

STANFORD BUSINESS

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2012-13 Report on the F. Kirk Brennan Speaker Series Fund

The F. KIRK BRENNAN SPEAKER SERIES FUND, the Dean's premier speaker series, helps bring a wide swath of leaders from business, government and social sectors as part of the *View From The Top*. Leaders illuminate choices they have made, decisions they have struggled with, and sources from which they draw power and inspiration when faced with surmounting leadership challenges. The popularity of the series lies in its student-centric format, with first-year and second-year MBAs interviewing the speaker and encouraging attendees to ask follow-up questions that draw even more rich material from the speakers. Insightful student questions from this past series included:

- Who is a CEO who you think is doing things right?
- What advice did you give to the President of The United States as part of your advisory role and which of it did he take?
- How much of your leadership is innate vs. learned?

The *View From the Top* series is sponsored by the school's Center for Leadership Development and Research and is open to the entire Stanford community.

We are grateful for your support through the F. Kirk Brennan Speaker Series Fund that enables leaders from

Video clips are at the GSB website: <http://www.gsb.stanford.edu/cldr/events/vfft.html>

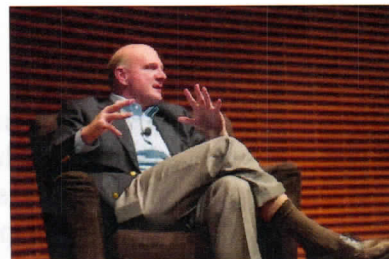
Speakers from the 2012-13 academic year included:



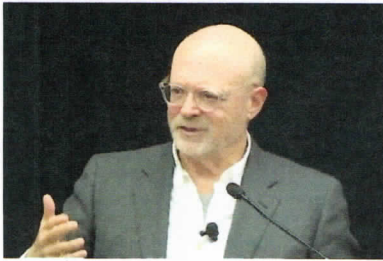
Andrew Mason,
CEO Groupon

Mason spoke about his entrepreneurial path and the importance of having people on your team.

"The ideas that are successful aren't always obvious at the time."



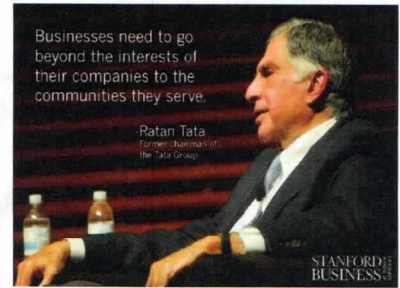
Steve Ballmer,
CEO Microsoft



Millard Drexler
CEO and Chairman,
J Crew Group

Drexler discussed his views on the value of an MBA, consumer research, and motivating people.

"Surround yourself with people that get it."



Businesses need to go beyond the interests of their companies to the communities they serve.

Ratan Tata
Former Chairman of the Tata Group

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John Doerr
General Partner,
Kleiner Perkins Caulfield & Byers

Doerr emphasized that the investments Kleiner Perkins are in companies that are at the top of their game in job creation.

"The best entrepreneurs are the ones who really go the distance with their companies, who are always learning."



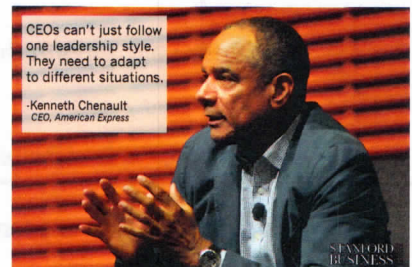
Patrick Whitesell and Ari Emanuel
Co-CEOs,
William Morris Endeavors Inc.



Thomas Keller
Chef, Restaurateur, Writer

Keller related habits learned in his early career in kitchens to his success as a three-star Michelin Guide restaurateur.

"You have to be able to take feedback."



CEOs can't just follow one leadership style. They need to adapt to different situations.

Kenneth Chenault
CEO, American Express

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Al Gore
Former US Vice President &
Co-founder and Chairman
Generation Investment Management

Gore spoke on leadership, solutions for the climate crisis, and sustainable capitalism.

"Leaders must supply vision, values, and goals."



Jeffrey Smisek
Chief Executive Officer,
United Continental Holdings



Jack Dorsey
Chief Executive Office and
Founder
Twitter, Square

Dorsey expanded on how he came up with ideas for Twitter and Square.

The most important thing is for me to see a picture of where I want to go and what I want to do in the world and work backwards from that."



Michelle Rhee
CEO, StudentsFirst
Former Chancellor, DC Public
Schools

Rhee's leadership advice included not getting involved in small arguments that don't move organizations forward and having courage in convictions.

"You have to lead from the front."