

Leadership & Reputation Academy

VIRTUAL CLASS, SPRING 2022

“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 Leadership & Reputation Academy is an intense, 12-part Executive Education course aimed at new and emerging leaders from around the region. All sessions will take place via Zoom.

CURRICULUM

With a 50-year history, Schnake Turnbo Frank understands the correlation between an organization’s reputation and its leadership. STF has adapted to the current environment and has streamlined the curriculum to be virtual while still giving participants an opportunity to fine-tune connections in a personalized and 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 STF’s 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 PETERSEN · MANAGING PARTNER, LUXA ENTERPRISES

BENEFITS TO PARTICIPANTS

- › **DEVELOPMENT:** Exposure to intensive, multi-tract development in executive coaching, leadership and reputation management exclusive to this region
- › **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
Former President, University of
Central Oklahoma

Brian Byrnes
Senior VP, Sales and Marketing,
OKC Thunder

Dr. Joe Cunningham
President, Blue Cross Blue Shield
of Oklahoma

Mark Graham
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Way

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of Wildlife Conservation

Robyn Sunday-Allen
CEO, Oklahoma City Indian Clinic

Mike Thompson
Adjutant General, Oklahoma
Army, National Guard

Roy Williams
President & CEO, Greater OKC
Chamber

STF Leadership

Becky Frank, Russ Florence,
Aaron Fulkerson, David Wagner,
Hannah Jackson

DATES & TOPICS

REGISTRATION ENDS ON JAN. 14, 2022

SESSION 1: ORIENTATION

THURSDAY, FEB. 3, 11 A.M. – 1:30 P.M.

Get a preview of the training, meet the instructors and network with others in the class.

SESSION 2: LEADERSHIP VS. MANAGEMENT

THURSDAY, FEB. 10, 11 A.M. – 1:30 P.M.

Dive into your first session focusing on the difference between leadership and management and how to recognize and excel at both.

SESSION 3: BEHAVIORAL LEADERSHIP

THURSDAY, FEB. 17, 11 A.M. – 1:30 P.M.

In this session, you'll learn about your tendencies as a leader, and how you can parlay that style to its most effective use.

SESSION 4: GENERATIONAL DIFFERENCES

THURSDAY, FEB. 24, 11 A.M. – 1:30 P.M.

Here, we peel the onion on each vastly different generation, giving you practical advice on how to thrive in a multi-generational environment.

SESSION 5: PERSONAL & PROFESSIONAL VALUES

THURSDAY, MARCH 3, 11 A.M. – 1:30 P.M.

What are your organization's core values? How do you articulate them? This exercise helps you find the answers.

SESSION 6: HUMILITY & GRACE

THURSDAY, MARCH 10, 11 A.M. – 1:30 P.M.

Learn how to stay grounded and avoid the pitfalls of success in this session.

SESSION 7: LEADERSHIP IN A CRISIS

THURSDAY, MARCH 24, 11 A.M. – 1:30 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.

"By far, one of the best professional experiences of my career."

HEATHER GRISWOLD · FORMER DEPUTY CHIEF OF STAFF, OKLAHOMA STATE SUPERINTENDENT'S OFFICE

SESSION 8: BUSINESS ETIQUETTE & PROTOCOL

THURSDAY, MARCH 31, 11 A.M. – 1:30 P.M.

You may be the smartest, most hard working leader in your company; however, in the wrong setting, poor etiquette can set you back. Our experts will help assure you represent your organization with professionalism, sharpness and grace in networking and business dining etiquette.

SESSION 9: PRESENTATION SKILLS

THURSDAY, APRIL 7, 11 A.M. – 1:30 P.M.

Most leaders say that effective presentation skills helped advance their careers. During this session, you'll learn the secrets of impactful presentations – while still being you.

SESSION 10: INCLUSION AND DIVERSITY

THURSDAY, APRIL 14, 11 A.M. – 1:30 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.

SESSION 11: REPUTATION

THURSDAY, APRIL 21, 11 A.M. – 1:30 P.M.

Learn 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 12: BALANCE AND WHOLENESS

THURSDAY, APRIL 28, 11 A.M. – 1:30 P.M.

In this closing session, you'll learn how to succeed in business but maintain your sanity, health, sense of humor and relationships.

FEE OF \$1,950 PER CORPORATE PARTICIPANT; \$1,750 PER NONPROFIT PARTICIPANT

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