

The Executive Track is designed for those of you who are vice-presidents or above in your organizations. You have responsibility for leading a team and for major initiatives in your organization. You must be able to understand complicated business and financial matters beyond the Profit & Loss statement. Your ability to influence across your organization is paramount. You attend the WFF Annual Leadership Development Conference to learn new skills as well as network and learn from others who are at or above your current job level because you know that continuous growth is critical for your career progression.

Course Agenda & Description for the Executive Track

MONDAY, MARCH 9, 10:30 AM – 12:00 PM

How Smart Organizations are Rethinking Innovation

Speaker: Daniel Pink

Competencies: Influence & Diplomacy, Building High Performance Teams

Today, innovation is everyone's job. That's why a top concern of organizations around the world is not just generating a few new ideas—but creating an entire culture of innovation.

In this entertaining and provocative presentation, Daniel Pink, best-selling author of *Drive*, *A Whole New Mind*, and *To Sell is Human*, shows how to build that culture.

Using the latest findings from social science along with an array of fascinating stories, Pink reveals the big ideas and practical steps that innovators need to move others to their side.

You will learn:

- The single most important question you want colleagues and customers to ask
- The 6 new pitches of the 21st century
- How “blemishing” your offering can lead to increased buy-in
- How the 3 principles of improvisational theater can open others to your idea
- Why reducing others’ options can actually increase your persuasiveness
- How making your offering both personal and purposeful can deliver big results.

You’ll learn which environments promote innovation—and which suffocate it. And why people accept some breakthroughs and reject others. And you’ll learn new techniques, as Dan demonstrates ways to talk about innovations with colleagues, bosses, and customers.

MONDAY, MARCH 9, 2:00 PM – 3:30 PM

How to be a More Effective Strategic Thinker

Speaker: John Spence

Competencies: Strategic Thinking and Visioning, Building Trust

Strategic thinking is a must to reach higher levels in your career. John Spence shares ideas and tools you’ll use to further develop yours, based on the strategic thinking program he’s delivered for 14 years at the Wharton School of Business.

During this fast-paced and information-packed workshop, you’ll learn best practices on how to be a more effective strategic thinker, which John Spence has gleaned from top companies around the world. You’ll work on individual exercises and in teams.

Course Agenda & Description for the Executive Track (continued)

Key elements covered include:

- The five foundations of strategic thinking.
- How successful companies create focused strategies.
- The importance of learning to say "no."
- New and innovative business models.
- The most effective critical analysis tools.
- Common mistakes in strategic thinking and planning.

In addition, you'll receive hands-on information to aid you in implementing what you learned:

- An e-workbook that outlines all of these ideas.
- John Spence's complete strategic thinking and planning e-handbook to guide you through the various steps in creating a solid strategic plan.

You will gain insights and tools proven effective in real-life situations that you can implement immediately to make a dramatic positive impact on your ability to think more strategically.

MONDAY, MARCH 9, 4:00 PM – 5:30 PM

Full Engagement Leadership

Speaker: Michelle Stacy

Competencies: Awareness and Insight, Coaching and Mentoring

Only people can generate growth, because only people can innovate. Yet most companies don't achieve the innovation and growth they desire—because too many leaders let employees become disengaged.

Growing at a 61% CAGR at Keurig meant each person had to bring 100% to their work. As President, Michelle Stacy led Keurig to achieve explosive growth and ground-breaking innovation.

In this session, Michelle shares stories and lessons learned. You will bring back practical tools and ideas so that you continue to grow your own leadership skills and build highly engaged teams.

You'll learn these 8 Lessons:

1. Why it's essential to be yourself (and how to do it!).
2. How to balance 6 key components of leadership.
3. How to build a personal leadership statement.
4. Why "seeing the apple" is important when listening to opinions.
5. How to create engagement by bringing out "the star" in everyone.
6. What you do, and how you do it, creates the culture.
7. How to "listen for greatness" from others.
8. The importance of the middle to drive business results.

You'll be inspired and ready to grow employee engagement—and positive business results!

TUESDAY, MARCH 10, 10:30 AM – 12:00 PM

Keurig, Gillette Mach3, and Oral-B: 5 Strategies that Transform Innovation

Speaker: Michelle Stacy

Competencies: Driving for Results, Building High Performance Teams

Innovation is fundamental to growth. Yet, companies frequently don't achieve the full potential of their innovation programs.

As a senior executive at Gillette, Proctor & Gamble, and Keurig, Michelle Stacy led the innovation of the Mach 3 razor, the Oral-B toothbrush, and the Keurig coffee system. These ground-breaking innovations not only propelled revenue and profits, they transformed categories.

