



## Junior Cohort: Spring 2016 Leadership Challenge

**Organization** Mayr & Associates / Dawson  
**Dates** February – April 2016

### Background

*Mayr & Associates*, a division of bhm cpa group, is a certified public accounting firm established to assist middle-market, closely-held clients with tax, accounting and financial advisory services. Clients represent a wide range of industry, including Construction/Real Estate, Manufacturing/Distribution, Service, Auto Dealers and Captive Insurance. Headquartered in Columbus, Ohio, Mayr & Associates have established a fixed-price agreement with clients, where an engagement fee for the year and payment terms are agreed upon. This enables the client to approach them with questions, without fear of being billed each time they talk.

*Dawson*, a recruiting and employment agency located in Columbus, Ohio, is led by 2nd generation co-owners and brothers, Chris and David DeCapua. Dawson specializes in utilizing innovative recruitment methods including a Mobile Recruitment Center and TalentRooster Video Interview Service. Consistently recognized as a one of Central Ohio's premier employers, Dawson is an award winning employment agency focused on providing exceptional service to their clients and partners.

### The Problem

Millennials, specifically Generation Y and Generation Z, are joining the workforce at an exponential rate. Businesses are challenged with providing appropriate on-boarding and training for millennials that better equip them to thrive with companies where senior leadership positions are typically held by individuals from Generation X. Conversely, minimal professional development opportunities exist that educate senior leadership on developing strategies to effectively manage generational differences.

### Parameters

The Ohio State University – Office of Student Life's Buckeye Leadership Fellows Program 2nd year cohort, will work with executives at Mayr & Associates and Dawson to develop strategies to manage generational differences within business.

### Structure

The Buckeye Leadership Fellows (BLF) Program staff has designated this project as a cohort challenge. With your cohort, you will:

1. Define your approach to this challenge and identify what success looks like for you and for the cohort.
2. Complete appropriate research and background work to create a successful project.
3. Consult with designated representatives at Mayr & Associates and Dawson to understand and create a proposal to address their needs.
4. Create and pitch an implementable solution – including implementation steps, concrete funding sources, etc. – to offer for the final presentation.

### Learning Outcomes

Fellows engaging in this Buckeye Leadership Challenge will:

1. Articulate characteristics across the spectrum of generations that comprise the workforce.
2. Identify industry standards in dealing with generational difference.