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HUNTSMAN HALL

Groundbreaking for New \$42 Million Huntsman Hall



The Huntsmans help break ground for Huntsman Hall.

Jon M. Huntsman Sr. helped break ground for Huntsman Hall, a state-of-the-art \$42 million business building that will be named for him on the USU campus. Mr. Huntsman is the lead donor on the project. [Read story about Huntsman Hall](#)

[Watch Video](#)

SHORT TAKES

Merideth Ferguson to Serve on Editorial Board for *Leadership Quarterly*

Paper by Chad Albrecht and Dan Holland to be Published in the *Journal of Business Ethics*

HUNTSMAN SCHOOL IN THE NEWS

Huntsman Hall Groundbreaking Makes *Fox 13 News*

ABC 4 News Runs Story on Huntsman Hall Groundbreaking

Ogden *Standard-Examiner* Story on Groundbreaking

Herald Journal Story on USU and Free Online Courses

HUNTSMAN BLOG NEWS

August 26 Proves a Groundbreaking Day in More Than One Way

HUNTSMAN HALL

ANALYTICAL RIGOR

School of Accountancy Programs Ranked 34th and 37th in U.S.



Larry Walther says rankings can help graduates.

A publication widely read within the accounting profession, *Public Accounting Report*, has ranked the School of Accountancy at the Jon M. Huntsman School of Business at Utah State University at 34th in the nation, with its graduate program at 37th.

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ETHICAL LEADERSHIP

Huntsman Faculty and Staff Instructed by Arbinger Institute



Jim Ferrell describes how to get "out of the box."

Setting goals and motivating others to help you achieve them may be a standard strategy for business, but it is, in many ways, a fundamentally flawed approach that is not the most effective way to move an organization forward.

That was the theme presented by Jim...

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WEBCAMS

Watch the Progress of Huntsman Hall Live on Our Webcams

SOCIAL MEDIA



ENTREPRENEURSHIP

When is it Time to Give Up? Dan Holland Shares His Research



Dan Holland shares his research on persistence.

"Never give up" is often the mantra of entrepreneurs. Tenacity is celebrated. Dan Holland, assistant professor, talks about his research in entrepreneurial persistence and warns of decision-making biases that may lead to misguided strategies.

[Watch Video](#)



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Huntsman Post

School of Accountancy Programs Ranked 34th and 37th by *Public Accounting Report*

A publication widely read within the accounting profession, *Public Accounting Report*, has ranked the School of Accountancy at the Jon M. Huntsman School of Business at Utah State University at 34th in the nation, with its graduate program at 37th.

This is the first year the graduate program has been nationally ranked by the *Public Accounting Report*. The undergraduate program made the list for the first time in 2012 when the publication ranked it 46th in the country. The rankings are based on a survey of accounting professors across the country.

The *Public Accounting Report* describes itself as the “leading provider of competitive intelligence for public accounting firms and the profession.” It is targeted at accounting firm partners and professionals, opinion leaders and industry observers.

Larry Walther, who heads the School of Accountancy, said he believes a number of things have raised the profile of the School of Accountancy, including the news that:

- Jill Aoki and Anthony Lemon, who graduated with master’s in accounting degrees from USU in 2012, both earned the Elijah Watt Sells Award this year. Of the more than 92,000 graduates who took the CPA examination, only 39 scored high enough on the test to qualify for the award.
- This year Huntsman students and officers of the accounting club, Beta Alpha Psi, traveled to a Deloitte Best Practices contest and took first place in two areas at the regional competition that drew people from across the country. The contest assessed their ability to be innovative and imaginative.
- Three new highly-regarded faculty members joined the School of Accountancy in 2012: Richard Price, from Rice University; Chad Simon, from the University of Nevada, Las Vegas; and Nicole Forsgren-Valasquez, from Pepperdine University.
- Jeffrey Doyle, George S. Eccles Chair in Capital Markets Research, recently returned from a one-year appointment as the faculty research fellow at the Financial Accounting Standards Board (FASB). That is the organization that establishes the standards of financial accounting that govern the preparation of financial reports by nongovernmental entities.
- Brian Monsen, who graduated with a master’s in accounting degree in 2010, was named a postgraduate technical assistant at FASB and has since returned to teach summer classes at the School of Accountancy.
- Huntsman Professor Nate Stephens and his coauthors were honored with two “Best Paper” awards at the 2012 American Accounting Association meeting.