How do you build innovation programs that transform categories? Michelle identified five crucial ingredients for building highly successful innovation programs. In this talk on strategy and innovation, she shares hard-won insights—that you can put to use back at work.

Course Agenda & Description for the Executive Track (continued)

You'll learn these 5 Strategies:

- Think about the “possibility” not the “probability” of innovation.
- Delight the consumer/customer on multiple dimensions.
- Know your “Super Consumers” and emotionally engage them.
- Build value in your supply chain.
- Keep an innovation mindset and maintain the right resources.

You'll learn how these strategies made a difference for Gillette Mach3, Oral B Pulsar and Stages, and Keurig Single Serve Coffee Makers. You'll be eager to implement these five business strategies to improve your own new products and services programs!

TUESDAY, MARCH 10, 2:00 PM – 3:30 PM

Global and Generational Marketing (Part 1 of 2)

Speaker: Richard Honack

Competencies: Awareness & Insight, Strategic Thinking & Visioning

Professor Richard Honack is adept at explaining the changing nature of working, leading and marketing in today's Global 'Nanosecond Culture,' particularly the way that technology and generations are changing the way customers, both B2B and B2C, expect companies to communicate with them. Honack guides participants through this complex process with remarkable clarity, using his Kellogg research and other sources to support his global concepts and strategies that will impact the workplace in what some are calling the next “technological and cultural revolution.” Honack will show the latest data on internet and social media usage across countries and generations and the influence it has the behavior of employees, clients and consumers.

He also will be spend time discussing the values and leadership traits of today's six different generations. He will emphasize the interaction of parents and grandparents with Gen Y (17-35 years old) and why this generation is splitting into two distinct subsets. He will focus on the iPad, E-reader, tablet and Smartphone explosion and what you can expect in the workplace during the next two to three years and how companies will have to adapt to these new customer consumption habits. He will emphasize the accelerating the need to change and adapt faster than ever in business history.

TUESDAY, MARCH 10, 4:00 PM – 5:30 PM

Global and Generational Marketing (Part 2 of 2)

Speaker: Richard Honack

Competencies: Awareness & Insight, Strategic Thinking & Visioning

Professor Richard Honack is adept at explaining the changing nature of working, leading and marketing in today's Global 'Nanosecond Culture,' particularly the way that technology and generations are changing the way customers, both B2B and B2C, expect companies to communicate with them. Honack guides participants through this complex process with remarkable clarity, using his Kellogg research and other sources to support his global concepts and strategies that will impact the workplace in what some are calling the next “technological and cultural revolution.” Honack will show the latest data on internet and social media usage across countries and generations and the influence it has the behavior of employees, clients and consumers.

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WEDNESDAY, MARCH 11 – Communities of Interest

CAREGIVERS - Managing the Responsibilities of Caregiving AND Work

Speaker: Jennifer FitzPatrick

Caring for an older loved one—who may have health concerns, safety issues or other challenges—isn't easy. Add in a full-time job, and perhaps raising children... you may feel you aren't doing anything as well as you'd like!

Course Agenda & Description for the Executive Track (continued)

Jennifer FitzPatrick has spent her career helping families and professionals understand best practices on how to be an effective and healthy caregiver.

In this highly interactive session, you'll learn tips and strategies including:

- Communicating effectively and professionally with your manager and co-workers, to ensure work does not suffer when you are caregiving.
- Taking steps to avoid burnout—and how to reduce burnout if you are already struggling with it!
- Saving time, energy and money as a caregiver.
- Individuals, groups and organizations that can help with caregiving.
- Developing reasonable expectations for yourself, your older loved one, and the professionals and organizations you hire or work with.

We'll examine celebrity caregivers and caregiver characters in films and television, to find lessons we can apply to our own caregiving experience.

This down-to-earth discussion will guide you to identify the best options for ensuring quality care for your older loved ones while maintaining your effectiveness at work.

WOMEN OF COLOR - Successful, Savvy and Strategic: YOU!

Speaker: Charmaine McClarie

Need to be strong in the workplace but not too strong? Assertive, but not aggressive? The same qualities that may be considered pluses if you're a white male can be considered drawbacks if you're a woman of color. How do we deal with that?

Executive coach Charmaine McClarie leads a candid conversation about these mixed messages, and the perceived and real challenges facing us as women of color.

In this fun, interactive, and insight-packed session, you'll explore:

- Effectively negotiating your way up the workplace foodchain.
- Using situational leadership strategies to cut through barriers.
- Creating value and being seen as a strategic partner in the enterprise.
- Cultivating important relationships that create advocates and sponsors.

