a suitable way. *Blind Spot* (2013)
 - Social psychology teaches that people respond strongly to norms and these can be used to modify behavior. *Jenni Cross* (2013)
 - Psychology teaches that situations and circumstances can drive otherwise normal people to do horrific things. *Franco, Blau & Zimbardo* (2011)



Research Questions

- People don't identify that they are in an ethical dilemma:
- People respond strongly to norms:
- Circumstances can lead otherwise normal people to do evil things:



Research Questions

- People don't identify that they are in an ethical dilemma:
 - Can we teach students to recognize every day dilemmas in a business setting?
- People respond strongly to norms:
 - Can we nurture heroism through normalizing it?
- Circumstances can lead otherwise normal people to do evil things:
 - Can we learn more about the circumstances that lead normal people to do heroic things?









@CorporateHeroes

IN SEARCH OF



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CONTACT US with Hero Stories that nurture heroism in the corporate sphere—supporting principled action despite intense pressure to conform or blindly follow.

Worldwide

Photos and videos



Tweets Tweets & replies Photos & videos

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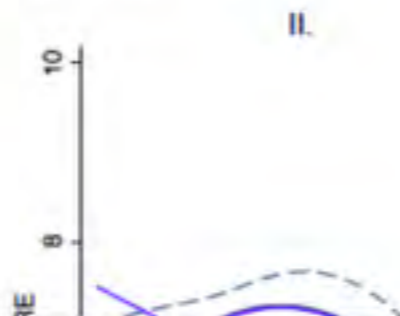
"Simplicity is the keynote of all true elegance." - Coco Chanel

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Why Experts Reject Creativity buff.ly/1tApsxv



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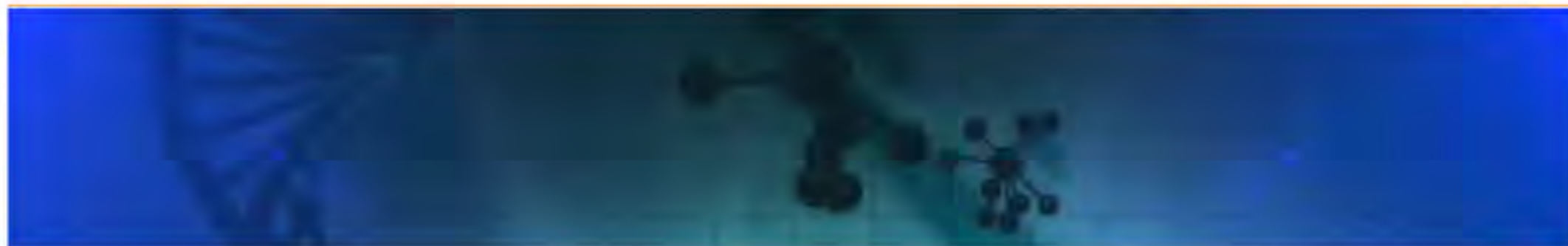
Trends · Change

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HEROISM SCIENCE

PROMOTING THE TRANSDISCIPLINARY STUDY OF HEROISM IN THE 21ST CENTURY

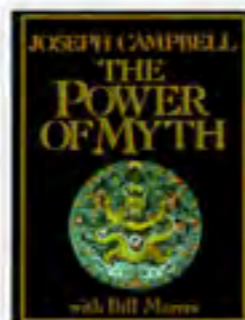
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International Advances in Heroism Science: Volume 1, 2015

International Advances in Heroism Science aims to promote global connections in heroism science theory, research and application, and the appreciation of heroism from a broad range of disciplinary perspectives, to researchers and the broader community.



Volume 1 – Heroism Science: Possibilities, Controversies and Futures

Call for Submissions: Deadline, 31 December 2015

Over the past two decades, psychological research on human well-being and resilience has been burgeoning. Scholars have shown a new (or renewed) interest in topics such as morality, cooperation, altruism, wisdom, meaning, purpose, hope, flow, human growth, courage, empathy, spirituality, health, public service, self-control, emotional intelligence, and character strengths. The past decade especially has witnessed a surge in research on two types of exceptional individuals who best exemplify these positive qualities: *heroes* and *heroic leaders*.

The inaugural issue of *International Advances in Heroism Science* is an open call to researchers, students and practitioners across the humanities, psychology, social sciences and sciences, and especially other emerging fields which combine creative, multiple disciplinary and cutting-edge epistemologies. Some of the questions contributors might wish to consider are:

How can your field(s) of inquiry contribute a unique perspective to the re-conceptualisation and development of innovative frameworks of heroism, heroic leadership and the hero's journey, and their relevance in 21st century societies?

Method

SNAP A PHOTO
AND
SHARE WIDELY!



Hey! Are you a
Corporate Hero?
Do you know
one?

Study pays:
\$50/Interview
\$25/Referral

**ANONYMITY
GUARANTEED**

The University of Puerto Rico is in search of corporate heroes.
The aim of this project is to retell these stories, nurturing heroism in the
Business School classroom.

