

Leadership Lab Curriculum:

Session #6 LEADING WITH INTEGRITY

Today, more than ever, there is a critical need for exemplary leaders. This session explores both leadership integrity and the ethical issues leaders face in running and growing a business. In the course of this session, participants will have an opportunity to...

- **Recognize** "leadership" as a position of trust that imposes ethical obligations.
- **Address** real-life case studies of ethical dilemmas in today's workplace.
- **Learn** from San Antonio business leaders on what they do and have done to overcome both personal and organizational obstacles to ethical decision-making.

Session #7 FINANCE SAVVY FOR LEADERS

Finance is the universal language of business - the language of strategic goals, objectives, results, and bottom line performance. Today's leaders need to have "finance savvy" to get ahead of competition and stay ahead. In this session participants will...

- **View** the role of finance from a leader's perspective.
- **Discuss** the current economic climate and trends that are impacting business.
- **Identify** key financial indicators to gauge the performance of a business or department.

Session #8 CHANGE LEADERS AND NAVIGATORS

Change in life — and in business — is a prerequisite for growth. A leader's challenge is having the ability to run a business while changing it and readying it for the future. In this session, participants will...

- **Learn** how people and organizations react and transition through change situations.
- **Define** a leader's role in navigating continuous change and dealing with resistance.
- **Master** ways leaders can communicate more effectively during adverse times and conditions.

Session #9 LEADERSHIP IN ACTION

The value of any learning experience lies in what we do and what we become as a result of the experience. In this vital session, participants will...

- **Reflect** on what they have learned during the Lab and how this new awareness is changing their leadership styles.
- **Develop** strategies to successfully transfer what they have learned and experienced to the many areas of their business and personal lives.
- **Celebrate** the achievement of a milestone in their journey in becoming an effective leader.

“ Leadership is all about the release of human possibilities. ”



Building Business...Building Leaders



LEADERSHIP LAB WAS NAMED...

"Best New Program of 1999!"

BY THE TEXAS CHAMBER OF COMMERCE EXECUTIVES (TCCE).



The North Chamber

is pleased to offer Leadership Lab — an award-winning, state-of-the art leadership training and development series designed to cultivate leaders within the community.

Leadership Lab is the Chamber's innovative approach to community learning, leadership development and workforce preparedness within the San Antonio area. The Lab's goal is to provide people in any size organization with a valuable resource to develop leadership capabilities. The main thrust behind **Leadership Lab** is *Building Business and Building Leaders* - and the powerful combination of the two will *build a strong community*.

Leadership Lab is based on the most current thinking, research and best practices in developing leadership capabilities, and will focus on five core elements throughout the series.

- **Business Performance**
Link acquired learning to improving your company's performance.
- **Building Leaders**
Gain confidence in your ability to lead others.
- **Management Skills**
Sharpen your skills and further develop your leadership talents.
- **Community Service**
Apply new found skills to your community activities and endeavors.
- **Self Awareness**
Identify and enhance your own unique leadership style and strengths.

Each session features special speakers and interactive workshops led by some of the brightest minds and innovative thinkers in our business and education communities. In addition, participants will have an opportunity to learn from accomplished leaders, hear their personal stories and collect ideas on how to continue to develop leadership skills.



Leadership Lab Curriculum:

Session #1 ESTABLISHING A LEADERSHIP FOUNDATION

Leaders must know themselves before they can lead others. This two-day retreat provides a foundation to build self-awareness and leadership capacity. Participants will **begin** an integrated learning process to...

- **Recognize** the lessons and stages of leadership development.
- **Gain** an understanding of their personal leadership and communication style.
- **Test** their strengths as leaders and recognize their growth opportunities.

Session #2 THE LANGUAGE OF LEADERS

Great leaders and great communication go hand-in-hand. In this session participants will have an opportunity to...

- **Understand** how their personal communication style can affect their ability to lead.
- **Explore** the challenges in communicating effectively through voice and electronic means.
- **Learn** methods for resolving conflict and shifting to "courage based" communications.

Session #3 THE PEOPLE SIDE OF LEADERSHIP

Leaders are both team players and team builders. This session focuses on the people side of business and a leader's role in creating a productive work environment that promotes trust and open communication. During this session, participants will...

- **Identify** strategies and best practices in attracting, developing and retaining good people as demographics change.
- **Uncover** ways to maximize the potential of a diverse workforce.
- **Understand** the importance of a leader's role in coaching and performance management.

Session #4 STRATEGIC MARKETING LEADERSHIP

This cutting-edge session concentrates on a leader's role in thinking ahead, positioning his/her organization for the future and bringing a strategic vision to life. Participants will...

- **View**, from a leadership perspective, the realm of marketing, branding, sales and customer loyalty.
- **Examine** current business trends and the growing emphasis on speed, flexibility, and innovation.
- **Gain** insights from successful San Antonio businesses on ways to grow a customer base, improve sales and capitalize on a company's unique strengths.

Session #5 COMMUNITY LEADERSHIP

An integral component of leadership is gaining an understanding of the business and personal aspects of community citizenship. In this integral session, participants will...

- **Acquire** a macro view of San Antonio and its future by conversing with key community leaders.
- **Examine** economic trends and how the San Antonio business climate is being impacted.
- **Determine** ways to apply their leadership skills to influence and raise standards in the community.

continued on back

"A leader knows the way, shows the way and goes the way."