



HIGH POINT UNIVERSITY
The Premier Life Skills University®

THE NATIONAL C-SUITE SURVEY ON COLLEGE GRADUATES in the WORKFORCE



A poll of 500 C-Suite executives representing
companies with 5,000 to 25,000 employees

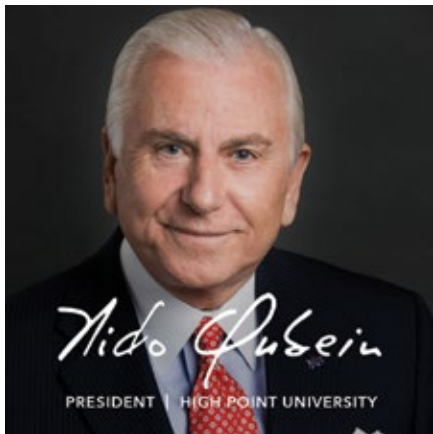


WITH AN EXECUTIVE SUMMARY FROM
HPU PRESIDENT NIDO R. QUBEIN

PLUS The Six Essential Interview Questions
You Should Be Asking Every New Hire

CONDUCTED BY THE HIGH POINT UNIVERSITY SURVEY RESEARCH CENTER

©2021 All Rights Reserved High Point University



Read the biography of this Life Skills leader on page 19.

LEADING with LIFE SKILLS

Dear Executive Leader:

As a leader, you're looking for employees who will add value to your organization the very moment they come on board.

High Point University's Survey Research Center recently surveyed 500 C-Suite executives nationwide to find out what they want in their future hires and which traits, characteristics and attitudes they see in their current employees that make them successful.

These executives lead businesses with anywhere from 5,000 to 25,000 employees, and the answers they gave us are resounding. But what we discovered is what I expected.

The skills needed to succeed never change.

Practical Data You Can Use NOW to Your Advantage

You'll want to take a few minutes to review the results from our Executive C-Suite Poll. You'll also find practical takeaways, such as six questions you should be asking interviewees. And I share insights on why you should ask job candidates these questions. We all need Life Skills development, regardless of our age, position or stature. Of course, you know that, or you wouldn't have risen to the level of success you enjoy today.

Finding the best employee possible can be as hard as reading hieroglyphics. But we at High Point University want you to utilize these survey results as a "Rosetta Stone" to help you craft the questions you need in order to discover which job candidates will likely fit best with your culture and vision.

In the President's Seminar on Life Skills that I teach to all freshmen, I always tell them that applying talents without thinking of values and principles is like using your car's accelerator without touching the steering wheel.

That is true for all of us.

When we hire, we all need to think about what works best for our organization's values and principles. We all know we are the sum total of the choices we have made in the past. But we also need to know that we can change what we are in the future through the choices we make today.

Let us all choose well. And as we challenge all our students at HPU: Choose to be extraordinary!

Sincerely,

Nido R. Qubein
President
nqubein@highpoint.edu

97% of HPU graduates begin careers or graduate school within six months of earning their HPU degree, **11 POINTS HIGHER THAN THE NATIONAL AVERAGE.**

HOW TO USE THIS DATA

As a business consultant, executive coach, professional speaker, entrepreneur and university president, Dr. Qubein's resume is as prolific as it is unique.

He has authored a dozen books on the subject of leadership and Life Skills. He serves as a board member at several major companies, including Truist, the nation's sixth largest financial institution, La-Z-Boy and nThrive and is executive chairman of Great Harvest Bread Company (read more about President Qubein's extensive leadership and recognitions on page 19).

With his wealth of experience and the data gathered through the HPU Executive Poll on Life Skills, Qubein has created *The Six Essential Interview Questions You'll Want to Ask In Every Interview*.



When you interview job candidates, you'll want to use these Six Essential Questions to help you identify and attract the best talent to your organization (you'll want to share these tips and questions with your other hiring managers too).

These critical interview questions you should ask every candidate can be found on page 14. Throughout you'll also find insights from Dr. Qubein, titled "**NQ NOTES**," which will help you understand how to apply the data to your professional growth and to your organization.

High Point University's C-Suite Executive Survey

See page 18 for survey demographics.

Of these two sets of skills, which would you rather colleges and universities instill in recent college graduates?

TECHNICAL

35%

.....

LIFE SKILLS

65%

Of these two sets of skills, which do you think colleges and universities are best instilling in recent college graduates?

TECHNICAL

67%

.....