**HAVE YOU UPHELD PRINCIPLED ACTION DESPITE
INTENSE PRESSURE TO CONFORM OR BLINDLY FOLLOW?
and
RISKED YOUR INCOME, JOB OR WELL-BEING IN DOING SO?**

Phone | Text | Email | (787) 504-0077 | Teresa.Longobardi@upr.edu


TRY OUR SURVEY: <http://tinyurl.com/CorporateHeroUS>

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Method



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Methods Phase I

Question 1: Excuse me, I am a **business professor** and I am conducting a study. I have one question; do you have a moment?

Question 2: When I say the term “**corporate hero**” who comes to mind?

Question 3: If I told you that a corporate hero in my study is someone who has **(1) stood up in their workplace** for something they believed in, and in doing so **(2) risked** losing their job, income, status or well-being, who comes to mind now?

Question 4: Would you be interested in completing a **survey** that measures **heroic awareness**?

New York City - June 1st to June 11th, 2015



New York City - June 1st to June 11th, 2015



Black Rock Park Avenue Plaza (55 East 52nd Street)



60 Wall Street Atrium



Silicon Valley - June 12th to June 26th, 2015



San Francisco - Workshop Cafe - \$2/hour to sit!



San Francisco - Pier



San Francisco - Pier



Berkley - Philz Coffee



Berkley - Philz Coffee



Mountain View - Google



Mountain View - Google



Mountain View - LinkedIn



Mountain View - Facebook - 1 Hacker Way



Mountain View



Palo Alto



Palo Alto - Stanford University



Golden Gate Bridge to Petaluma



Results

Question 1: Excuse me, I am a **business professor** and I am conducting a study. I have one question; do you have a moment?

	Rejected	Accepted	Total
NYC	90 (74%)	32 (26%)	122
Silicon Valley	72 (65%)	39 (35%)	111
	162 (70%)	71 (30%)	233

Results

Question 2: When I say the term “**corporate hero**” who comes to mind?

Question 3: If I told you that a corporate hero in my study is someone who has:

(1) stood up in their workplace for something they believed in, and in doing so

(2) risked losing their job, income, status or well-being, who comes to mind now?

Results NYC

44% No one: “Can’t think of anyone.”, “Lack of people or lack of knowledge - not sure. That's a tough one.”, “We don’t know any heroes.”, “Can you give me an example?”, “No one comes to mind. Anything goes. This is New York. What do you expect?”

9% Consider themselves corporate heroes

9% People running family businesses

6% Cornelius Vanderbilt (1794-1877)

3% each: Andrew Carnegie (1887-1919), John Vogel, Jamie Diamon, Lee Iaococca, Steve Jobs, Bill Gates, Warren Buffet, Muhammad Yunus, “executive...who increased employee salaries and decreased his own salary”, “people that run their own business”.

Results Silicon Valley

29% No one: “Corporate hero is an oxymoron, but I will pass it on to a friend.”, “Those two things don’t go together.”, “I don't think you have to sacrifice your job to be a corporate hero.”

10% Élon Musk - "He's trying to do more than profit - he's doing it for the development of science and cool ideas.”, “He’s fighting for values.”

8% Sheryl Sandberg - COO of Facebook

8% Consider themselves corporate heroes

6% Bill Gates, James Sinegal, founder and former CEO of COSTCO, a family member

Results Silicon Valley

3% each as in NYC: Andrew Carnegie (1887-1919), Steve Jobs, Bill Gates, Muhammad Yunus, “President of Japan airlines who took salary cut so pilots made double.”

3% each: Alex Dolman, Bluehill Farms and Hudson Valley (CSA), Marissa Mayer (President and CEO of Yahoo!), Sherron Watkins (Enron whistleblower), Ralph Nadar, Tim Cook (New CEO of Apple), Elizabeth Warren. Artimis Kohas (Artensenal Greek Medicinal products "mastishop")

Results

Question 4: Would you be interested in completing a **survey** that measures **heroic awareness**?

	Rejected	Accepted	Total
NYC	11 (34%)	21 (67%)	32
Silicon Valley	32 (82%)	7 (18%)	39
	43 (61%)	28 (39%)	71

Heroic Cognition Scale Survey developed by Furey (2014)

Results

Question 4: Would you be interested in completing a **survey** that measures **heroic awareness**?

	Rejected	Accepted	Total
NYC	11 (34%)	21 (67%)	32
Silicon Valley	32 (82%)	7 (18%)	39
	43 (61%)	28 (39%)	71
Other	n/a	24	

52 surveys

Methods Phase 2

Corporate Hero Stories Collected via Interview

- by referral or self-identification 8 original stories were collected: 4 in NYC and 4 in Silicon Valley.
- the 12 stages of the heroes journey according to Joseph Campbell were used to extract these stories.
- the impact of stories on student heroic cognition has yet to be tested.
- stories of mainstream people may be used to test relative impact.

Methods Phase 2

To be continued....

References

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