

Leadership & Reputation Academy

Presented in Partnership with



Schnake Turnbo Frank

“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, entrepreneurial thinking, and media and presentation skills, to name a few.

The Leadership & Reputation Academy is an intense, eight-part Executive Education course aimed at new and emerging leaders around the Dallas Metro. The class size will be no more than 30 participants.

CURRICULUM

Something Good and its colleagues at Schnake Turnbo Frank understand the correlation between an organization’s reputation and its leadership. This program gives participants an opportunity to fine-tune this connection with innovative, hands-on experiences in a highly interactive environment.

The program includes lectures, group presentations and role-playing, and draws on materials from a variety of respected sources, including Harvard Business Review, bestselling business authors, successful corporate executives, and the instructors’ own time-tested, proprietary content.

“Simply put, LRA is one of the best investments a company can make in its existing and future leaders - informative, practical, insightful and transforming.”

FRAUKE QUIROGA · MANAGING PARTNER, LUXA ENTERPRISES

BENEFITS TO PARTICIPANTS

- › **DEVELOPMENT:** Exposure to intensive, multi-tract development in executive coaching, leadership and reputation management, unavailable anywhere else in Dallas
- › **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

TOPICS & DATES

SESSION 1: ORIENTATION - LEADERSHIP VS. MANAGEMENT

WEDNESDAY, JAN. 30, 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 excel at both.

SESSION 2: PERSONAL & PROFESSIONAL VALUES

TUESDAY, FEB. 12, 8:30 A.M. - 1:30 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 session helps you find the answers.

"LRA was engaging and inspiring. I feel honored to have participated, and recommend the program to anyone seeking to advance their leadership skills."

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

SESSION 3: HUMILITY & GRACE | COMMUNITY IMPACT

THURSDAY, FEB. 28, 8:30 A.M. - 4:30 P.M.

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

SESSION 4: ETIQUETTE & PRESENCE

THURSDAY, MARCH 28, 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 help assure that you represent your organization with professionalism, sharpness and grace.

"LRA clearly defines leadership vs. management. It has inspired me to be a better leader in my organization."

VANN BIGHORSE · DIRECTOR, OSAGE LANGUAGE DEPARTMENT

SESSION 5: LEADERSHIP IN A CRISIS

TUESDAY, APRIL 11, 8:30 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, APRIL 30, 8:30 A.M. - 5 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

WEDNESDAY, MAY 8, 11:30 A.M. - 5 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 discusses how reputations are formed, changed and sometimes damaged because of specific behaviors.

SESSION 8: BALANCE & WHOLENESS | GRADUATION

WEDNESDAY, MAY 22, 3 - 7:30 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 \$3,950 PER PARTICIPANT COVERS PROGRAM CONTENT, FOOD AND BEVERAGE, FACILITIES, BOOKS, AND OTHER MATERIALS.

All classes take place at United Way of Metropolitan Dallas, 1800 N. Lamar Street