LIFE SKILLS

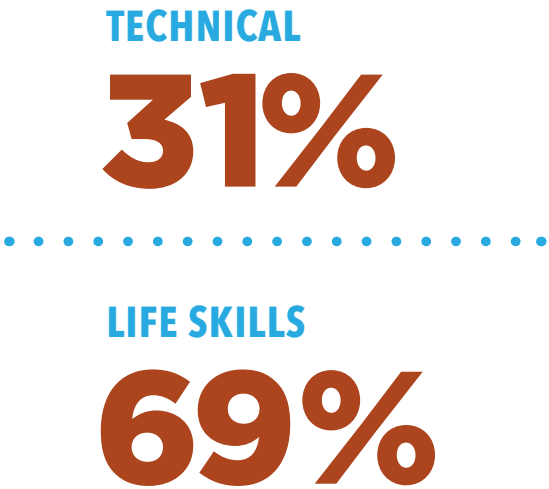
33%

NQ NOTES:

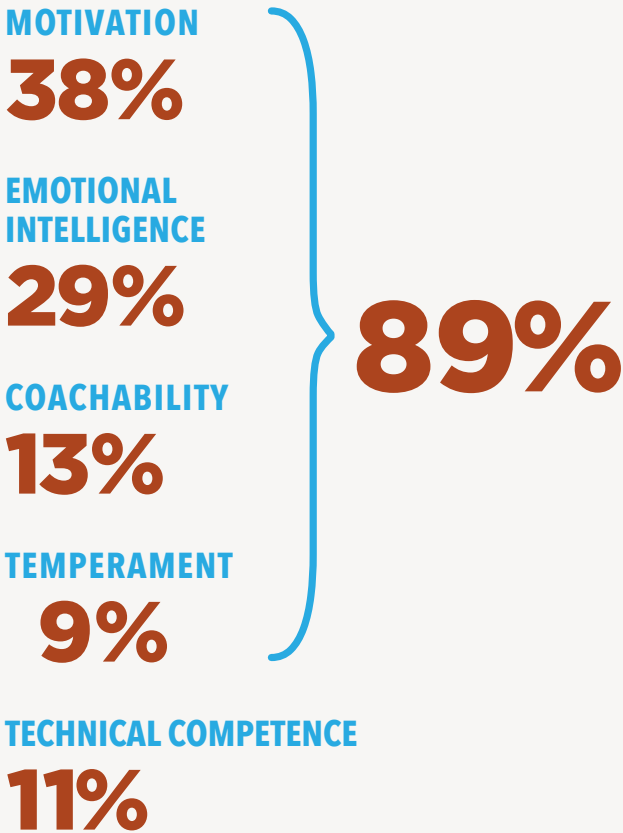
Throughout this data, you'll find these thoughtful insights from Dr. Qubein that will help you understand how to apply the data to your professional growth for your organization.

The results here reveal that employers don't think colleges throughout the nation are doing a good job instilling Life Skills. This is why HPU students are challenged to both excel in their discipline (major) AND develop their Life Skills.

Of these two sets of skills, which do you think colleges and universities are teaching least effectively?



When you hire recent college graduates, what are the reasons they fail?



Wow! 89% of the success/failure factors are related to Life Skills!

Hiring college graduates can be challenging.

HIGH POINT UNIVERSITY RESEARCH HAS IDENTIFIED FIVE KEY REASONS NEW HIRES FAIL.

This survey has demonstrated that employers consistently report that new hires don't work out for reasons such as coachability and adaptability rather than technical competence. HPU faculty understand that educational knowledge is the foundation for success. They listen to the demands of the marketplace and prepare students to excel in the areas that matter most.

38%



MOTIVATION

HPU'S RESPONSE to Motivation:

Think environment doesn't make a difference? Ask any professional sports coach if they prefer to play at home or away.

Leading organizations understand that one's surroundings shape one's behavior.

At HPU, an inspiring environment is part of a strategic effort to surround students with energy, enthusiasm and the lift they need to walk and act with purpose.

"Your outlook upon life, estimate of yourself and estimate of your value are largely colored by your environment. Your whole career will be modified, shaped and molded by your surroundings and the character of the people with whom you come into contact every day."

-Orison Swett Marden, founder of *Success Magazine*



29%



EMOTIONAL INTELLIGENCE

HPU'S APPROACH to Emotional Intelligence:

The President's Seminar on Life Skills is a required course for all freshmen taught by Nido R. Qubein, HPU president, serial entrepreneur, business leadership consultant and author.

In their first semester, students learn about relational capital, the art and science of persuasion, communication skills, energy management and many more Life Skills that will help chart a path for their success.

In fact, HPU graduates often cite the Life Skills Seminar as a catalyst for their personal and professional transformation. No surprise!

13%



COACHABILITY

HPU'S ANSWER to Coachability:

Every freshman at HPU is assigned to a Success Coach, a professional staff member who offers guidance, wise counsel and encouragement. If you want to be coachable, you need practice!

