

THE 5TH ANNUAL

# LEADERSHIP

## BEST PRACTICES CONFERENCE

NOVEMBER 17, 2010

### SELECTED PAST PARTICIPANTS

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WASHINGTON, D.C.  
WESTIN, CITY CENTER

### FEATURING PRESENTERS FROM:

**GIRL SCOUTS OF THE USA**

**ALCATEL-LUCENT**

**US OFFICE OF PERSONNEL MANAGEMENT**

**SOCIETY FOR HUMAN RESOURCE MANAGEMENT**

**DEFENSE INTELLIGENCE AGENCY**

**FRANKLIN COVEY**

**UNDER ARMOUR**

**US AIR FORCE ACADEMY**

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*And Baldrige Award Winners:*

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# THE 5<sup>TH</sup> ANNUAL LEADERSHIP BEST PRACTICES CONFERENCE

## Conference Purpose and Objective

The Leadership Best Practices Conference is designed to assist public and private sector organizations in creating a strategic competitive advantage by identifying and implementing leadership best practices. The Conference features proven techniques, tools, principles, and competencies for addressing leadership and management challenges and developing world-class leaders in public and private sector organizations. Hear from world-class leaders, enhance your leadership skills and competencies, and learn strategies for engaging, developing, and leading employees. Whether you are developing leaders in an organization, developing your direct reports, or honing your own leadership skills, you won't want to miss this exciting event!

## Attendees

This Conference will serve as an excellent resource to the following:

- ◇ SES-Level Executives
- ◇ Executive Readiness Candidates
- ◇ Leadership Development Directors
- ◇ Human Resources and Training Directors
- ◇ Senior and Mid-Level Managers
- ◇ Front-line Supervisors
- ◇ Professionals/Employees Interested in Developing Leadership Competencies



## Sponsors

As co-sponsor of this event, your organization will receive a defined number of complimentary conference registrations for managers and staff, a listing in all conference publicity materials, a defined number of copies of the Leadership Best Practices Conference Proceedings, and many networking opportunities during the complimentary continental breakfast, lunch, and coffee breaks.

- ◇ **Platinum:** \$10,000  
Sponsorship Benefit Package Plus 22 Complimentary Registrations
- ◇ **Gold:** \$5,000  
Sponsorship Benefit Package Plus 15 Complimentary Registrations
- ◇ **Silver:** \$3,000  
Sponsorship Benefit Package Plus 7 Complimentary Registrations
- ◇ **Bronze:** \$1,500  
Sponsorship Benefit Package Plus 3 Complimentary Registrations

## Exhibitors

As an exhibitor at this event, your organization will be given a platform to showcase diverse products and services to several world-class public and private-sector organizations from diverse industry segments. You will also have the opportunity to converse with executives and managers from successful organizations that have purchasing power for leadership products and services, as well as other various networking opportunities during the complimentary continental breakfast, lunch, and coffee breaks.

- ◇ **Exhibitor Level 1:** \$1,000 - 25% off conference registrations from your organization and a 10x10' area for your exhibit (includes two chairs, waste basket, and up to two 6 foot tables)
- ◇ **Exhibitor Level 2:** \$750 - 25% off conference registrations from your organization and a 6 foot table top exhibit area (includes one chair and waste basket)

## Advertisers

As an advertiser at this event, your organization will be given a platform in the Conference Proceedings to showcase diverse products and services to several world-class public and private organizations from diverse industry segments. See below for more details.

- ◇ **Advertiser Level 1:** \$650  
Full Page Advertisement in Conference Proceedings

- ◇ **Advertiser Level 2:** \$500  
Half Page Advertisement in Conference Proceedings



### CONFERENCE HOTEL: The Westin Washington, D.C. City Center

1400 M Street NW · Washington, District of Columbia 20005 · United States

Call for reservations or hotel information only at Phone: 1 (202) 429-1700

This year's conference event will be held at the Westin, Washington, D.C. City Center. Located in the heart of our nation's capital, The Westin Washington, D.C. City Center is a vibrant hotel that captures the capital city's dynamic spirit. The location is served by two metro stations: McPherson Square on the Blue/Orange lines and Farragut North on the Red line. The hotel's central location makes it easy to enjoy our nation's capital and the world-renowned buildings and historical monuments found throughout the city. Ready to see the nation's sights – the White House is just five blocks to the south. Looking for excitement – the city's vibrant nightlife comes alive after dark with an abundance of restaurants and entertainment options.

