

The DeVoe Division of Business Newsletter

February 2024

Pitch Over Pizza!

We met with 12 students on February 6 to hear their amazing business ideas! Of those 12 students, 8 students will be meeting with Dr. Bennett to perfect their pitch to compete in our **Launch It Pitch Competition** on March 26. Watch for more information on attending the event, hearing our keynote speaker, Shae Bynes, and voting on the 8 different business ideas. We are so excited to see our students light up the stage and hear a Christian perspective on entrepreneurship from Shae. You won't want to miss this event!



Launch It Pitch Competition 🚀

What: Pitch Event and Keynote Speaker, Shae Bynes

When: Tuesday, March 26 6:00-8:00 pm

Where: Globe Theatre

Shae Bynes is a pioneer in the Kingdom entrepreneurship movement who has ignited fires and fanned flames in the hearts and minds of over one million people through her writing, teaching, and mentoring. As an advisor and strategist, she has served start-up entrepreneurs and established CEOs across various industries, such as communications, health technology, and business finance.

<https://shaebynes.com>



Shae Bynes, Executive Advisor
Kingdom Driven LLC
President and Executive
Director, Kingdom Driven
Entrepreneur Foundation Inc.

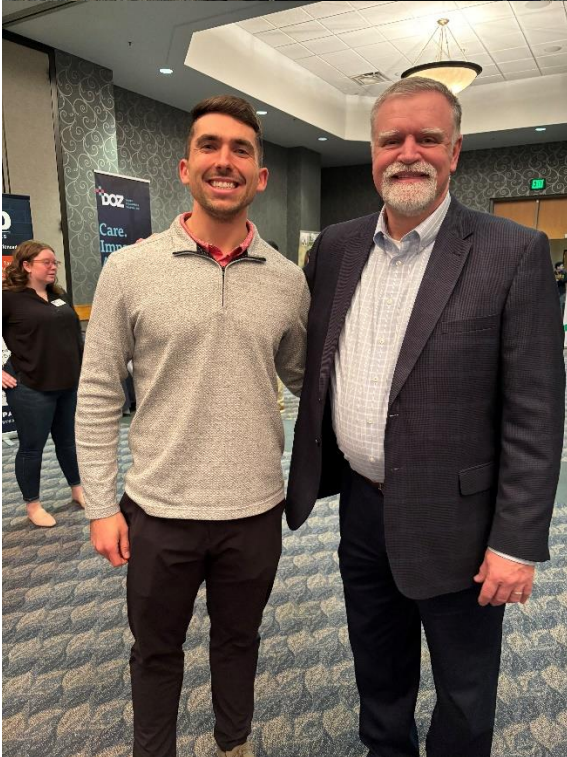
Watch your email for more opportunities to meet with Shae during that week. We are planning some one-on-one sessions and a "Launch"-n-Learn specifically for you to learn more about entrepreneurship!

Meet the Firms

Twenty-two accounting and eleven finance firms, came to campus on February 8 to meet our students. It was a wonderful evening of networking and fellowship.

Terry Bush, Director of HR Services at Kruggel Lawton CPA, testified to the quality of the event and our students. *"We thoroughly enjoyed Meet the Firms, met quite a few talented students with tremendous potential, and are already building on the dialogue we had with them. We are so grateful for all you do for your students and us in the employer community!"*

If you haven't attended a Meet the Firms event, we would strongly encourage you to step out and make these connections. Our faculty and staff are happy to help you get acquainted with the firms and organizations.



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Kingdom Advisors

Kingdom Advisors is the annual gathering of Christian financial professionals that inspires progress, connects people, and cultivates spiritual growth for every conference attendee. Each year, several of our finance students attend the conference in Orlando, Florida. This year we had nine students attend with Dr. Crawford. Luke Ash, Finance Senior, gave this reflection about his experience at the conference.

“KA is my favorite trip that I've taken as an IWU student. The community is incredible and the connections that I've made there have been unbelievably important as I begin my career. I hope to go back at some point in the future!”



Business Community Feedback

It's important for us to ask our business community questions about what the needs are in the workforce. We had over 30 employers on campus for Meet the Firms in February, so we asked them the following questions: What are the most important soft skills that our students need to know to flourish? What are the most underdeveloped skills you see with recent graduates? What are the areas in which first year employees need to improve?

Here are the most common responses:

Soft Skills:

Strong communication skills and empathy

Clear communication

Eye contact

Asking genuine questions

Time management

Flexibility

Positive attitude

Handle constructive criticism

Personal, friendly

Good, firm handshake

Confidence in speech

Underdeveloped Skills:

Ability to do things on their own

Professional writing

Transparency with progress and questions

General professionalism

Email language

Critical thinking

First Year Improvement:

Humility in what they don't yet know

Telling your manager when you make a mistake and offer a solution

30 second pitch about themselves

Excel Skills



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