Mentorship is the responsibility of every faculty and staff member at HPU. And students benefit from an ecosystem of mentorship and support—ALL FOUR YEARS.

Students benefit from career advisors, faculty advisors, peer mentors and more. Even HPU's club sports teams have professional coaches. No one in life gets far without the help of others. HPU understands this and has forged a culture where students are surrounded by coaches who care.



11%



TECHNICAL COMPETENCE

HPU'S STRATEGY on Technical Competence:

HPU's academic curriculum is both innovative and relevant, in part because our faculty mentors include a mix of scholars and real-world practitioners. Just as the marketplace is in daily flux, majors in all disciplines are in a continuum of evolution. HPU's newest programs in engineering, actuarial science and physical therapy are merely a few examples of HPU's commitment to ensuring graduates are prepared for the world as it is going to be.



9%



TEMPERAMENT

HPU'S POSITION on Temperament:

Growth mindset is our answer. It represents faculty's strategic approach to instilling students with the temperament to overcome life's obstacles and view challenges as opportunities. Dr. Carol Dweck, Stanford professor and expert on growth mindset, has even visited campus to share with our faculty her research and describe its impact.



Of these areas, where do you spend the greatest amount of time training and educating recent college graduates?

19%

Understanding Company Culture

25%

Incorporating a New Employee into a Team Environment

36%

Defining Work Ethic Expectations

20%

Technical Systems

When you're interviewing recent college graduates, do you think about how comfortable you would be with the candidate representing your company with clients?

YES 90%

.....

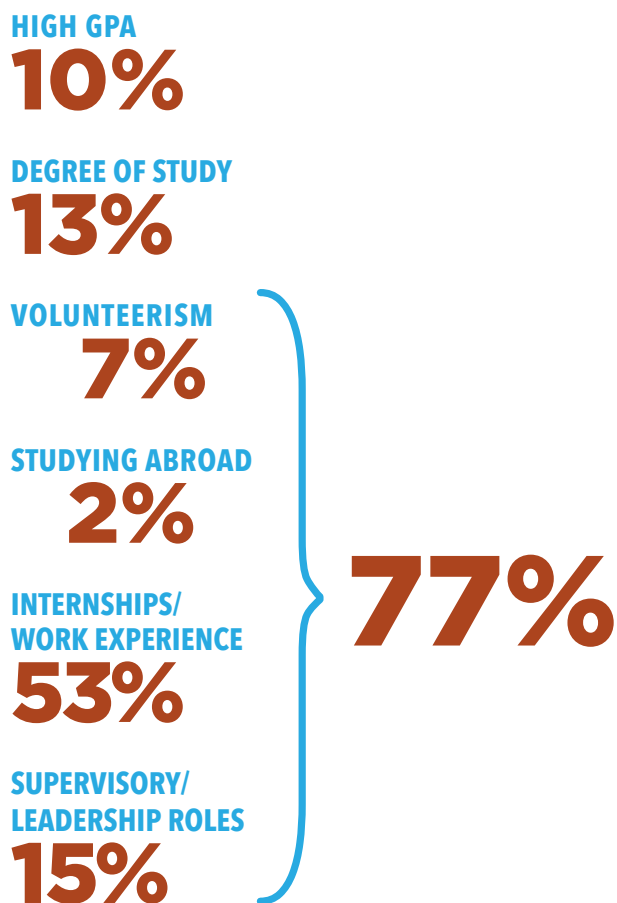
NO 10%

NQ NOTES:

The vast majority of executives spend their time training employees in areas related to Life Skills (80%) as opposed to technical skills (only 20%)!

How you present and carry yourself matters! This is why HPU students are educated to develop their executive presence.

Of these accomplishments, which is most important to you on a recent college graduate's resume?



Do you think that taking candidates to a restaurant reveals important aspects of their personality which could provide a sense of how they might handle themselves on the job?



77% relates to experiential learning. HPU students are encouraged to learn by doing! Facilities like Cottrell Hall (funded entirely by HPU parents) provide dedicated resources and opportunities to learn experientially. These include the Harris Sales Center, Belk Entrepreneurship Center, Norelli Global Education Center and more.

1924 PRIME and Alo are HPU's fine-dining learning labs, designed specifically to ensure HPU students master protocol in out-of-office business settings, like a restaurant, and experience global cultures and cuisine.

Which trait is easiest to develop in an employee?

PERSONAL INITIATIVE

18%

.....

TEAM PLAYER

12%

.....

TECHNICAL SKILLS

69%

Which trait is the hardest to develop in an employee?

PERSONAL INITIATIVE

59%

.....

TEAM PLAYER

24%

.....