You'll gain increased self-awareness as you consider the differences in how you see yourself, how others may see you and how you want to be seen. Charmaine McClarie has gleaned insider insights in her one-on-one discussions with CEOs, and shares proven and practical tips that help you to be recognized as the leader you are!

GLBTA - GLBTA Resilience Intelligence (RQ): The Art of Keeping it Together

Speaker: Gregg Brown

There's no end to the challenges that happen at work. The impact of these challenges can sidetrack you and keep you from performing at your best.

How is it that some people seem to handle challenges seemingly effortlessly? Were they born that way? Do the rest of us just have to suffer along as best we can? Happily, research has shown that resilience—the ability to bounce back from uncertainty, change, pressure and other stressors—can be learned.

If there's one coping mechanism every GLBTA needs to master, it's resilience during challenging times.

Gregg Brown leads this powerful, thought-provoking workshop, in which you'll learn:

- A proven 4-step process to build your resilience intelligence.
- Steps to be solution-focused instead of problem-focused.
- Practical skills to become more strategic in how you respond to change.
- Strategies for being a positive force in the organization, helping lift others around you—and the personal powers that confers.

In this fun and interactive session, you'll gain insights and techniques you'll immediately put to use, at work and at home!

Course Agenda & Description for the Executive Track (continued)

WORKING MOTHER - The Working Mom's Answer to Getting Kids to Listen—Without Nagging, Yelling, or Punishing!

Speaker: Amy McCready

As a working mom, your time with your children is a precious commodity. You don't want to spend that time scolding or stressing. In this powerfully positive session, parenting expert Amy McCready shares easy to implement strategies and tools that help ensure the quality time you spend with your kids is happier, healthier, and yell-free!

In this hands-on, interactive session you'll learn...

- Why punishment and time-out backfire.
- The truth about consequences: the 5 R's every parent needs to know.
- A silver bullet strategy for easier mornings, blissful bedtimes, and no more chore wars.
- The go-to tool that will change your life—and your child's.
- How to rest easier at night, knowing you're being the best possible parent to your child.

You'll gain powerful content, incredible secrets for connection, and simple solutions for taking much of the stress out of parenting—from toddlers to teens.

YOUNG PROFESSIONALS - Millennial Boot Camp: Communicating Across Generational Divides

Speaker: Hannah Ubl

By 2020, 50% of the American workforce will be composed of Millennials. To succeed, Millennials need to understand what makes the other generations tick. Views of the workplace, and the roles of gender, are being reexamined as Traditionalists, Boomers, Generation Xers, and Millennials each bring their own set of attitudes, values and styles to work.

In this fun and interactive session, you'll learn characteristics of the more experienced employees in your workplace and the least experienced—and how to work with them to achieve the results you want.

Millennial Hannah Ubl, expert on generations in the workforce, helps us gain a deeper understanding of one another so we're more effective at work.

You'll learn from a Millennial:

- What shaped the generations, and the unique perspectives that shape their behavior.
- How to connect with all the generations.
- Strategies to communicate and engage with each generation.
- What is currently shaping the generation after your own and how to prepare for Generation Edge.
- As a female, how to highlight and harness the strengths of others.

By learning to harness the power of diversity, you'll gain the tools you need to build and sustain a thriving work environment.

INTERNATIONAL MOBILITY - Get Ahead By Going Abroad: A Guide to Fast-Track Career Success

Speaker: Stacie Berdan

International experience is crucial to succeed in today's interconnected, global world. International experience sets you apart and signals to companies that you have the all-important global mindset: an ability to work successfully across cultures, whether in the U.S. or abroad. For women especially, going overseas can fast-track your career, broaden your professional capabilities, increase your pay and expand your personal horizons.

International assignments are difficult to land and can be quite competitive. Learning to think globally about your role, your division and your company makes a significant difference to your success at home and abroad.

Stacie Berdan's groundbreaking work has identified the traits that enable women to tap into their feminine traits to succeed cross-culturally and catapult their careers with international experience.

During this interactive session you will learn how to:

- Develop a global mindset.
- Work with the feminine traits that enable women to succeed cross-culturally.
- Package your skills to reflect the "global you."
- Land an international assignment.

Course Agenda & Description for the Executive Track (continued)

- Prepare to live and work cross-culturally.
- Manage the professional and personal aspects of an international career.
- Leverage your international experience for your next move.

You'll learn successful strategies and top tips you'll start using today!