



**THE  
LEADERSHIP  
CHALLENGE**  
A Wiley Brand

**SUMMIT**

**2019**



## **SUMMIT** **2019**

**Welcome to Palm Beach, and welcome to The Leadership Challenge® Summit 2019!** We look forward to this event each year because it brings together friends and leadership development professionals to share what's happening now and what's coming next with The Leadership Challenge. This is your chance to learn from experts and to share your success stories and challenges. But most of all, our annual event is about ideas and energy from the leaders in leadership — an engaged group of people who want to nurture colleagues, plus develop new members and discover new ones. We invite you to apply sunscreen liberally and join us for a fun few days by the beach. Let's Summit.

**Jim Kouzes and Barry Posner**

## Registration/Hospitality Desk

<b>Monday, June 10 3:00 – 5:00pm</b>	<b>Living Room, Lobby Level</b>
<b>Tuesday, June 11 7:00am – 5:00pm</b>	<b>Royal Poinciana Foyer, Level 2</b>
<b>Wednesday, June 12 7:30am – 4:00pm</b>	<b>Royal Poinciana Foyer, Level 2</b>

## Meals

Your conference registration includes breakfast, lunch, and admission to the Monday Welcome Reception and Tuesday Community Celebration Night. The Welcome Reception, breakfast, and lunch will be served in the Living Room on the lobby level. The Leadership Challenge Community Celebration on Tuesday, will take place from 6:00–9:00pm at the North Pool Deck.

## Presentations

Select presentation materials will be available at [leadershipchallengesummit.com](http://leadershipchallengesummit.com) approximately two weeks post-Summit. Links to select photos shot at the Summit will be delivered via email in the month following the event.

## The Leadership Challenge Summit on Social Media

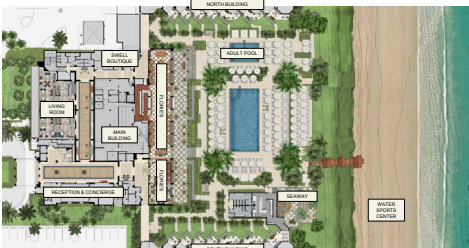
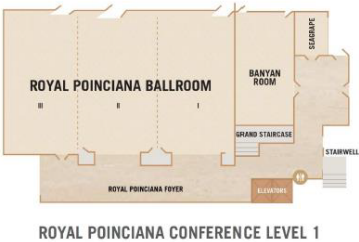
The Leadership Challenge Summit 2019 is on social media and we want to hear from you! Share your experience on Facebook, Twitter, or LinkedIn using **#TLCSummit2019**.



# Hotel Map



Function Space



# The Leadership Challenge SUMMIT Team



**Romain Mallard**  
*Vice President, Brand*



**Cherryl DSouza**  
*Senior Director, Brand Experience*



**William Hull**  
*Senior Director, Business Development*



**Holly Allen**  
*Director, Engagement*



**Marisa Kelley**  
*Senior Brand Manager*



**Matt Cox**  
*Business Development Manager*



**Brad Sallmen**  
*Sales Manager*



**Jennifer Brinkworth**  
*Event Manager*



**Gabriel Sims**  
*Educational & Organizational Psychologist*



**John Skinner**  
*Account Manager*



**Josh Carter**  
*Associate Platform Manager*



**Rebecca Middleton**  
*Sales Analyst*



**Jonathan Barrow**  
*Sales Representative*



**Lawrence Harden**  
*Sales Representative*



**Craig Meiners**  
*Consumer Insights Associate*

## The Leadership Challenge® Summit 2019

### Monday June 10th

3:00 – 5:00pm	<b>Registration</b>	<i>The Living Room</i>
4:30-6:30pm	<b>Welcome Reception</b>	<i>The Living Room</i>