TECHNICAL SKILLS

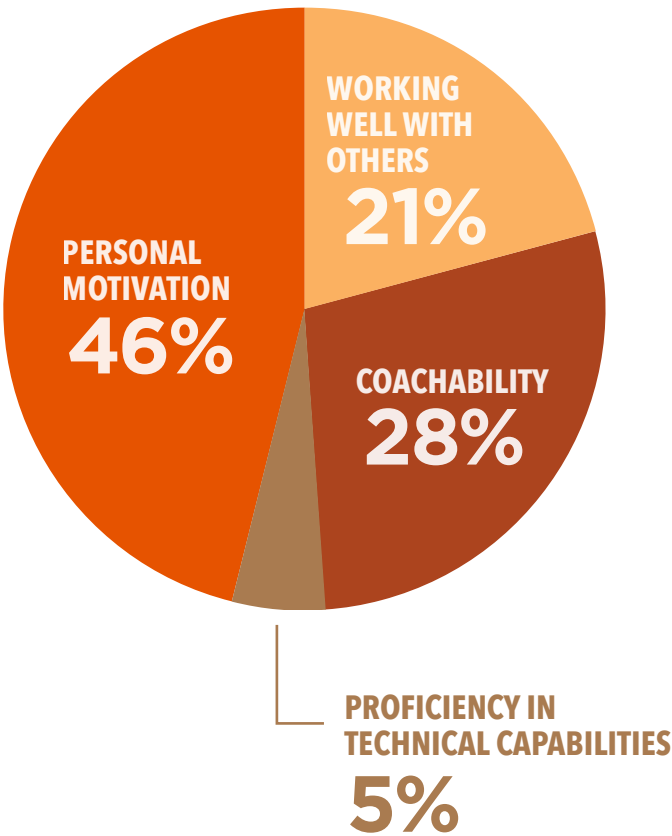
17%

NQ NOTES:

Note that while executives are asking for college graduates with Life Skills, they aren't seeing colleges deliver effectively. HPU students have a distinct advantage with Life Skills development because HPU is intentional in its efforts to instill these valuable skills in our students.

Motivation matters! It's why we challenge HPU students to live by our call to action: Choose to be extraordinary! It's also why HPU's individualized Success Coach program is so important. Every student at HPU has an ecosystem of support throughout their four-year educational journey.

Of these characteristics, which are the hardest to develop in recent college graduates you hire?



Regardless of job title, do you think all members of your team are responsible for sales or the company's bottom line?



Remarkable—95% of the characteristics that executives say are the hardest to develop in newly minted college graduates are overwhelmingly related to Life Skills, while a mere 5% are related to technical capabilities.

Sales education is not exclusive to sales majors at HPU. ALL students are encouraged to take these classes, and ALL HPU students can learn inside the Professional Selling Center, regardless of their major. Building basic sales competence is critical for all leaders.

Are you likely to say this phrase to a recent college graduate you hire? “I need you to figure out this problem.”

YES
71%
.....
NO
29%

When it comes to work ethic in new college graduates, which of these statements best aligns with our beliefs?

My generation has a stronger work ethic than new grads

71%

My generation and new grads have the same work ethic

23%

New college grads have a stronger work ethic than my generation

6%

NQ NOTES:

In *Fast Company*'s Generation Flux series, executives noted that the most important jobs are “Figure-It-Out” (FIO) jobs. The world is changing at such a rapid pace that employers don’t always know what specific instructions they need to give their employees. They need their associates to figure it out and know which questions to ask—without being prompted.

HPU students are reminded that perception is reality, so they have to overcome this stereotype by developing and habitually demonstrating an energetic work ethic.

Which of these reasons would make you most hesitant about hiring a new college graduate?

Lack of emotional intelligence and people skills **68%**

Lack of experience in a corporate setting **21%**

Lack of technical skills **11%**

When you're interviewing a recent college graduate for a position, are they:



We tell our HPU students that employers will train them on the technical aspects of a position IF they are grounded in Life Skills development, including teamwork and relational capital.

HPU's culture daily reinforces for our students the notion that they must be prepared to render appreciated value and be committed to organizational welfare.

The Six Essential Interview Questions

YOU'LL WANT TO ASK CANDIDATES IN EVERY INTERVIEW
(And Be Prepared to Answer These Yourself)

1. Give me an example of a time you failed in your career and how that experience helped you grow.

Understanding Their Response:

A resume is often designed to showcase one's accomplishments, but discovering how the candidate processed and managed their decision during difficult situations is key. Be able to decipher the difference between productive failures and nonproductive successes. The process of learning and growing always involves challenges.

2. Talk about a time when you had a task you disliked. How did you stay motivated?

Understanding Their Response:

Motivation is crucial in any position, and it often boils down to work ethic. Bad habits are easy to develop but hard to live with. Yet, good habits are hard to develop but easy to live with. Motivation is one of those good habits to cultivate.

