

Personal Information



Name: **Justin Sanderson**
FTMBA 2010

Business Leadership Questionnaire

In your experience, how did the Business Leadership Center enhance your education at the SMU Cox School of Business?

The program instructors include great examples of leadership and “doing business the right way” from the Dallas community. In regards to your future advancement, the traits and skills they talk about are just as important, if not more important, than the topics you learn from the required curriculum in an MBA program.

How applicable was the education at the Business Leadership Center in school, job search and at work?

Every job interview wanted me to talk about skills that are taught in the Business Leadership Institute. Team dynamics, pressure situations, negotiating tactics, and communication skills are very important to the job search.

Did you have the opportunity to attend the Disney Institute Program? How has it prepared you for your career goals?

The Disney Institute was an amazing experience from a tourist perspective. But more importantly, the Disney Institute provided insight into how one of the most beloved corporations has built a successful brand in a unionized environment successfully, in conjunction with their employees.

What would you like to share with current/prospective students about the opportunities at BLC?

Treat the Business Leadership Institute like a regular course. Try to attend just one a week, and you will develop relevant, coveted skills the job market is looking for in an MBA graduate. Almost every company starts with a behavioral interview that addresses core skills taught at the BLC.