



Empowering the Leader Within

Discover ...

Be Inspired ...

Succeed!

A nine-month award winning leadership series.



Focus
Courage
Potential

Empowering a Stronger YOU!

Discovering Leadership & You

This two-day retreat provides a foundation to build self-awareness about your leadership style through the DiSC profile, allowing you to recognize and change old patterns to become a more effective leader.

During this session participants will:

- **Recognize** the lessons and stages of leadership development.
- **Explore** your personal leadership strengths and opportunities for improvement.
- **Connect** with other members of the class and begin establishing relationships.

Leadership, Integrity & Culture

Today's economy requires a leader equipped for the challenges that create a high value work environment. Learn techniques for accountability, trust and ethics, which are essential in building relationships and a strong company culture.

During this session participants will:

- **Understand** why leadership, as a position of trust, imposes ethical obligations.
- **Address** real life case studies of ethical dilemmas in today's work environment.
- **Compare** and contrast your company culture to that of your colleagues.

High Performance Leadership

You will learn what it takes to build and maintain a culture of authenticity and transparency. By focusing on the concepts presented, you will be able to consistently deliver high performance.

During this session participants will:

- **Identify** strategies and best practices that produce high performance teams.
- **Uncover** ways to maximize the potential of your employees as demographics change.
- **Learn** to use the processes and tools that will attract, develop and retain people that fit the organizational culture.

The Leader as Communicator

To be an effective leader, you must have the ability to communicate with power and purpose. Learn how the different DiSC styles influence the way you communicate. You will also learn how to deliver positive results when dealing with difficult situations.

During this session participants will:

- **Discuss** the current use of the various communication channels including face to face, virtual and social media.
- **Absorb** communication concepts and skills that deliver positive results when dealing with difficult situations.
- **Understand** how your personal communication style can affect your ability to lead.

The Leader as Negotiator & Decision Maker

Develop strategies for negotiation and learn methods for improving your decision making. Understand how to form and use coalitions to influence outcomes.

During this session participants will:

- **Learn** strategies for analysis and preparing for negotiations.
- **Develop** a plan of action for improving your decision making skills.
- **Understand** how to form and use coalitions to influence outcomes.

The Leader as Change Agent

Turning strategy into reality during evolving conditions is what makes the leader a change agent. Being able to sustain your organization's current performance, and assure its future, is essential. By understanding the stages of change you will increase your chances of a successful transformation.

During this session participants will:

- **Learn** the qualities and characteristics of being a change agent and how to manage expectations.
- **Define** a leader's role in navigating continuous change and dealing with resistance.
- **Learn** how other organizations react and transition through change.

Leadership in Your Community

Understand how your community works from both a business and personal view. With a greater understanding you will learn the skills needed to make things happen.

During this session participants will:

- **Acquire** a macro view of San Antonio from key community leaders.
- **Gain** exposure to current economic trends and learn how they impact the business culture.
- **Determine** ways to apply your leadership skills to influence and raise standards in the community.

The Leader as Brand Strategist

Learn how leadership and branding go hand-in-hand and also how to develop your personal brand. A brand consists of three things: what a company sells, what a company does and what a company is.

During this session participants will:

- **Study** the elements of the marketing mix: product strategy, pricing, advertising and promotion using case studies.
- **Discover** your personal brand and explore how people perceive you.
- **Capitalize** on using the brand you build to increase your circle of influence.

Goals
Triumph
Achievement

Leadership in Action

In the final session, you will reflect on how your leadership style has changed and how the skills you have learned can benefit you in the future. Celebrate this milestone in your journey to becoming an effective leader.

The **Leader**

in you ...

DISCOVERED!

Applications accepted September through November.



Be a
PART of it.