3. Internships and leadership roles in clubs and organizations in college can prepare a student for life after college. How have you seen this work experience help you grow, not only intellectually but emotionally?

Understanding Their Response:

There is no substitute for experience, which creates competence. And competence leads to confidence. Commitment is a byproduct of confidence.

4. Tell me about your goals in life. How do you plan to achieve them?

Understanding Their Response:

What matters is not so much what someone wants to do but rather what someone wants *to be*. This question will give you insight into prospective employees' personal initiative, underlying motivations and self-assessment of their strategic thinking.

5. Give me an example of how you found a solution to a problem you faced in your life or your work experience.

Understanding Their Response:

In any line of work, every organization needs solution finders—NOT merely problem solvers. Solution finders think vertically to eliminate an issue permanently. Problem solvers think horizontally and only react to the tyranny of the urgent. You are looking for deep, vertical thinkers to join your team.

6. Tell me about a time when you took on a leadership role—whether assigned or pursued. How did you motivate the people around you to carry out the mission? And how did you handle uncommitted teammates?

Understanding Their Response:

Leaders must build bridges of understanding in order to persuade, influence and guide others. Look for candidates who can clearly explain how they connected with their teammates in order to foster trust. Remember, "if no one will follow you, you're not a leader!"

National Headlines Report Life Skills Deficit

Reports published by media outlets across the nation document the skills gap with which new hires are struggling, as highlighted in a sampling of headlines on this page. Employers are looking for graduates who are prepared to be coachable, communicate with others different from themselves, build solid relationships, be adaptable and navigate complex problems. High Point University answers the call and delivers on outcomes.

"Entry-level skills change every few years; it's the habits of learning to learn and navigating the ambiguity of a career that will prove most valuable to undergraduates in the long run."

**College students say they want a degree for a job.
Are they getting what they want?**

By Jeffrey Selingo

The Washington Post

"A large segment of the U.S. workforce is said to lack soft skills such as communication, creativity, critical thinking and collaboration."

The dying art of building relationships

By L. Lavon Gray

"Companies seek out managers and leaders who have high levels of empathy and emotional control and are adept at building trust, motivated and able to inspire employee loyalty."

How to increase emotional intelligence on your team

By Michele Markey

Forbes

"When management consultants TalentQ, a unit of the Hay Group, asked hundreds of hiring managers last year what skills they were having trouble finding in job candidates, 80 percent said they couldn't find enough potential hires with strong 'soft' skills, like speaking and writing clearly, listening well, collaborating with other people, and even just showing up on time."

The real-world skills new college grads need most

By Anne Fisher

FORTUNE

"Things like time management and organization aren't typically taught in school, but they are increasingly important in order to be competitive at work."

These are the five soft skills recruiters want most

By Stephanie Vozza

"The top priority for developing talent is to train for soft skills, according to LinkedIn's 2018 Workplace Learning Report, which surveyed more than 4,000 professionals."

Forget learning to code, bosses value collaboration and communication

By Lydia Dishman

FAST COMPANY

HPU Graduates Are In Demand

Employers are hiring HPU graduates and placing HPU students in valuable internship programs. Here is a small sample of companies that are attracted to HPU talent.

