Principles for Responsible Management Education #3 Method: Pink Shirt Day

Good news from Gustavson students just keeps on coming!
Our MBAs are such great leaders!
Sardul S. Gill Graduate School MBA students Sunjit Mark, Marcus Greenshields, Tammy Pham and Ivan Petrovic placed second in the East Meets West Leadership Case Competition, hosted by the Haskayne School of Business in mid February. As one of nine competing teams, the foursome solved a real-life case in which they balanced the fiscal demands of business with environment, social, and economic demands of good leadership. The team thought about leadership from several different angles, and how to use it to further business goals. The weekend was also an opportunity for them to network with other top-tier MBA students, meet industry representatives, and learn about different industries across Canada. We’re so proud!

Educational responsibility
Gustavson profs can (and many do) teach students about appropriate organizational behaviour. They, and our students, also create opportunities for students to consider their own values and how they might respond if they witness inappropriate or harmful behaviour. Workplace bullying is persistent mistreatment, including verbal, nonverbal, psychological, physical abuse and humiliation. Unlike typical school bullies, workplace bullies often operate within the established rules and policies of the organization. Research has also investigated the impact of the larger organizational context on bullying. The behaviour can be covert or overt; it may be missed by superiors; it may be known by many throughout the organization. Negative effects are not limited to the targeted individuals, and may lead to a decline in employee morale and a change in organizational culture.

Social Responsibility
Pink Shirt Day is Wed, Feb 24, 2016
The original pink-shirt event was organized by high-school students David Shepherd and Travis Price of Berwick, Nova Scotia, who in 2007 bought and distributed 50 pink shirts after their fellow student Charles McNeill was bullied for wearing a pink shirt on the first day of school. Anti-Bullying Days were started across Canada and, now, around the world, to prevent further bullying. The United States Department of Justice has shown that one out of four kids will be bullied during their adolescence. Most of the time it continues after the first incident; statistics show that 71 percent of students who are bullied, continue to be bullied. Bullying is not, alas, restricted to childhood, adolescence, or schools. It takes place at work, too.

And science weighs in on how to change the behaviour, in Want to End Bullying? Get the Popular Students to Help in New York Magazine.

This video of a pinkshirt flashmob at a Vancouver Giants game blows CSSI away every time.

The book Teaching Bullies by local teacher and parent Dr. Jennifer Fraser examines adult bullying in the context of sports teams and the workplace.

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