Strategic Leadership Challenge
Goff Strategic Leadership Scholarship Application

Overview

In order to be considered for one of the Goff Strategic Leadership Scholarships, scholarship applicants must choose one of the strategic leadership challenge options and submit a response along with their completed applications (Qualtrics survey found on website). Please note that there are no "correct" or "preferred" responses to the strategic leadership challenge options. The selection committee is looking for logical arguments, creative thinking, and good communication skills. If you use news or other sources, be sure to cite them at the end of your essay. If you choose the video option, you can record your video on any device and attach it to your application. Make sure your video is in an MP4 format.

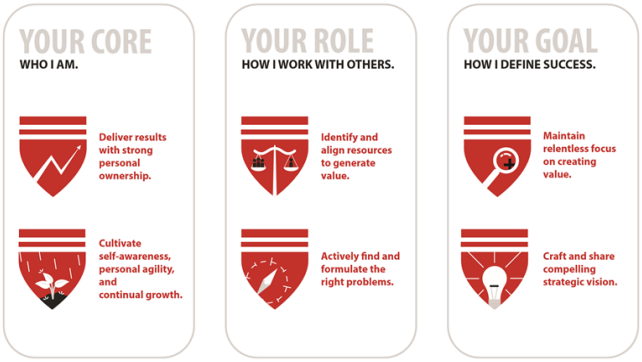
Strategic Leadership Challenge Options

Option 1: Business and Social/Environmental Issues Essay

The mainstream media has covered a number of stories featuring large consumer products and technology companies that have taken a public stand on social and environmental issues such as diversity and inclusion, voting rights, sustainability, climate change, free speech, and sexual harassment in the workplace. In so doing, companies may or may not have views that are in line with the views of their customers. **Write a 300-word essay on the benefits and risks (or pros and cons) of companies taking a public stand on social and/or environmental issues.** Start your essay with your conclusion such as "Companies should/should not take a stand on social/and or environmental issues." IMPORTANT: Do not address any particular social or environmental issue in your essay. Your response should be about the **action** of taking a stand on an issue. The selection committee is not "looking for" a particular response. Rather, it is your reasoning that is important to the selection process.

Option 2: Personal Strategic Leadership Example Video

The Goff Strategic Leadership Center believes that successful strategic leaders demonstrate skills across six specific dimensions –the Six Principles of Strategic Leadership.



Two of the six strategic leadership principles that form the foundation of the Goff Strategic Leadership Center and its work are related to your core characteristics. Those two are "deliver results with strong personal ownership" and "cultivate self-awareness, personal agility, and continual growth." Two more principles are about your ability to work with others; "actively finding and formulating the right problems" and "identify and align resources to generate value." The final two are about defining success; "maintain a relentless focus on creating value" and "craft and share compelling strategic vision."

Select any two of the six principles to discuss using at least one example of a time in which you demonstrated the values you selected in school, at work, in a start-up, on a sports team, or as a volunteer. You may use different examples for each of the two principles you selected or one example that illustrates both principles. Your video should be 3:00-5:00 minutes in length. Attach your video to your application (Qualtrics survey). For more information on the six principles go to: https://eccles.utah.edu/goff/six-principles-of-strategic-leadership/

Option 3: Microsoft Acquires Activision-Blizzard for $68.9 Billion

Microsoft announced it will acquire gaming giant Activision-Blizzard for nearly $70 billion. Activision-Blizzard's gaming franchises include Call of Duty, World of Warcraft, Diablo, Candy Crush Saga, Crash Bandicoot, Overwatch, Tony Hawk, and Starcraft. Microsoft is the maker of Xbox and owns game franchises such as Halo, Fallout, The Elder Scrolls, and Minecraft. Microsoft CEO, Satya Nadella had this to say about the acquisition, "Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms," said Satya Nadella, chairman and CEO, Microsoft. "We're investing deeply in world-class content, community, and the cloud to usher in a new era of gaming that puts players and creators first and makes gaming safe, inclusive, and accessible to all."

Aside from simply adding a larger lineup of games to Microsoft's popular game subscriptions (Xbox Game Pass Ultimate, PC Game Pass, Xbox Game Pass for Consoles, and Xbox Live Gold), how do you think the Activision-Blizzard acquisition could help Microsoft? Will the acquisition add value to Microsoft or prove to be an expensive failure? Your response should be about 300 words in length. Attach your response to your application (Qualtrics survey).