### Tuesday June 11th

7:00-8:30am	<b>Breakfast</b>	<i>The Living Room</i>
8:30-10am	<b>General Session</b>	<i>Royal Poinciana I &amp; II</i>
10:30-11:45am	<b>Breakout Sessions</b>	<i>Royal Poinciana III &amp; Banyan</i>
11:45am-1:00pm	<b>Lunch</b>	<i>The Living Room</i>
1:00-2:15pm	<b>Breakout Sessions</b>	<i>Royal Poinciana III &amp; Banyan</i>
2:45-3:45pm	<b>Breakout Sessions</b>	<i>Royal Poinciana III &amp; Banyan</i>
4:00-5:00pm	<b>General Session</b>	<i>Royal Poinciana I &amp; II</i>
6:00-9:00pm	<b>Community Celebration</b>	<i>North Pool Deck</i>

### Wednesday June 12th

7:30-9:00am	<b>Breakfast</b>	<i>The Living Room</i>
9:00-10:00am	<b>General Session</b>	<i>Royal Poinciana I &amp; II</i>
10:30-11:45am	<b>Breakout Sessions</b>	<i>Royal Poinciana III &amp; Banyan</i>
11:45am-1:00pm	<b>Lunch</b>	<i>The Living Room</i>
1:00-2:15pm	<b>Breakout Sessions</b>	<i>Royal Poinciana III &amp; Banyan</i>
2:45-4:00pm	<b>General Session</b>	<i>Royal Poinciana I &amp; II</i>

# Schedule Detail

## Monday June 10th

4:00 - 5:30pm	<b>Registration</b>	<i>The Living Room</i>
5:00 - 6:30pm	<b>Welcome Reception</b>	<i>The Living Room</i>

## Tuesday June 11th

7:30 - 9:00am	<b>Registration</b>	<i>Royal Poinciana Foyer</i>
7:00-8:30am	<b>Breakfast</b>	<i>The Living Room</i>
8:30 - 10:00am	<b>Opening General Session</b>	<i>Royal Poinciana I &amp; II</i>



*Featured Presenters* | **Romain Mallard** VP Brand | **Marisa Kelley** Senior Brand Manager | **Cherryl D'Souza** Senior Director, Brand Experience

### It's Your Time...

Join Romain to hear about how trends in leadership development are informing Wiley's overall strategy and, more specifically, how we're moving forward with The Leadership Challenge brand and what that means for our community.



### Positioning The Leadership Challenge for the Future

We've been busy this year taking The Leadership Challenge on a journey to clarify our purpose and define our unique position. During this session, you'll gain insight into our discovery process and get an early peek at our fresh branding direction. Then you'll gain insight into our discovery process and an early peek at our fresh branding direction.



10:00 - 10:30am	<b>Break</b>
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10:30 - 11:45am **Fun & Games with the LPI®: Nerding it Up!** *Royal Poinciana III*



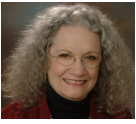
*Presenter* | **Renee Harness** Certified Master

Are you a big fan of the LPI®? Join us to explore three different techniques for leveraging this powerful assessment to help leaders effectively put the 30 LPI behaviors into action. We'll look at specific examples of how you can group key LPI behaviors, making it easier for leaders or organizations to zero in on the essential changes needed to tackle their hot-button issues. We'll show you how to get the most out of the comprehensive resources available in The Leadership Challenge® library—e.g., scenarios you can cite from various books to tell compelling stories of common leadership challenges that illustrate how The Five Practices improve the effectiveness of leaders. And diving into the concept of balancing leadership behaviors—i.e., when a strength becomes a liability—you'll walk away with fresh ideas of how others have successfully addressed this issue with clients. PLUS, we'll have a fun and exciting lightning-round game that will test your knowledge of all 30 leadership behaviors!

10:30 - 11:45am

## How The Leadership Challenge® Supports Diversity: A Case Study

Banyan



*Presenter* | **Jackalyn Rainosek** Certified Master

Racism, sexism, classism, ageism—just a few of the isms that make both individual and institutional oppression possible, and work to create a culture that is the antithesis of the core values of The Leadership Challenge®. This presentation will help you see how the principles and behaviors of The Five Practices of Exemplary Leadership® can be used to develop, implement, and sustain an effective diversity and inclusion program. Jackalyn will share their experience creating a curriculum for Texas A&M at Galveston, and will explore the elements that were key to its success. By attending this session, you'll be able to assess how far along the path you might already be to having a diversity and inclusion initiative that is developing leaders who are emotionally connected, highly responsible, and high performing.

