

FRANKLIN UNIVERSITY NEWS RELEASE

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Franklin University Announces Path-Breaking Financial Leadership Research Project

*(To create and examine data which links behavioral change
directly to financial and valuation impact at the corporate level)*

(Columbus, Ohio) Franklin University, one of the leading educators of working adults in central Ohio, today announced the launch of a research project whose aim is to collect data which links behavioral change in executives and managers directly to financial and valuation impact at the corporate level. It aims to show that behavioral assessment and development can have a direct impact on corporate financial outcomes.

The project stems from path breaking research by the Perth Leadership Institute (www.perthleadership.org) which links executive behavior directly with financial and valuation outcomes of companies. The research will be carried out with the support of the Perth Leadership Institute and Sequent, Inc, a leader in business consulting with a focus on talent management. Franklin University will be inviting companies within the region to become sponsors of the research project.

The research project is being led by Dr. Mary Ann Short, Chair of Management and Organizational Leadership in the Ross School of Management and Leadership. According to Dr. Short, "This research project demonstrates the commitment of Franklin University in conducting cutting edge research which will have direct business impact and yield benefits to its students in terms of their impact on their employers and their career development. We are working with two companies that are experts and acknowledged leaders in their field. By drawing in local companies, we are also helping to promote the economic development in our region and provide new sources of knowledge that can contribute to the global position in leadership knowledge."

Franklin University is working with Sequent to identify local and regional companies who wish to support this initiative through sponsorship. In exchange for participating, a company will benefit from the research for improving their own executive development programs. The project is expected to commence work in September and last between 6 and 12 months. A board of advisors is being established to oversee the project. This will primarily be composed of academic and industry members. It is anticipated there will be around 20-40 executives participating in the study, drawn from companies in the Columbus area

Benefits to the sponsors include exposure to innovative new approaches for profit improvement for the senior business executives of the company, innovative enhancement to current executive development program and involvement with ground breaking research. These benefits will be available at a small fraction of the normal commercial price.

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To receive more information, email or call Dr Mary Ann Short, 614 947 6121 shortma@franklin.edu, or contact Jeff Bierbower, 614 839 4068 jbierbower@sequent.biz or John Baker, 614 436 5880, jbaker@sequent.biz, both of Sequent, Inc.

About Franklin University

Founded in 1902, Franklin University is central Ohio's leading and most experienced educator of adult students. Annually, more than 10,000 students attend Franklin, both on campus and online. Franklin offers 19 undergraduate majors and three graduate programs, and graduates more than 1,500 students annually. Further information regarding Franklin University can be found at www.franklin.edu.

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