

Leadership & Reputation Academy

Presented in Partnership with



Schnake Turnbo Frank

VIRTUAL CLASS, FALL 2021

“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 Leadership & Reputation Academy is an intense 12-part Executive Education course aimed at new and emerging leaders.

CURRICULUM

Something Good and its colleagues at Schnake Turnbo Frank understand the correlation between an organization’s reputation and its leadership. Both firms have adapted to the circumstances of COVID-19 and have 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 the instructors’ own time-tested, proprietary content.

“As a non-profit organization driving sustainable change in our community, the LRA provides our leaders with the transformational tools they need to make life-changing impact for those we serve.”

MELISSA REDDICK · FORMER VP, CORPORATE RELATIONS & ENGAGEMENT, UNITED WAY OF METROPOLITAN DALLAS

BENEFITS TO PARTICIPANTS

- › **DEVELOPMENT:** Exposure to intensive, multi-tract development in executive coaching, leadership and reputation management exclusive to the 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

DATES & TOPICS

SESSION 1: ORIENTATION

THURSDAY, AUG. 19, 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

AUG. 26, 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, SEPT. 2, 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, SEPT. 9, 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, SEPT. 16, 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, SEPT. 23, 11 A.M. – 1:30 P.M.

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

SESSION 7: BUSINESS ETIQUETTE & PROTOCOL

THURSDAY, SEPT. 30, 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.

“The LRA goes well beyond the surface-level on leadership challenges and opportunities and the guest speakers really bring leadership theory to life.”

CHRISTOPHER STAINE · SHAREHOLDER AND DIRECTOR, CROWE & DUNLEVY

SESSION 8: LEADERSHIP IN A CRISIS

THURSDAY, OCT. 7, 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.

SESSION 9: PRESENTATION SKILLS

THURSDAY, OCT. 14, 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, OCT. 28, 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, NOV. 4, 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, NOV. 11, 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