11:45am - 1pm

## Lunch

1:00 - 2:15pm

## Express Talks on Leadership

Royal Poinciana III



*Moderator* | **Ken Hurdle** Certified Master

Four different presenters. Four different techniques and skills. In brief 20-minute TedTalk-style presentations, each experienced Certified Master will deliver fresh insights and practical tools you can use to improve your practice.



## Now That You Are a Leader, Do You Know How to Lead?

*Presenter* | **Jody Rogers** Certified Master

While facilitating The Leadership Challenge® Workshop in Saudi Arabia, Jody Rogers realized the concept of leadership he was talking about—based on the 30 behaviors of the LPI®—wasn't at all the same thing his audience had in mind. So, to help get everyone on the same page he quickly drew a diagram that illustrated his approach: that leadership is a verb, not a noun. In this presentation, he'll share what this graphic represents and how to use it as a tool in your own practice, to make sure there is complete agreement and understanding of what it means to effectively lead.



## Demonstrating Vulnerability When Facilitating The Leadership Challenge® Workshop

*Presenter* | **Bill Mugavin** Certified Master

Whether you are a leader of a team or a workshop, demonstrating vulnerability is key to your effectiveness. Even if being completely open and honest isn't your thing, there are a variety of proven ways to become more comfortable and more effective when facilitating each section of The Leadership Challenge® Workshop—from Orienteering to Encourage the Heart. Come learn what it takes.



## Characteristics of Admired Leaders: Comparing China to the West

*Presenter* | **Michael Xu** Certified Master

What unique perspectives do each of your leaders bring to their leadership journey? Does geography matter? Do they understand what it takes to be the kind of leader that others would be willing to follow? Based on research Michael Xu has conducted over the past nine years with 5,000 Asia-based business and government executives, results suggest that there are significant differences in the essential Characteristics of Admired Leaders that those working in China look for, versus their counterparts in the West. In this session we will explore these differences and what they might be telling us about leaders in different parts of the world.

## Building Resilient Leadership



Express Talks  
on Leadership

*Presenter* | **Kelly Ann McKnight** Certified Master

As leaders, coaches, and facilitators we all need to be able to effectively manage through our own struggles. We also must be able to show others how it's done. Fortunately, these are learnable skills. When it comes to handling the really tough stuff life throws at us, The Resilience Way model helps us see where we have strengths and opportunities for improvement. Here's your chance to learn more about this new framework and the five key elements of resilient leadership, and take away fresh ideas of ways you can improve your own resilience and help your clients build their resiliency, too.

1:00 - 2:15pm

### **The Benefits of The Leadership Challenge® Community: Mastery, Mentorship, and Collaboration**

*Banyan*



*Presenters* | **Amy Savage** Certified Master | **Debbie Nicol** Certified Master

Whether you're new to The Leadership Challenge® Community or a seasoned veteran looking for new ways to leverage the expertise of our collective fellowship, come and hear a diverse group of Certified Masters, Certified Masters-in-Training, and mentors talk about the value of their experience. Listen to engaging stories from newer Certified Masters involved as secondary and/or oversight mentors. Gain insight from those currently on their paths as Certified Masters-in-Training. And learn much more about the collaborative connections and benefits others have realized as a result of their involvement in the common bonds that define The Leadership Challenge Community.



2:15 - 2:45pm

### **Break**

1:00 - 2:15pm

### **Creating a Culture of Growth: The Leadership Challenge® Case Studies**

*Royal Poinciana III*



*Presenters* | **Chris Nel** Certified Master  
**KJ Jenison** Certified Master-in-Training

Get an inside view of The Leadership Challenge® in action. Two different businesses, different industries, different cultures, in two different parts of the world—both immensely successful with one essential building block in common: The Leadership Challenge served as the foundation of each organization's efforts to build strong, effective leaders and create a culture for sustained growth. Get the backstory of how Hitachi Capital UK, in the aftermath of the banking crisis, rebuilt its executive team around The Five Practices of Exemplary Leadership® and moved from a results-only culture to one where behaviors and performance matter equally, even to bonuses. And after Procore Technologies' meteoric rise to GlassDoor's #4 Best Place to Work spot in 2018 and 2019, learn how a revamped leadership program, with The Leadership Challenge at its core, is counteracting the pressure of extreme growth with effective development—giving leaders with expanded responsibilities the time and skills to lead effectively.