Jeffrey Doyle was the faculty research fellow at the Financial Accounting Standards Board.

Dr. Walther said that these accomplishments and others, coupled with professors serving in leadership positions in national accounting organizations, have raised the profile of the Huntsman School of Business, and may have helped the school earn this national recognition.

“Creating a positive national reputation is a key part of our strategic plan,” Dr. Walther said. “It’s very pleasing to see some independent confirmation that we are succeeding in doing just that. When our students and faculty receive national recognition for their work, it opens doors

for our graduates, and in the end, that's a big part of what we are about: becoming career accelerators for our students and alumni."

Huntsman Post

Arbinger Institute's Jim Ferrell Shares Philosophy that Has Turned Around Major Companies

By Steve Eaton

Setting goals and motivating others to help you achieve them may be a standard strategy for business, but it is, in many ways, a fundamentally flawed approach that is not the most effective way to move an organization forward.

That was the theme presented by Jim Ferrell to faculty and staff at the Huntsman School's on-campus, fall retreat when James Ferrell, cofounder and managing partner of the Arbinger Institute, spent the day with them.

The group had been asked to prepare for the meeting by reading one of The Arbinger Institute's international bestsellers, **Leadership and Self-Deception**. The book uses a parable format to tell the story of an extremely effective and profitable company that consistently teaches its employees to live "outside-the-box," an idea that goes far beyond mere innovation. As defined by Arbinger, being outside the box means trying to understand the needs of others first, while finding ways to help them achieve their goals. Instead of evaluating everything in terms of how it might affect oneself, leaders realize that a firm's growth is advanced by a focus on how their work affects others. And this begins by working to understand the needs of others.

The Arbinger Institute advocates that a car salesperson, for example, should truly understand the needs of his or her customers and try to meet them. It maintains that this approach will prove more successful than finding clever ways to manipulate and motivate people into buying cars just so the salesperson can meet his or her goals.

Mr. Ferrell promotes a life philosophy that results in people spending less time trying to justify their own behavior by blaming others. Even a focus on whether another part of the organization is "in the box" is a road to mediocrity, he said. Sometimes people may be difficult to work with, but even in those instances, Ferrell maintains that a resolute focus on how to best help them, within the realities of the business, is a more productive way to move the organization forward.

He believes that few people can spend all their time outside the box, in all settings. To the extent that individuals learn to think this way, however, transformational change, rather than merely marginal change, is possible.

"Whenever we get in the box, we end up, to one degree or another, creating the very problems we think we are trying to solve," he told the group.

Mr. Ferrell explained that The Arbinger Institute, which has offices in 15 countries, focuses its energies on three practice areas—culture integration and change, conflict resolution, and organizational turnarounds.

One leader at a top 40 *Forbes* company, who is quoted on the Arbinger website, says the company hired a top consulting firm that ended up not being able to help them despite months of trying because the firm had become such a "basket-case."

"Fortunately," he said, "this (consulting) firm was familiar with Arbinger and referred us to them. And nothing has been the same since. We are now the most profitable company in our industry – doubling and even tripling the ROI of our nearest competitors."



Jim Ferrell describes how to get "out-of-the-box."

Photo by Brent Meacham



Jim Ferrell shares Arbinger principles at retreat.

Photo by Brent Meacham

series of exercises and case studies aimed at helping them see the practical benefits of leaving “the box” behind in their work with students, as well as with colleagues and the larger community. The school’s ability to achieve its purposes in the world and on behalf of all of its stakeholders will depend in large part, he said, on the degree to which it can conceive and execute its efforts in an “out-of-the-box” way.

The same approach that improves organizational culture and results also has the ability to transform conflicts of all sizes and complexities, Mr. Ferrell said.

“The one thing that every party to a conflict knows for sure is that it is the other party’s fault,” he said, which means that this problem of not knowing and resisting the possibility that you have a problem is at the heart of every conflict.”

While the importance of focusing on the needs of students has long been emphasized at the Huntsman School of Business, Mr. Ferrell encouraged faculty and staff to consider ways each of them could improve by leading them through a