

LEADERSHIP IN TIMES OF CHANGE

Using Communication and Creativity
to Engage High-Performing Teams

March 29–31, 2010
Arlington, VA



COURSE ONE:

Refining Interpersonal Communication
for Management Excellence

- Communicate effectively using simple, concise, direct language
- Utilize active listening to anticipate and avoid misunderstanding
- Determine differences in communication styles and behaviors

COURSE TWO:

Engaging Employees for Greater
Workforce Capacity and Success

- Commit your staff to your organization's mission and vision
- Foster a collaborative culture
- Invest in your organization's most important resource — people

COURSE THREE:

Using Innovation and Creativity to Drive
Organizational Performance

- Foster a creative environment
- Encourage trust and free-flow of ideas
- Differentiate between strategic and tactical thinking

Develop Your Unique Leadership
Style for Maximum Impact

ASMI'S STATEMENT ON LEADERSHIP

High-performance exists at the intersection of leadership, communication, management and results. For an organization to achieve its goals, leaders must motivate, inspire and harness the talents of its most valuable resource—people. There are innate and intangible qualities that define leadership, but to achieve excellence, a leader must constantly develop and evolve. The path to excellence challenges an individual to develop new skills and methods to inspire a diverse and ever-changing workforce.

A 21st century leader must utilize innovation for organizational success.

In the U.S. workforce, the Gallup organization estimates the cost of employee disengagement to be more than \$300 billion in lost productivity alone.



Monday, March 29, 2010

COURSE ONE:

Refining Interpersonal Communication for Management Excellence



LEADERSHIP IN TIMES OF CHANGE: Using Communication and Creativity to Engage High-Performing Teams

8:30

Registration and Continental Breakfast

9:00

Communicate a Clear Leadership Vision

- Communicate your ideas in a clear and concise manner
- Build trust through transparency
- Gain buy-in for team initiatives

Align Goals Throughout the Organization to Drive Performance

- Establish an effective goal setting process
- Boost employee cooperation with shared goals
- Align goals, strategy and performance

Learn to Listen and Provide Feedback to Your Staff

- Become an active listener
- Reflect on what is being said and learn to ask important questions
- Be candid, open and honest in your responses

12:00

Lunch Break

1:00

Gain Skills to Manage Employee Conflict and Foster Inter-Team Communication

- Learn how to work with difficult people
- Develop alternative ways of managing conflict
- Identify areas of agreement and address underlying issues and concerns

Discover Common Disconnects between Leaders and Employees

- Clearly demonstrate your commitment to your staff
- Communicate new initiatives while addressing employee needs
- Delegate decision making to employees to gain buy-in

4:00

Day One Adjourns

TOP FIVE REASONS TO ATTEND:

1. Commit your staff to your organization's mission and vision
2. Inspire those you lead
3. Foster a creative environment where new ideas can thrive
4. Develop the next generation of leaders
5. Engage your employees to achieve



LEADERSHIP IN TIMES OF CHANGE: Using Communication and Creativity to Engage High-Performing Teams

8:30

Continental Breakfast

9:00

Create a Vision for Your Team

- Gain employee buy-in for your organization's mission
- Increase collaboration by enabling employees to form more effective teams
- Articulate the vision and drive it to completion

Discover the True Cost of Employee Disengagement

- Reduce turnover by identifying the causes of employee dissatisfaction
- Discover what employee disengagement will cost your organization per year
- Realize that employee disengagement will inhibit your recruitment and hiring efforts

Understand what Drives Employee Engagement

- Understand employee goals to increase job satisfaction and retention
- Discover why initiatives have and haven't worked in the past
- Understand the causes of employee motivation and procrastination

12:00

Lunch Break

1:00

Examine Best Practices, Tools and Action Plans in Employee Engagement

- Discover what works for organizations with high employee engagement
- Enhance collaboration, innovation and knowledge transfer
- Gain tools to engage your current workforce

Lead During Times of Change

- Evaluate risk and assess the critical elements of change
- Create clearly defined end outcomes and develop strategies to meet your change management initiative
- Develop an effective communications strategy to lead change

4:00

Day Two Adjourns

WHO SHOULD ATTEND:

- All C-Level Executives
- Presidents
- Vice Presidents
- Directors
- Managers

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Wednesday, March 31, 2010

COURSE THREE:

Using Innovation and Creativity to Drive Organizational Performance



LEADERSHIP IN TIMES OF CHANGE: Using Communication and Creativity to Engage High-Performing Teams

8:30

Continental Breakfast

12:00

Lunch Break

9:00

Facilitate Brainstorming Sessions that Work

- Foster a safe environment for participation
- Create an atmosphere where an idea is owned by the entire team
- Use brainstorming to combine and extend ideas

1:00

Foster a Creative Culture within Your Team and Overcome Barriers to Innovation

- Encourage your team to think in new ways and break out of the old mold
- Encourage ideas to flow freely
- Understand that innovation is necessary in overcoming budgetary challenges

Test Ideas on a Small Scale to Gain Support

- Test new ideas to minimize wasting time and money
- Gain the ability to learn from ideas that work and those that don't
- Implement the idea after considering all possible ways of achieving the change

Examine the Best Innovators and What They Do

- Discover leading best practices in organizational innovation
- Learn how innovation helps organizations overcome challenges
- Adapt best practices to your organization

Accomplish More with Fewer Resources

- Focus your resources on the most critical initiatives and programs
- Prioritize workloads to increase staff productivity
- Use technology to manage your priorities

4:00

Day Three Adjourns



In-House Training



LEADERSHIP IN TIMES OF CHANGE: Using Communication and Creativity to Engage High-Performing Teams

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by the American Strategic Management Institute will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

Customization

We realize that not all obstacles can be overcome by applying an "off-the-shelf solution". While many training providers will offer you some variation of their standard training, the American Strategic Management Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need. The identification of real life examples will create a learning atmosphere that resonates with participants while at the same time providing immediate return on your training investment. Using interactive exercises that employ actual projects or scenarios from your organization, instructors can address specific challenges and align the curriculum of each session to your objectives. While the majority of on-site trainings are focused on smaller groups, the American Strategic Management Institute also has the ability to accommodate organizational-wide training initiatives. Utilizing multiple instructors, The Institute has the capacity to deliver courses to groups of up to 300 participants per day.

Areas of Expertise

On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance-Based Contracting
- Performance Measurement
- Performance Reporting
- Project Management
- Program Evaluation
- Lean Six Sigma
- Administrative Management
- Workforce Management
- Leadership and Change
- Performance-Based Budgeting

For more information about in-house training options available to you, please contact **Blake Zach** at 202-739-9548 or email him at Blake.Zach@ASMIweb.com.

TRAINER BIOGRAPHY

Jean Nitchals

Sr. Leadership Development Consultant
Monarch Leadership

Jean brings to Monarch an extensive background in project management and team building. Through her experiences at various organizations, including Best Buy, she has partnered with and developed teams from a Strengths Based foundation to execute on technology and project change implementations. While at Best Buy, she was an active participant in the Women's Leadership Forum and a developer of their Omega an initiative to create leadership opportunities and experiences for women internally and externally to Best Buy.

She also founded a women's organization, Network Buzz, to bring women leaders in the Twin Cities together to create better connections and expand their leadership and networking abilities. From her work with Network Buzz, she has facilitated various workshops, and presentations around Strengths, Personal Branding, Career Development and has been a recurring participant in panel discussions for the College of Liberal Arts at the University of MN.

In her spare time Jean participates in a variety of sports including duathlons, triathlons, tennis and volleyball. In 2009 she represented the USA in the 2009 Duathlon World Championships in Rimini, Italy. She also participates in local 5K/9 races with her Golden Retriever, Bailey. Jean enjoys training various individuals to meet their own personal goals through fitness and associates these wins to wins in personal and professional development and success.

Logistics



LEADERSHIP IN TIMES OF CHANGE: Using Communication and Creativity to Engage High-Performing Teams

VENUE & HOTEL

Leadership in Times of Change: Using Communication and Creativity to Engage High-Performing Teams will be held at The Performance Institute Training Center in Arlington, VA, just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located just inside of the building for \$10/day.



The Performance Institute Training Center
1515 North Courthouse Rd., Suite 600
Arlington, VA 22201
877-992-9521

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$223 until February 29, 2010. This rate is based on the Government Per Diem and is subject to change. Please call the hotel directly and reference code "Building the 21st Century Leader" when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.



Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd.
Arlington, VA 22209
703-528-2222 | www.CourtyardArlingtonRosslyn.com

TUITION

The tuition rate for **Leadership in Times of Change: Using Communication and Creativity to Engage High Performing Teams** is as follows:

Offerings	Early Bird Rate	Regular Rate
One Course	\$499.00	\$599.00
Two Courses	\$999.00	\$1099.00
The Whole Week	\$1399.00	\$1499.00

* For the Early Bird rate, register before January 18, 2010

GROUP DISCOUNTS

For more information on group discounts for **Leadership in Times of Change: Using Communication and Creativity to Engage High Performing Teams**, please contact **David Yerks** at 858-866-9381 or email him at David.Yerks@ASMLweb.com

Cancellation Policy

For live events: The American Strategic Management Institute will provide a full refund less \$399 administration fee for cancellations four weeks before the event. If cancellation occurs within two weeks prior to conference start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee.

All the cancellation requests need to be made via Cvent or email. Your confirmation email contains links to modify or cancel registrations. Please note that the cancellation is not final until you receive a written confirmation.

Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

Quality Assurance

The American Strategic Management Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to:

The American Strategic Management Institute Corporate Headquarters
Quality Assurance
805 15th Street, NW, 3rd Floor, Washington, DC 20005

We will evaluate individual complaints in a context of collective comments from the event. Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The American Strategic Management Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason The American Strategic Management Institute decides to cancel this conference The American Strategic Management Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

Discounts

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by ASMI (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

SPONSORSHIP OPPORTUNITIES

As a conference and training provider, The American Strategic Management Institute is an expert in bringing together leaders to share and discuss best practices and innovations. We connect decision-makers with respected solution providers.

ASMI offers four different pre-designed sponsorship packages:

- Event Co-Sponsor
- Session Sponsor
- Luncheon Sponsor
- Exhibit Booth Sponsor

For more information on sponsorships or to get started, contact **Meredith Mason** at 202-739-9707 or Meredith.Mason@ASMLweb.com

Registration



LEADERSHIP IN TIMES OF CHANGE: Using Communication and Creativity to Engage High-Performing Teams



Visit

www.ASMIweb.com/Leadership



Fax this form to

866-234-0680



Call

877-992-9521

Registration Form

- Yes! Register me for the whole week of **Leadership in Times of Change: Using Communication and Creativity to Engage High-Performing Teams**
- Register me for the following course(s) only:
- Course One Course Two Course Three
- Please call me. I am interested in a special group discount for my team

Delegate Information

Name		Title
Organization		Dept.
Address		
City	State	Zip
Telephone	Fax	
Email		

Payment Information

- Check Purchase Order/Training Form Credit Card



Credit Card Number	Expiration Date	Verification no.
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Name on Card

Billing Address

Please make checks payable to: ASMI

CANCELLATION POLICY: ASMI will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.

ACKNOWLEDGED AND AGREED

By: _____ Date: _____

Priority Code: **P761-WEB**

ASMI's Vision



In this challenging economic landscape, organizations must develop and execute innovative strategies to survive and thrive. Performance and process improvement methodologies give managers the tools they need to run leaner, more efficient businesses. The mission of the American Strategic Management Institute (ASMI) is to connect business leaders with best-in-class practices and training to address management challenges and improve results. ASMI has grown into one of the nation's most innovative training providers, combining market research and industry insight to deliver experiences and tools to inspire leaders and grow businesses. Through virtual sessions, national summits, training programs and consulting services, ASMI brings together leaders to share insights, ideas and actions to transform organizations.

Areas of Focus:

- › **Performance Management:** Using business analytics to drive strategy
- › **Process Improvement:** Leaning processes for efficiency and quality improvement
- › **Financial Management:** Budgeting and forecasting for better decision-making
- › **Project Management:** Managing projects to deliver results on time, within scope and in budget
- › **Leadership Development:** Building leadership skills to manage in times of change and conflict

Services:



Virtual Training Briefings 90-minute training sessions for the latest tools and techniques to deliver results.



National Summits National events allowing business leaders to share best practices and strategies for success.



Training Programs Methodology-based training modules in management competencies, offered publicly or custom-designed for your organization



Consulting Services Field experts who can bring bold change to your workforce, planning processes.



ASMI Corporate Headquarters
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