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## CONFERENCE AGENDA

### 8:30 Opening Session

**8:40 am - 9:20 am "Alcatel-Lucent's Pioneering Approach to Holistic Leadership Development"**, Pat Voleger, Vice President Human Resources Americas and Allison Cerra, Chief Marketing Officer, Alcatel-Lucent. As the telecom industry changes, Alcatel-Lucent is shifting its approach to the development of leaders. Alcatel-Lucent has abandoned traditional classroom-based programs and text book content. Today the company's development programs offer employees a different mindset, tool set, and skill set - reframing the concept of leadership to align with the market reality in telecom today.

**9:20 am - 10:00 am "Leadership Tools for Employee Engagement, Productivity, and Performance Excellence"**, Dr. Johnson A. Edosomwan, Chairman and CEO, JJA Consultants, Inc. Learn three leadership tools for creating a successful organization – how to improve your employee engagement quotient, maximize productivity and achieve excellent performance results. Learn best practices from over 450 world-class organizations.

### 10:00 – 10:15 Break

### 10:15 – 12:15 Mid-Morning Session

**10:15 am - 10:55 am "The Key to Leadership Success: Execution"**, Dave Demsky, Vice President, Program Management Office, Under Armour and Jeff Wadsworth, Sr. Execution Practice Leader, SE Region, Franklin Covey. The difference between good and great leadership is the ability of leaders to ensure the execution and delivery of strategies that produce world-class results. These co-presenters will share how Under Armour has achieved world-class, consistent execution of critical goals and increased morale significantly while increasing accountability using the Four Disciplines of Execution.

**10:55 am - 11:35 am "Effective Leadership Development at the US OPM"**, Bruce Kirschner, Program Director, Western Management Development Center, U.S. Office of Personnel Management. Does the most effective leader development model involve a diversity of developmental experiences and self-awareness, coupled with a process of continual learning, reflection, and application over an extended period of time? We will answer that question and more as we present the U.S. Office of Personnel Management's highly successful one-year leadership development programs for developing effective public sector leaders.

**11:35 am - 12:15 pm "Building Effective Leaders: Mentoring Yourself and Your Subordinates"**, Colonel Rick J. LoCastro, Base Commander, US Air Force Academy. Hear from the Base Commander of the United States Air Force Academy, Colonel LoCastro, as he shares tools, observations, and analysis on how to develop young leaders into high performance supervisors and productive performers...and how "each one can teach one" as they develop others.

### 12:15 pm – 2:00 pm Luncheon Session

### 12:15 – 12:50 Break, Serve and Seat for Luncheon Session

**12:50 pm - 1:30 pm "21st Century Leadership for a 21st Century Workforce"**, Dr. Shirley Davis, Director of Diversity and Inclusion Initiatives, The Society for Human Resource Management (SHRM). With growing global competition, current economic challenges, a more diverse workforce, and increasing business complexities, a new framework for leadership is critical to organization success and sustainability. You will learn about a 21<sup>st</sup> century leadership framework, competencies, pitfalls, and principles you can use to be more effective as a leader, and to achieve results.

**1:30 pm - 2:10 pm "Change Management: It's in Our Culture"**, Sandra Rogers, Director, Supply Chain Management Center and Director, Business Excellence, Honeywell Federal Manufacturing and Technologies. Learn how Honeywell Federal Manufacturing and Technologies, a 2009 Baldrige Award Winner, encourages specific behaviors to ensure short and long-term commitments are met. Performance is measured to twelve behaviors for oneself and others to drive individual and business success.

