Schnake Turnbo Frank

TRI COUNTY TECH
ENRICH YOUR LIFE.

Leadership & Reputation Academy

"WHAT GOT YOU HERE WON'T GET YOU THERE." – PETER DRUCKER

THE ACADEMY

Leaders are often promoted because they succeed in a specific area or industry. Excelling at the next level, however, requires different skills essential to an organization's reputation – relationship-building, conflict management, strategic thinking, and media and presentation skills, to name a few.

The STF and Tri County Tech Leadership & Reputation Academy is an intense, eight-part Executive Education course in Bartlesville aimed at new and emerging leaders. The size of the class will be no more than 30 participants.

CURRICULUM

With Schnake Turnbo Frank's 46-year history and Tri County Tech's involvement in the community, we understand the correlation between an organization's reputation and its leadership. This program gives participants an opportunity to fine-tune this connection with personalized, hands-on experiences in a highly interactive environment.

The program will include lectures, group presentations and role-playing, and draw on materials from a variety of respected sources, including Harvard Business Review, bestselling business authors, successful corporate executives, and time-tested, proprietary content.

"LRA is a leadership program that truly challenges you individually to attain personal growth without limits. Our community is blessed that Tri County invests so deeply in its residents."

TREVOR DORSEY · PRESIDENT, REGENT BANK

BENEFITS TO PARTICIPANTS

- DEVELOPMENT: Exposure to intensive, multi-tract development in executive coaching, leadership and reputation management, unavailable anywhere else in Tulsa
- PROBLEM-SOLVING: Preparation for challenges unique to leadership roles using quick thinking and real-life scenarios
- CONNECTIONS: Provides a network of peers likely to face similar issues regarding leadership and reputation

BENEFITS TO COMPANIES OR ORGANIZATIONS

- LEADERSHIP: Prepares new, emerging and established leaders for their roles in your organization
- TALENT DEVELOPMENT: Sends the message you value your employees by investing in their development
- VALUE: Fraction of the cost of retaining a firm or sending executives to out-of-state business school programs

ADVISORY COUNCIL

Alison Anthony
President & CEO, Tulsa Area United Way

Dr. Don Betz
President, University of Central Oklahoma

Carl Edwards
Partner, Price Edwards & Company

Lindel Fields
Superintendent/CEO, Tri County Tech

Mark Graham
CEO Emeritus, Tulsa Area United Way

Ted Haynes
President, Blue Cross Blue Shield of Oklahoma

Secretary Lisa John
Secretary of Culture and Humanities, Chickasaw Nation

Dave Lopez
Associate, Schnake Turnbo Frank

Bill Major
Executive Director, Zarrow Family Foundations

Mike Mears
President & CEO, Magellan Midstream

Sanjay Meshri
Executive Vice President, Advanced Research Chemicals

Pierce Norton
President & CEO, ONE Gas

Beth Pauchnik
Chief Administrative Officer, INTEGRIS

Commissioner Mike Thompson
Commissioner, Okla. Dept. of Public Safety

Roy Williams
President & CEO, Greater OKC Chamber

STF Partners
Becky Frank, *Chairman & CEO*
Russ Florence, *President & COO*
Aaron Fulkerson, *CDO*
David Wagner, *CFO*

TENTATIVE TOPICS & DATES FOR BARTLESVILLE CLASS

SESSION 1: ORIENTATION LEADERSHIP VS. MANAGEMENT

TUESDAY, JAN. 15, 8:30 A.M. - 3:30 P.M.

Get a preview of the training, meet the instructors and network with others in the class. In addition, dive into your first session focusing on the difference between leadership and management and how to recognize and excel at both.

SESSION 2: PERSONAL & PROFESSIONAL VALUES

TUESDAY, JAN. 29, 8:00 A.M. - 1:00 P.M.

One definition of a core value is something from which you won't budge – even if it means losing business. What are your organization's core values? How do you articulate them? This exercise helps you find the answers.

"LRA was engaging and inspiring! I feel honored to have had the opportunity to participate and highly recommend LRA to anyone seeking to further advance their leadership skills."

MICHAEL HOWZE · MANAGER-OUTPATIENT, PHYSICAL MEDICINE AND WOUND CENTER

SESSION 3: HUMILITY & GRACE | COMMUNITY

TUESDAY, FEB. 12, 9 A.M. - 4:30 P.M.

During the morning session, learn how to stay grounded and avoid the pitfalls of success. The second session will provide the framework for developing a community outreach plan that ensures when you give, your company will receive.

SESSION 4: ETIQUETTE & PRESENCE

TUESDAY, FEB. 26, 2 - 7 P.M.

You may be the smartest, hardest working leader in your company. But, in the wrong setting, poor etiquette can set you back. Our experts will help assure you represent your organization with professionalism, sharpness and grace.

TRI COUNTY TECH
ENRICH YOUR LIFE.

"I highly recommend LRA, it clearly defines leadership vs management. LRA has inspired me to be a better leader in my department!"

VANN BIGHORSE · DIRECTOR, OSAGE LANGUAGE DEPARTMENT

SESSION 5: CRISIS – INTERNAL & EXTERNAL

TUESDAY, MARCH 12, 9:30 A.M. - 4 P.M.

During a crisis, people are watching and the stakes are high. As a leader, you're entrusted to perform under pressure. A mishandled crisis can cost you, but acting decisively and keeping emotions in check can improve your credibility.

SESSION 6: WRITTEN & VERBAL COMMUNICATION

TUESDAY, MARCH 26, 9 A.M. - 4:30 P.M.

One of the greatest downfalls of business communication is that we often try to sound too detailed and too "corporate." In our zeal to impress, we fail to communicate. Learn how to communicate both in writing and in person with clarity, simplicity and power.

SESSION 7: INCLUSION | REPUTATION

TUESDAY, APRIL 2, 10 A.M. - 4 P.M.

With our nation becoming more diverse, it's imperative for organizations to understand inclusion in the workplace. Learn how an inclusive environment affects key stakeholders. The afternoon session will discuss how reputations are formed, changed and sometimes damaged because of specific behaviors. We'll discuss how reputations develop and shift, and how to recognize when danger lies ahead.

SESSION 8: BALANCE & WHOLENESS | GRADUATION

THURSDAY, APRIL 18, 2 - 7 P.M.

In this closing session, you'll learn how to succeed in business but maintain your sanity, health, sense of humor and relationships. We will end the session with a graduation ceremony.

FEE OF $3,500 PER PARTICIPANT COVERS PROGRAM CONTENT, FOOD AND BEVERAGE, FACILITIES, BOOKS, AND OTHER MATERIALS.