

Robert J. Coury Applied Leadership Program Impact Report 2024

Since its founding in 2016, the Robert J. Coury Applied Leadership Program has been achieving the mission of educating, inspiring, and mentoring a new generation of student leaders. The Coury Program was designed to create an individualized and strengths-based approach to leadership that will help students to better understand their strengths, purpose and values in order to lead with impact. As of 2024, eight cohorts of students have now successfully completed the program since its founding was led by director Dr. Jody Tolan; and the program continues to thrive under the current Academic Director, Dr. Becky Heino.

Mission: The Robert J. Coury Applied Leadership Program is a free, non-credit program designed to encourage confidence, character, and courage in first-year undergraduate students within the Marshall School of Business.

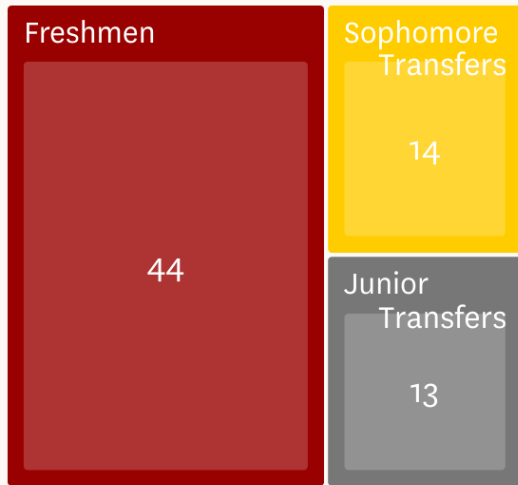
The Program: First-year Marshall students (freshmen and transfers) participate in highly interactive seminars and skill-building cohort meetings throughout the spring semester in an effort to identify and develop their strengths and values as leaders. In building their confidence, character and courage, they learn skills that will be beneficial to them on campus as well as in professional endeavors as future leaders who will make a difference. Program sessions are facilitated by Professor Heino, invited guests, and the student mentors. The program culminates in a leadership capstone experience in which they apply what they have learned to fun, competitive, experiential activities and work alongside one another and graduate students in USC Marshall's Master of Business for Veterans program. A distinct feature of the Coury Applied Leadership Program is that it is open to all USC undergraduate business students. Upon successful completion of the program, participants receive a certificate and digital badge.

Student Mentors: Another unique opportunity of this program is that all graduates of the program are eligible to apply to become a paid Student Mentor. Student Mentors are sophomores, juniors, and seniors who are trained to help program participants realize their strengths as a leader and manage crucial conversations in both the business world as well as personal life. They facilitate small group workshops and host one-on-one coaching sessions with current students.

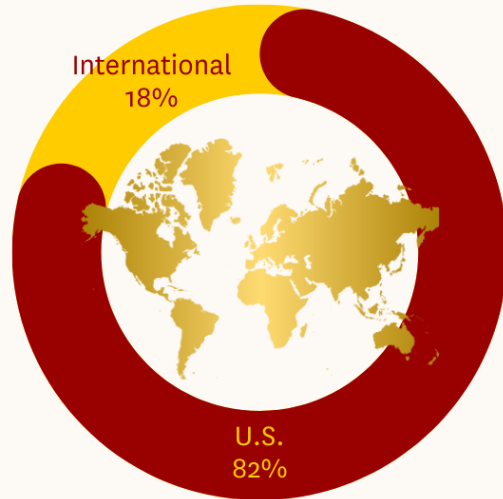
Coury Applied Leadership Program

COHORT 2023-2024 DEMOGRAPHICS

GRADE LEVEL OF STUDENTS



STUDENTS FROM AROUND THE WORLD



MAJORS REPRESENTED

- Business Administration
- World Bachelor in Business
- Accounting
- Accounting and Finance
- Artificial Intelligence for Business
- Business of Cinematic Arts



PROGRAM GRADUATES

Gender: 59% female, 41% male



71

first-year undergraduate students completed the Coury Program and received a digital badge and certificate

Students Program Events

Led by Academic Director Dr. Becky Heino, Cyrus the Great Teaching Chair in Timeless Leadership, Professor of Clinical Management and Organization, USC Marshall School of Business

3 Faculty-Led Events



Plus, 2 Student Mentor-Led Cohort Meetings

- Utilizing Gallup CliftonStrengths to reach goals, active listening
- Understanding and practicing crucial conversations



Strengths-Based Leadership Seminar

- Guest: Ramandeep S. Randhawa, Senior Vice Dean for Academic Programs, Charles L. and Ramona I. Hilliard Professor of Business Administration, Professor of Data Sciences and Operations, USC Marshall
- Focus: Discovering individual Gallup CliftonStrengths, strength-spotting in action, strengths to reach goals



Values-Based Leadership Seminar

- Guest speaker: Dr. Patrick Cates, Associate Dean for Undergraduate Programs, USC Marshall
- Focus: Understanding VIA Character Strengths, discovering and observing individual unique leadership style(s), finding career purpose



Leadership Capstone

- Led by Philip Folsom and team from Wolf Tribe and MBV students
- Guests: Robertino Coury, Juliano Coury, Dr. Patrick Cates
- Focus: Leadership team activities integrating curriculum from previous seminars and meetings

Student's Key Learnings

“**Focus on our strengths rather than our weaknesses. Sometimes we focus too much on our negatives that we fail to recognize our true strengths and the potential we possess.**”

Student's Post-Event Reflection

“**Follow what you're passionate about and fight for what you love. Never settle with the word no.**”

Students' Key Learnings

“**Capstone was amazing**”
 “**Super fun working in teams for the Capstone!**”
 “**Great experience, I met so many new friends!**”

Qualitative feedback from students

85-100% Agree...