ABC News	Cardinal Health	Harland Clarke	Monument Capital Management	Royal Caribbean Cruises Ltd.
Accounting Principals	Carlyn and Company Interiors + Design	HBO	Monument Sotheby's International Realty	Rustic Marlin Designs
AccruePartners	Carolina Panthers	Hedrick Gardner Kincheloe & Garofalo, LLP	Morgan Stanley	Salesforce
Accuhealth Group	Carolina Rehab and Surgical Associates	High Point Museum	Mullen Lowe	Saltex Group
ADP	Carolina Thunderbirds	High Point Rockers	Mutual of Omaha	Samaritan's Purse
Advanced Systems Concepts	Cayenta	Holland America Cruise Line	NASCAR	San Antonio Scorpions FC
AdventHealth	CBRE	Holt Group Inc	Nashville Predators	Saxon Financial
Aerotek	CBS Corporation	HomeAdvisor	National Basketball Association	Schneider Electric
Aetna	CDW	HondaJet	National Park Service	Scribe America
Aflac	Center For Creative Leadership	Hubspot	NBC News - TODAY Show	Shaw Industries
Amazon	Center For Wildlife	Hugo Boss	NBC Sports	Shinola
American Baseball Coaches Association (ABCA)	Century Furniture	Huguenot Fuels, Inc.	NBC Universal (New York)	Shutterfly
American Contemporary Ballet	Charlotte Hornets	HW Global Education Investment Group, LLC	NetJets	Sigma Plastics
American Express	Christopher Guy	Hyperion	New England Center for Children	Signature Bank
American Orthopedic Society for Sports Medicine	Christian Louboutin	IBM	New Jersey Devils	Smart Choice®
American Traditions Insurance Company	Chubb Insurance	Inmar Intelligence	New York Economic Development Corporation	Smithsonian Air and Space Museum
AmeriCorps	CIGNA	Insight Global	New York Life Insurance Company	Social Security Administration
Ameriprise Financial Inc.	Cirque du Soleil	Internal Revenue Service	New York Mets	Sokal Media Group
AmeriSave Mortgage Co.	Cisco	IQ Brands	New York Yankees	Spaceground System Solutions
Amgen	Citizens Bank	Irobot	Nobel Learning Communities	Spectrum News
Amica Mutual Insurance	Citrine	Jackson Spalding	Northern Arizona Healthcare	Strawbridge Studios
Aon	Citrix	Jacksonville Jaguars	Northrop Grumman	Synapse PT
Apex Health And Human Performance Optimization	Coca Cola Bottling Co, Consolidated	JetIt	Northwestern Mutual	Syngenta
Apex Systems	Cogent Analytics	John Hopkins Hospital	Norwalk Yacht Club	Talener
Apple	Collins Aerospace	Johnson & Johnson	NovaCare	Target Corporate
Architech Sports and Physical Therapy	Comcast	Johnson Controls	Novant Health	TE Connectivity
Ashley Furniture Industries	Comedy Central	JPMorgan Chase & Co	Ogilvy	Teach for America
Ashley Marion Home	Concentra Health	Juvenile Diabetes Research Foundation (JDRF)	Old Dominion Freight	TEK System
Assicurazioni Generali - US Branch	Constant Contact	Kate Spade New York	Oly Studio	Teleflex Medical
AT&T	Covet Public Relations	Key Risk	Optum	Ten Bridge Communications
Atrium Health	Creative Exchange Agency	Kontoor Brands	Oracle NetSuite	The Dr. Oz Show
Austria Haus Hotel and The Lodge at Vail	Credit Suisse	KPMG	Orion Worldwide	The Fresh Market
Avaya	Dana-Farber Cancer Institute	L'Oreal	Orlando Magic	The Golf Channel
AXA Advisors	Dell Technologies	LabCorp	Orsman Design Inc.	The Hartford Insurance Group
Ayco, a Goldman Sachs Company	Deloitte	LAX Sports Network	Orthopedic Trauma Specialists	The Kraft Group
Baltimore Ravens	Digital Media Solutions Group	Lay-Z-Boy	Oscar de la Renta	The Leukemia and Lymphoma Society
Bank of America	Dimension Data	Learfield IMG College	Patriot Wealth Management	The Siegfried Group
Bank Of The Ozarks Inc.	Discovery Network	Lennox International	Paycom	The Walt Disney Company
Bankers life	DNA Communications	Lenovo	People Magazine	Theodore Alexander
Baptist Children's Home of NC	DNY Melon Wealth Managment	Lexington Home Brands	PepsiCo	Trace International
Bausch + Lomb	Duke Energy	Libby Langdon	Pevco Systems	Travelers Insurance
BBC	Easton Digital	Liberty Mutual Insurance	PIMCO	Truist (formerly BB&T)
Bbsi Portland Metro & North Coast	Edward Jones	Liberty One	Pittsburgh Magazine	UBS
Belk	Elevate Communications	Lincoln Financial Group	PNC Bank	United States Air Force
Berkshire Bank	Epic Games	LNJ Capital	Porsche Cars of North America	United States Army
Berkshire Hathaway	Ernst & Young	Lockheed Martin	Pottery Barn	United States Marine Corps
Bernhardt Furniture	ESPN	Lofa Technologies, LLC	Power Home Solar	United States Navy
Bernhardt Hospitality	Ethan Allen Global, Inc.	Los Angeles Angels of Anaheim	Premier Talent Partners	United States Secret Service
BioPharm Communications	Euro Limited	Los Angeles Philharmonic	Pricewaterhouse Coopers	Vail Resorts
Birch Hill Investment Advisors, LLC	Facebook	Lowes Home Improvement	Progressive Business Media	Venture RE
Blackbaud	Fendi	LPL Financial	PUMA	Veterans Development Corporation
Bloomberg LP	Fidelity Investments	Lymphoma Research Foundation	PWC	VEJeanswear
Blue Apron	First Citizens Bank	Madison Square Garden	Qorvo Inc.	Viacom
Blue Wave Orthodontics	Fortuna Enterprises	Madwire Media	Qualcomm	Vineyard Vines
BMI Nephrology Systems, Inc.	Fox Networks Group	Major League Baseball	Qualtrics	VMWare
Booz Allen Hamilton	Freddie Mac	Make-A-Wish America	Quoizel	Volkswagen Group of America
Boston Bruins	FRG Technology	Marriott	R.W. Warner	Volvo
Boston Children's Hospital	Gallagher	Martha's Vineyard Interior Design	Rand Construction Corporation	Walt Disney Studios
Boston City Properties	Gartner, Inc.	Martin Marietta	Randstad USA	Washington Nationals
Boston Red Sox	GCI Health	Maryland Stadium Authority	Raycom Media	Washington Football Team
Boy Scouts of America	GE Aviation	Marzano Capital Group	Raylen Vineyards, Inc.	Wayfair
Boys & Girls Club of Greater High Point	GE Healthcare	Mass Mutual	Raymond James	Wealth Advisors Group
Brady Risk Management	GEICO	MATI Energy	Raytheon Missile Systems	Web.com
Brighthouse Financial	Gilbarco Veeder-Root	Maverick Brands, LLC	Reader's Digest	WebMO
British Consulate General	Girder-Slab Technologies	Mayo Clinic	Reality Ministries	Wells Fargo
Buddy Davis Yachts	GlaxoSmithKline	Medicus Healthcare Solutions	Red Hat	Wright Medical
Bumble	Golden Apple Foundation	MemoryBlue	Red Ventures	Xerox
Caffey Distributing	Goldman Sachs	Merrill Lynch	Regeneron Pharmaceuticals	XPO Logistics
Carahsoft Technology Corporation	GolfNow, a division of the Golf Channel	Minnesota Twins	Richard Childress Racing	Yelp
Carbon Inc.	Google	Mondelez international	Richmond Kickers	YMCA
	Hallmark Cards		Robertson Neal & Company, LLP	YouTube
	Hanesbrands Inc.			

