Students Forge New Connections at International Leadership Case Competition

09/03/2021

The Covey Leadership Center hosted the first virtual International Executive Challenge (IEC), on March 19, 2021, bringing together student teams from six countries. As a virtual leadership case competition, the IEC gave students from around the world the chance to develop their leadership skills, expand their network internationally, and compete for $2,000. The event included student teams from Stellenbosch University (Cape Town, South Africa), Erasmus University (Rotterdam, Netherlands), University of Zürich (Zürich, Switzerland), the University of Manchester (Manchester, England), Kühne Logistics University (Hamburg, Germany), the Wharton School at the University of Pennsylvania, and Utah State University.

To compete, 12 teams of four students each were given one week to create a 10-minute presentation based on a leadership-themed case study. In the first round, teams were divided into three virtual rooms and delivered their presentations to a panel of judges. In the second round, the three finalist teams were given a twist in the case and one additional hour to adjust their presentations. Following the final presentations, the winners were selected and awarded prize money.

This year’s judges were comprised of political, business, and education leaders from around the world, including The House of Lords of the United Kingdom, FedEx Corporation, John Deere, Acumen Learning, Align Technology, AlignOrg Solutions, Conservice, Zerorez Franchising Systems, McOmber Capital, and SMCOVEY.

The first and second place teams in the 2021 IEC were both from Erasmus University. Third place was claimed by USU. A networking event following the competition further developed the participants’ relationships with one another and gave the students a chance to network with the judges.