



## THE CONFERENCE GROUP, LLC

### October 2010, Conference Content Information

#### **Next Generation Leadership: Organizational Effectiveness Starts with Individual Competency**

Premise: The capacity to manage change is a necessary element of competitive advantage. Leadership starts with individual competency.

During this event participants will identify and engage the practices of high performing leaders from a broad spectrum of disciplines. The competencies of athletes, members of our special forces, political leaders and corporate executives share common threads. Traditional "knowing" of these competencies is insufficient for effective execution.

Our program is unique in its format and output. Program topics will be supported by read-ahead material, session discussion and practices. Participants can expect 14-16 hours of structured program content (the equivalent of attending 7-10 sessions in a traditional conference format).

#### **Program topics:**

- The language of leadership, speech acts that drive action and influence change. A powerful study of the way that language impacts the actions of people and correspondingly the organizations they lead.
  - There are five distinct speech acts, universal to all language
  - We will elevate our distinctions in this area as a means to quickly and effectively generate new action
- Managing motivation and the lack thereof, understanding the positive and negative emotional contexts of the capacity for action – and understanding how to shift this critical element of change.
  - The way leaders see the future is impacted by their historical relationship to similar events
  - The topic is more complex than, "is the glass half full or half empty"
  - How do we shift an organizational mood of "resignation" into one of "ambition"
- The body of a leader, exploring the impact that our physical presence has on our capacity for effective action, and engaging the practices of multi-disciplined performers, from world-class athletes to corporate leaders.
  - There are practices that world-class performers from a broad range of disciplines have adopted – what are they and why don't we regularly perform these same practices?

- The future. The difference between being prepared for what is coming and creating a different future.
  - Wayne Gretzky (hockey) created a new future by moving to where the puck was going. With every decision we generate a future that may have never existed without that decision.
  - There is great power in taking action from the perspective of *creating a future*.
- The cycle of action and commitment management. Practices that ensure the highest potential for future success for any action in which the participant engages.
  - There is a universal model for action –which participants will receive and practice
  - Each of us are in multiple action cycles at any given time
  - Our identity is created in part by our ability to manage the many commitments in which we are engaged
- Giving back, the cycle of innovation and the global potential of our action. Are we playing a small game – or a big game? This portion includes a highly unique activity in paying-it-forward globally (guests are invited to participate in the event).
  - Innovation has been identified by credit union leaders as a critical long-term success factor
  - There are great examples of innovation in large and small organizations
  - Creating value for others is a powerful motivator of people
  - Organizationally, we all produce some type of product (or service) – and for every product or service there is a “customer.” Where do we really spend our time, on the product or the customer?

Please join us for this unique event. You may contact Frank Hackney directly if you have further questions or requests. We look forward to the opportunity to host you and your guest in October!

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