2:45 - 3:45pm

**Take the Power of The Five Practices to the Next Generation of Leaders***Banyan**Presenters | Ron Siers | Greg Allen*

You're already making an impact, developing leaders in business and nonprofits with The Leadership Challenge®. But what about the young people aspiring to lead at school, on sports teams, in their communities? Attend this session to share your ideas and learn from others all the ways you can leverage The Student Leadership Challenge® to develop the next generation of exemplary leaders—whether incorporated into your organization or existing consulting practice, or perhaps in your own family or community. You'll hear stories—and get plenty of tips and techniques—of how a variety of programs have been successfully promoted and launched with students of all ages. Learning activities and assessment techniques will keep you engaged as you collaboratively generate ideas and learn about the essential marketing tools you'll need to develop student leadership programs of your own.

3:45 - 4:00pm

**Break**

4:00 - 5:00pm

**The Future of Learning and Leadership***Royal Poinciana Ballroom I/II**Featured Presenter | Jim Kouzes Co-author, The Leadership Challenge®*

When you pay attention to the present, you also notice the future. In this session on "The Future of Learning and Leadership" Jim Kouzes will share four insights that he's had from reviewing recent studies of workplace learning and leadership research and their relevance to The Leadership Challenge® brand and the work that we do. He will also engage participants in an exploration of their insights and how they might influence the future of learning and leadership.

6:00 - 9:00pm

**Community Celebration***North Pool***Wednesday, June 12th**

7:30 - 9:00am

**Breakfast***The Living Room*

8:30 - 10:00am

**The Five Practices of Exemplary Leadership®: Research and Relevance***Royal Poinciana Ballroom I/II**Presenters | Barry Posner Co Author the Leadership Challenge  
Gabriel Sims Educational & Organizational Psychologist*

Please join Barry and Gabriel as they take us on a journey into the world of research. Together they will dive into the various aspects of The Five Practices of Exemplary Leadership over the past 10 years, and the future direction of LPI® research. This presentation will shine a light on the new findings, publications, current areas of research, and future areas of study in a changing organizational landscape.

10:00 - 10:30am

**Break**

10:30 - 11:45am

### **The Workshop is Over...Now What?: Extending the Learning with The Leadership Challenge®**

*Banyan*



*Presenters* | **Kirsten Abbott-West** Certified Master | **Jane MacKenzie**



You've engaged your leaders in diving deep into The Five Practices of Exemplary Leadership® through classroom training and experiential activities with The Leadership Challenge® Workshop, and you've coached them through their LPI® results to develop an action plan for improving their effectiveness as leaders. The ongoing challenge, of course, is how to continue nurturing them on their leadership journey. In this session, you'll learn the tools and techniques entertainment giant Universal Orlando has used to reinforce and sustain the learning and embed long-term behavior change with the 500+ alumni of its program. Come prepared to also participate in roundtable discussions where you'll have the opportunity to share and learn from colleagues other best practices that work to answer the ever-present question, "Where do we go from here?"

10:30 - 11:45am

### **Express Talks on Leadership**

*Royal Poinciana III*



*Moderator* | **Roxanne Kaufmann Elliot** Certified Master

Four different presenters. Four different techniques and skills. In brief 20-minute TedTalk-style presentations, each experienced Certified Master will deliver fresh insights and practical tools you can use to improve your practice.



### **Exploring the Emotional Foundations of the 30 LPI® Behaviors**

*Presenter* | **Chris Nel** Certified Master

Chris Nel, a Certified Master of The Leadership Challenge® for 21 years, carries the message of The Leadership Challenge throughout Europe and South Africa as founder of UK-based Quest Leadership.