HPU'S C-SUITE EXECUTIVE POLL DEMOGRAPHICS

Company Size (number of employees)

5,000 to 9,999	37%
10,000 to 24,999	24%
25,000 or more	39%

Gender

Male	64%
Female	35%
Another gender	*less than 1%

Age

18-24	4%
25-34	19%
35-44	24%
45-54	24%
55-64	21%
65 and older	8%

Number of Survey Respondents = 506

Education Level

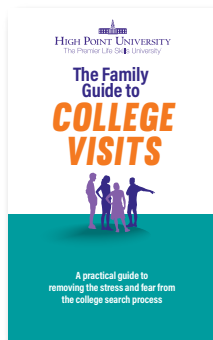
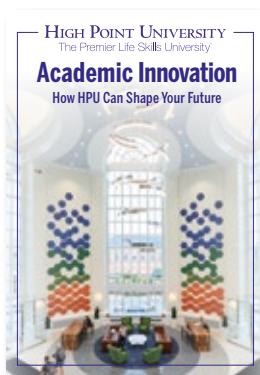
1st-11th grade	*less than 1%
High school graduate	5%
Some college	10%
College graduate	37%
Graduate school	48%

Race

African-American or Black	6%
White or Caucasian	83%
Native American	2%
Asian	6%
Multiple races or other	2%
Don't know	1%

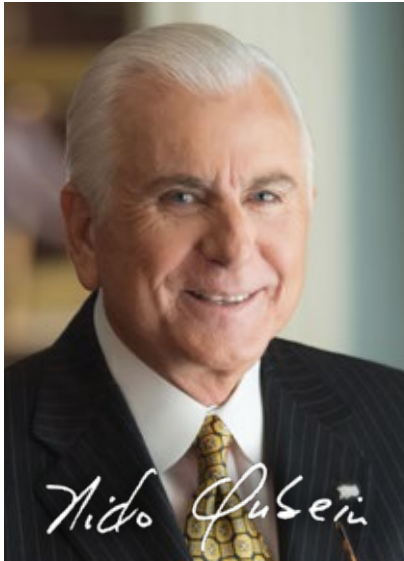
DISCOVER HIGH POINT UNIVERSITY

If you'd like to learn more about HPU's commitment to equipping students with Life Skills and about our values-based approach to education, you can request any of these informative publications:



Visit www.highpoint.edu/learnmore to request your complimentary copies.

PRESIDENT NIDO R. QUBEIN



Dr. Nido R. Qubein came to the United States as a teenager with limited knowledge of English and only \$50 in his pocket. His inspiring life story is one filled with both adversity and abundance. It is through the lens of his life's journey that one appreciates his current role as an educator, philanthropist and passionate advocate for the development of future leaders.

Dr. Qubein has served as the seventh president of High Point University since 2005, leading the university through an extraordinary transformation that includes quadrupling enrollment, increasing the number of faculty from 108 to 322, and the construction of 112 new buildings on campus. Under his leadership, seven academic schools have been added: Communication, Health Sciences, Art and Design, Pharmacy, Undergraduate Sciences, Engineering, and Dental Health and Oral Medicine.

