Leadership Conference
Dare to Grow® – How to Become an Authentic Leader

Thursday, October 15, 2015 • 7:30AM–3:30PM
WITC and UW-Barron County campuses, Rice Lake, Wisconsin

This day-long leadership conference is intended for current and future leaders within business, government and non-profit organizations. Through dynamic speakers and hands-on workshops, discover new ideas and tools to enhance your leadership skills.

Conference Agenda

7:30-8:15am Registration including breakfast & networking at WITC
8:15-8:30am Welcome
8:30-9:45am Keynote Speaker Byrd Bagget – Dare to Grow: How to Become an Authentic Leader
9:45-10:00am Break
10:00-11:30am Breakout Sessions at WITC Conference Center
  • The Art of Influence, Shannon Studden
  • Legacy Leading: The Power of YOUR Story, Byrd Baggett
  • Professional Communication: Leading with Your Assertive Voice, Dr. Jody Janati
  • Motivating Your Workforce through Transformational Leadership, Dr. Heather Rothbauer-Wanish
11:30-12:30pm Lunch at WITC Conference Center
12:30-2:00pm Breakout Sessions at UW-Barron County
  • Motivating Your Workforce through Transformational Leadership, Dr. Heather Rothbauer-Wanish
  • Protect Yourself from Control Dramas, Dr. Jody Janati
  • Why is it so Hard to Play Nice in the Sandbox?, Dan Conroy
  • Understanding Yourself Before You Can Effectively Lead, Steven Schroeder and Jamie Marsh Finco
2:00-2:15pm Break
2:15-3:15pm Closing Speaker - Leading by Leaps: Owning the Risks and Rewards of High Stakes Change, Lee Swindall
3:15-3:30pm Closing & Evaluation
KEYNOTE PRESENTATION
Dare to Grow: How to Become an Authentic Leader
Byrd Baggett’s mission is to reconnect individuals by teaching them the skills essential to developing relationships that stand the tests of time and change. In this keynote presentation, Byrd shares insights and strategies that will help you and your team grow to the richly rewarding and profitable Season of Significance. You will be better as a result of attending this session. Guaranteed!

MORNING BREAKOUT SESSIONS

The Art of Influence
Contrary to the myth that the most influential leaders are charismatic and gregarious, research paints a very different picture. The facts show that we have the most influence on others when we are true to ourselves, demonstrate high integrity, and focus on outcomes that benefit all those involved. In this hands-on workshop, we’ll take a look at what it means to be influential and identify steps you can take to increase your ability to influence others.

Legacy Leading: The Power of YOUR Story
To live a good story is the deepest cry of every human heart. In this high-energy presentation, Byrd Baggett shares insights and strategies that will help individuals live lives of personal and professional significance. If you’re looking to take your life to the next level, this message is for you!

Professional Communication: Leading with Your Assertive Voice
Most professionals are faced with difficult interactions where their integrity can be compromised. Explore how to effectively communicate, especially when functioning in the role of group facilitator or leader. Leading with your assertive voice allows you to be clear and concise across diverse audiences while maintaining a professional tone. Learn how to balance your personal appeals and understand how to structure a message that best suits your communication style. Step by step methods for dealing with intense conversations and correcting broken relationships will also be discussed.

Motivating Your Workforce through Transformational Leadership
While there are many leadership styles, transformational leaders inspire their team members, build relationships, and focus on long-term strategies. By utilizing transformational leadership techniques, understanding a leader’s impact within the workplace, and ensuring personal professional growth, these leaders know how to positively impact their workers. Learn about the three most common leadership styles and why transformational leaders can increase the success of an organization. This interactive session will include discussions of well-known transformational leaders and you will be invited to share leadership best-practices.

AFTERNOON BREAKOUT SESSIONS

Motivating Your Workforce through Transformational Leadership (repeat of am session)

Protect Yourself from Control Dramas
People “get their way” with others by making them pay attention to them, then eliciting a certain reaction to make themselves feel fulfilled. The positive feelings gained are won at the expense of the others. This often causes imbalance and drama in our interpersonal relationships. Learn about common control drama patterns and how to negate them. Understand and respond to attempts made to gain influence at your expense. Awareness of these dramas can lead to understanding and forgiveness, as awareness alone often equals change. The more you understand someone, the easier you can forgive them.