### 2:10 – 2:25 Break

### 2:25 "4:30 Afternoon Session

**2:25 pm - 3:05 pm "Moving from Leadership Development to High Potential Management"**, Jose Morales, Chief, Leadership Development Branch, Defense Intelligence Agency. Learn about the Defense Intelligence Agency's award winning Leadership Continuum which was recently recognized as one of the best leadership development programs focused on training and preparing future leaders to develop cutting-edge human capital strategies, communicate effectively, manage performance and lead in a joint environment.

**3:05 pm - 3:45 pm "Leading in Learning"**, Marty Moore, Executive Director, Iredell-Statesville Schools (I-SS). With a new vision to "improve student learning by igniting a passion for learning," I-SS senior leaders are moving the district from a "focus on teaching" to a "focus on learning." The Superintendent of Schools and the Senior Leadership Team use the I-SS Performance Excellence Model as the management approach to share and accomplish the district's vision. Learn how the leadership's vision has driven this 2009 Baldrige Award winning organization up the success ladder.

**3:45 pm - 4:25 pm "Transforming an Icon"**, Kathy Cloninger, Chief Executive Officer, Girl Scouts of the USA. In the 21st century, change is the only constant. It's also just about the hardest thing there is to accomplish. People know they need to change, but many fight it all the way. CEO Kathy Cloninger explains how the venerable, tradition-bound Girl Scouts of the USA not only learned to embrace change but put itself through a transformation that has made it the envy of the nonprofit sector.

### 4:25 - 4:40 Closing Remarks

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## Books and Past Conference Proceedings for Order

TITLE	COST	QTY.	TOTAL COST
Winning Leaders & Managers	\$ 30.00		\$
A Legacy of 21 <sup>st</sup> Century Leadership	\$ 20.00		\$
1 <sup>st</sup> Annual Leadership Best Practices Proceedings	\$ 25.00		\$
2 <sup>nd</sup> Annual Leadership Best Practices Proceedings	\$ 25.00		\$
3 <sup>rd</sup> Annual Leadership Best Practices Proceedings	\$ 40.00		\$
4 <sup>th</sup> Annual Leadership Best Practices Proceedings	\$ 90.00		\$
Customer-Driven Quality Management	\$ 25.00		\$
Quality Begins With Me Book	\$ 25.00		\$
<b>TOTAL</b>			\$

Winning Leaders & Managers



3<sup>rd</sup> Annual Conference Proceedings



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Conference Fee (Not Applicable for Sponsors/Exhibitors)	After September 30, 2010	On or Before September 30, 2010
Commercial Rate	<input type="checkbox"/> \$499.00	<input type="checkbox"/> \$399.00
Government Rate	<input type="checkbox"/> \$399.00	<input type="checkbox"/> \$299.00

## Sponsorship, Exhibitor, and Advertisement Fees

Sponsorship Level (Includes Registration)	<input type="checkbox"/> Platinum \$10,000	<input type="checkbox"/> Gold \$5,000	<input type="checkbox"/> Silver \$3,000	<input type="checkbox"/> Bronze \$1,500
Exhibitor Level (Includes Registration)	<input type="checkbox"/> Level I \$1,000	<input type="checkbox"/> Level II \$750		
Advertiser Level	<input type="checkbox"/> Level I \$ 650	<input type="checkbox"/> Level II \$500		

**TOTAL FEES DUE:** (One form per participant) \_\_\_\_\_ \$

Payment Method:     CHECK         CREDIT CARD         PURCHASE ORDER # \_\_\_\_\_

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Number of Participants This Card Will Pay for: \_\_\_\_\_ Total to be Charged to Card: \$ \_\_\_\_\_

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**Cancellation Policy.** If a registrant is unable to attend, he/she may send a substitute, request a certificate of transfer, or cancel the registration. If the registration is cancelled more than 30 days in advance of the event, the registration fee less a 50% service charge per person, will be refunded. If registration is cancelled within 30 days of the event, there will be no refund. The certificate of transfer may be redeemed at the full registration fee for a future event of equal cost or as a partial fee for an event of higher cost. Should a presenter in this event be unavailable due to conditions beyond our control, another equally qualified presenter will be substituted.