Strengths-Based Leadership Seminar



- This program will have positive benefits for me personally as a leader
- I have increased my knowledge of a Strengths-based approach to leadership



- I can recognize the strengths of others
- I understand how to apply my strengths to achieve my goals

Values-Based Leadership Seminar



- I believe today's session will have positive benefits for me personally as a leader
- I have increased my knowledge of a Values-based approach to leadership and its importance
- I have increased my confidence as a leader
- I am able to apply what I have learned immediately to make a difference in my life - academic, personal, professional
- I have increased my knowledge of my own values and character strengths

Leadership Capstone



- The experience helped me apply my strengths and values
- I was given adequate opportunity to apply what I learned
- I understood the connection between what I learned in class to the capstone activities
- Wolftribe effectively facilitated the capstone
- Overall, I found the experience worth my time and engagement

A Unique Experience: Student Mentors

After completing the Coury Applied Leadership Program, students may interview to become student mentors to lead and mentor students the following year. Each year, the program hires 5-9 new mentors to join the existing mentor group. Student mentors participate in rigorous training so that they are knowledgeable to teach and facilitate topics for the new participants.

MAJORS REPRESENTED

- Business Administration
- Business of Cinematic Arts
- Accounting, Business Administration
- Accounting and Finance

23

STUDENT MENTORS

Including 2 Transfer Students



GLOBAL STUDENT MENTORS

U.S.
78%

International
22%

LANGUAGES SPOKEN

OTHER THAN ENGLISH

- Albanian
- Cantonese
- Dari
- Farsi
- French
- Hindi
- Italian
- Khmer
- Korean
- Mandarin
- Pashto
- Punjabi
- Spanish
- Vietnamese



HIGHLIGHTS ABOUT STUDENT MENTORS IN THE GRADUATING CLASS OF 2024



- 3 highly dedicated student mentors who stayed with the program for 3 or more years graduated in 2024
- 1 moved to work as part of the supply chain rotational management program at Niagara Bottling Co.
- 1 moved to Philadelphia to work at Teach for America
- 1 moved to NYC as Capital Markets Analyst at JLL
- 1 moved to NYC as Rotational Analyst at the NFL
- 1 moved to San Francisco as TRAC Associate at Marsh

Student Reflections

Lasting Impact of the Coury Applied Leadership Program

Life-Changing Experiences

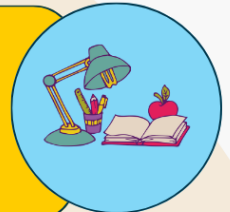


CHANGED THE TRAJECTORY...FOR THE BETTER!

"The Coury Program has changed the trajectory of both my time at USC and future career for the better! Truly reflecting on my values and strengths has allowed me to reorient my commitments to better align with those."
-Connor Duncan, Class of 2024

ONE OF THE BEST DECISIONS I MADE

"Participating in the Robert J. Coury Applied Leadership Program was one of the best decisions I made freshman year. This program enabled me to leverage my strengths and feel more confident in presentations, interviews and meeting new people."
-Talitha Newsom Callan, Class of 2025

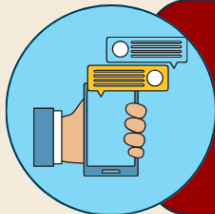


COULD USE MY INNATE STRENGTHS

"Entering the Coury Leadership Program as a freshman, I had no foresight of the invaluable perspectives I would attain. I knew I was passionate about 'leadership', but had held the belief that there was a specific recipe for it. Coury demonstrated to me, through insightful lectures, exciting activities, and meaningful 1-on-1s with my mentors, that leadership was malleable and I could use my innate strengths to enrich how I worked with others."
-Preston Doll, Class of 2025

HAS BEEN A GAME-CHANGER

"Coury has been instrumental in helping me improve many areas of my life. Learning to articulate and leverage my strengths has been a game-changer, especially in interviews. I now approach interviews with a clear understanding of what sets me apart and how to communicate that effectively."
-Nisha Singh, Class of 2024

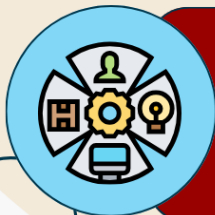


CONTINUOUSLY ENGAGING IN THIS AWESOME JOURNEY OF SELF-DISCOVERY

"As both a mentee and student mentor, I have learned even more about my personal character strengths and how I can apply my leadership skills even beyond the Coury Program. Throughout my involvement in the Coury Program, I observe that both the student mentors and mentees are continuously engaging in this awesome journey of self-discovery to determine who we are and who we strive to be as leaders."
-Natalie Chan, Class of 2024

DIFFERENT TYPES OF LEADERS

"I have gained a lot of confidence with speaking and presenting since being a part of the Coury program (as a mentee and as a mentor). Learning more about my top strengths has allowed me to understand myself in new ways. I understand that there are different types of leaders and that I don't need to be the loudest person in the room or have the most extroverted personality to be an effective leader. I learned that I have strengths that enhance my introverted personality type and aid me in being the kind of leader that builds strong interpersonal connections and motivates others by appealing to their core sense of self."
-Marlasia "Sugies" Hewett, Class of 2025



I LEARNED HOW TO EFFECTIVELY LEAN INTO MY STRENGTHS

"I learned how to effectively lean into my strengths and bolster the areas I'm not as good at. I would recommend this program to people who want to understand themselves better and understand how to become a more effective leader. I received great mentorship and advice from both older students and staff alike that I have really integrated into my work style and every day life!"
-Daniel Leung, Class of 2023



Robert J. Coury Applied Leadership Program

Program Leadership Team

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