### **Delivering an 'Inspire a Shared Vision' Session for Inspiration and Impact**

*Presenter* | **Terence Yeung** Certified Master

Inspire a Shared Vision is often one of the most challenging sessions to deliver as part of The Leadership Challenge® Workshop. Too often aspiring leaders find it difficult to grasp. But, it doesn't have to be that way. Come learn how to turn the abstract into relevant practice for individual leaders and teams—not just members of the C-suite. You'll explore a proven technique—Purpose-Audience-Owner—that is central to creating a vision that has real impact: what's its purpose, who's the key audience, and who will take ownership?



### **The Essential Ingredient of Leadership...Followership**

*Presenter* | **Steve Skarke** Certified Master

Leaders work hard developing their leadership competencies by practicing the 30 behaviors of the LPI®, paying special attention to the Characteristics of Admired Leaders that make clear what it takes to be an effective leader in the eyes of followers. But what does it take to be an effective follower? What should leaders ask from those who choose to follow? What characteristics are most beneficial for the organization? In this talk, we'll explore the idea of leaders-as-followers, consider what followership means and what it looks like, and you'll learn about models of followership that deserve attention.



Express Talks  
on Leadership

## Video Gumbo: A Few of Your Favorite Things!

*Presenter* | **Alan Lyme** Certified Master in-Training

The Leadership Challenge® Facilitation Set comes fully loaded with great video examples that demonstrate real-life application of The Five Practices of Exemplary Leadership®. In addition, many of us are always looking to add spice and humor to the mix with a variety of alternate examples taken from YouTube and other streaming sites. In this session, we will share some of the favorite video clips submitted from Certified Masters around the globe, guaranteed to deepen participants' connection to the material and enrich the flavor of their training experience.

11:45am - 1pm	<b>Lunch</b>	<i>The Living Room</i>
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1:00 - 2:15pm

## Marketing The Leadership Challenge®: Getting More Yesses!

*Banyan*



*Presenter* | **Deb Calvert** Certified Master

When it comes to selling The Leadership Challenge Workshop®, the LPI®, coaching, or any of your leadership-related services, “no” is the last word you want to hear. If you’re wondering how you can hear “yes” more often, come learn from the expert what proactive steps you can take to reduce the number of objections you hear. Plus, get a 5-step process you can use to respond to your clients’ objections. You’ll leave this session with ready-made responses to handle pricing concerns, timing issues, and misunderstandings about the importance of leadership development. You’ll also get ideas for how to handle continuances that delay decisions and other obstacles that stand in the way of getting your clients to say YES more often.

1:00 - 2:15pm

## World Café: Sharing Ideas to Inspire!

*Royal Poinciana III*



*Moderator* | **Ken Hurdle** Certified Master

Back by popular demand! Here’s your opportunity to participate in this highly-interactive World Café of ideas and knowledge. Get ready to experience your own aha moments as you engage with The Leadership Challenge experts and draw on their wisdom and experience debriefing The Five Practices of Exemplary Leadership®—specifically the Practice of Inspire a Shared Vision. Bring your questions, concerns, and your own best practices coaching leaders through their LPI® report. And get ready to improve your skills in helping your clients prepare more compelling and achievable visions by improving behaviors 7, 12, and 17—the consistently lowest scores for this Practice.

2:15 - 2:45pm	<b>Break</b>	
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2:45 - 4:00pm

## Leadership in The Fourth Industrial Revolution

*Royal Poinciana Ballroom I/II*



*Featured Presenter* | **Heather McGowan** Author

The Fourth Industrial Revolution will bring together biological, cyber, and physical systems with an underpinning of artificial intelligence. In the Second and Third Industrial Revolutions, employees were reduced to depersonalized productivity with managers and leaders focused mainly on driving optimal efficiency. This emphasis resulted in profound employee disengagement. As technology tools advance to offer greater efficiencies, we have an increasing need for managers and leaders who inspire and cultivate human potential. In this keynote, Heather will examine the shifting needs of leadership in the Fourth Industrial Revolution, specifically through the lens of our systems of education, talent attraction, and promotion.



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*[leadershipchallengesummit.com](http://leadershipchallengesummit.com)*