HPU is ranked No. 1 by *U.S. News and World Report* for Best Regional Colleges in the South, No. 1 for Most Innovative Regional Colleges in the South and recognized for National Top 50 First-Year Experiences as well as Best Undergraduate Teaching in the South.

Prior to accepting his role as president of High Point University, Dr. Qubein served as chairman of a consulting firm with international clients in business and professional services. He is the recipient of many national awards, including the Cavett (known as the Oscar of professional speaking), the Horatio Alger Award for Distinguished Americans, the Ellis Island Medal of Honor, the Daughters of the American Revolution's Americanism Award, and Sales and Marketing International's Ambassador of Free Enterprise. Toastmasters International named him the Top Business and Commerce Speaker and awarded him the Golden Gavel Medal.

His business experience led him to help grow a bank in 1986, and today he serves on the board of Truist, the nation's sixth largest financial institution with assets of \$500 billion. Dr. Qubein is also executive chairman of Great Harvest Bread Company—with 224 stores in 43 states—and serves on the boards of La-Z-Boy Inc. (one of the world's largest and most recognized furniture retailers) and nThrive, a health care services company.

Dr. Qubein has written a dozen books and recorded scores of audio and video instructional programs translated into many languages. Sign up to receive free weekly video lessons from HPU President Nido Qubein and daily inspirational quotes at: www.highpoint.edu/motivation.

Nido R. Qubein has authored dozens of books including:

- *Achieving Peak Performance*
- *The Time is Now, the Person is You*
- *How to be a Great Communicator*
- *How to be a Great Sales Professional*
- *Stairway to Success*
- *How to Get Anything You Want*
- *Attitudes: The Remarkable Power of Optimism*
- *Seven Choices for Success and Significance*
- *Uncommon Sense: Ten Principles to Transform Your Work and Life*
- *Daily Motivation: 365 Messages to Inspire You at Work and in Life*
- *Change Your Words, Change Your World*

HIGH POINT UNIVERSITY

LEADERSHIP AND LIFE SKILLS SERIES

You're invited to enjoy High Point University's Leadership and Life Skills Series, hosted by HPU President Nido R. Qubein.

Thought leaders and innovators from around the world visit High Point University to share their stories of success, their moments of failure and to encourage us to move the world forward in positive ways. Each conversation is produced by and aired on North Carolina Public Television and is available online at www.highpoint.edu/interviews.



HPU President Nido Qubein and Condoleezza Rice

Enjoy HPU's Leadership and Life Skills Series online at www.highpoint.edu/interviews



COLIN POWELL

Former U.S. Secretary of State, Former Chairman of the Joint Chiefs of Staff, Four-Star General (Ret.), HPU National Board of Advisors



CELIA SANDYS

Granddaughter of Winston Churchill



KEVIN ASHTON

Technology Entrepreneur, Co-founded MIT's Auto-ID Center, Coined the Term "The Internet of Things"



BYRON PITTS

Co-anchor of ABC News' "Nightline"



SETH GODIN

Marketing Innovator, Dot-com Entrepreneur, Author of 19 Bestsellers



KELLY KING

Chairman and CEO of Truist Financial Corporation



DR. ANTHONY ATALA

Surgeon, Director of the Wake Forest Institute for Regenerative Medicine



CYNT MARSHALL

NBA Dallas Mavericks CEO, HPU Sports Executive in Residence



JOSH GROBAN

Multi-platinum Singer, Songwriter, Musician, Producer



DAVID KING

Operating Partner at Pritzker Private Capital, Former Chair/CEO of LabCorp



DR. CAROL DWECK

Author of the *Mindset* Book Series, Stanford University Professor



MARC RANDOLPH

Netflix Co-founder, Silicon Valley Entrepreneur, HPU Entrepreneur in Residence



STEVE WOZNIAK

Apple Computer Co-founder, HPU Innovator in Residence



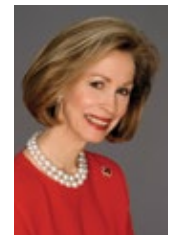
JOHN MAXWELL

Personal Growth/Development/Leadership Trainer, *New York Times* Bestselling Author



MALCOLM GLADWELL

Author of Five *New York Times* Bestsellers, on *Time Magazine*'s 100 Most Influential People



BONNIE MCELVEEN-HUNTER

CEO of Pace Communications, Former U.S. Ambassador, First Woman to Chair the American Red Cross



HIGH POINT UNIVERSITY
The Premier Life Skills University®

One University Parkway, High Point, NC 27268, USA

At High Point University, every student receives an extraordinary education in an inspiring environment with caring people.®