Why is it So Hard to Play Nice in the Sandbox?
In this entertaining and interactive session we will discuss what soft skills are, share some horror stories, learn why they are so sticky to deal with, and share some best practices. Learn why both managers and employees have difficulties with communication, and how we can get better at that. We will arm you with handouts, ideas, and inspiration.

Understanding Yourself Before You Can Effectively Lead
During this interactive session we’ll discover some of the most widely researched leadership self-assessment tools used by Fortune 500 companies. We will discuss Emotional Intelligence, Strengths-Based Leadership, the Myers-Briggs Type Indicator, and the Leadership Challenge. As Daniel Goleman wrote, “If your emotional abilities aren’t in hand, if you don’t have self-awareness, if you are not able to manage your distressing emotions, if you can’t have empathy and have effective relationships, then no matter how smart you are, you are not going to get very far.”

CLOSING PRESENTATION
Leading by Leaps: Owning the Risks and Rewards of High Stakes Change
In these times a genuine leader gains nothing by timid, tentative steps forward. Big outcomes are only delivered by big goals and bigger actions, and these can only be achieved through accepting courageous risk – the real possibility that failure will follow. Powering through old limits and prevailing against increasing resistance is often the only way to move forward. In doing so, a leader must be willing to suffer personal rebuke and intense criticism. Inertia is a stubborn force. To overpower it, leaders must be willing to run the gauntlet of “large leap change” to win in high stakes transformation.
The information below is required for state and federal reporting purposes, and will be kept confidential.

Gender: Male Female Ethnicity: Hispanic/Latino origin? Yes No
Race (check all that apply): American Indian/Alaska Native Asian Black/African American Native Hawaiian/Other Pacific Islander White

It is your responsibility to contact WITC to officially drop a class. If you decide to drop, you should do so immediately as a single day can affect your refund amount. A full refund will be given if you notify WITC prior to the first scheduled class meeting.

Once registered for a course(s), you have created a liability with WITC and a promise to pay.

PAYMENT METHOD: Check or money order payable to WITC Cash MasterCard Visa Discover Agency Bill/Sponsored Registration - complete information below, attach required authorization

Four Easy Ways to Register!

ONLINE: Register and submit your credit card payment online at witc.edu/search.

BY FAX OR PHONE: You may fax your registration to 715.234.5172. Register by phone at 800.243.9482, ext. 5045. Only credit card payments will be accepted by fax or phone.

IN PERSON: Our regular office hours are Monday–Thursday, 8AM–6:30PM and Friday 8AM–4:00PM. Cash, checks and credit cards are accepted.

BY MAIL: Fill out the attached registration form and mail it with your payment to WITC-Rice Lake, ATTN. Continuing Ed 1900 College Drive Rice Lake, WI 54868
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Leadership Conference Speakers Include:

**Byrd Baggett**
For over 20 years, Byrd has helped numerous Fortune 500 companies develop passionately engaged teams. Through on-line surveys, phone interviews, and even onsite meetings, Byrd examines organizations from the inside to uncover the issues that sabotage peak performance.

**Dan Conroy**
Dan is semi-retired as VP of Human Resources with Nexen Group, Inc. For over 20 years, he was involved in HR management. He also served as Operations Manager at the advanced manufacturing facility. Dan has served on a variety of school, college, and university advisory boards. He also served as President of the St. Croix Valley Employers Association.

**Dr. Jody Janati**
Jody has an EdD degree in Organizational Leadership and a MA in Speech Communication. She currently teaches in the Communication Studies Department at the University of MN. She offers a variety of public and professional workshops on conflict reduction tactics and effective communication skills and authored four books.

**Dr. Heather Rothbauer-Wanish**
Heather has a BBA in Management from UW-Eau Claire, an MBA from Lakeland College, and a PhD in Organization and Management from Capella University. Since 2008, she has owned Feather Communications, a freelance writing and marketing organization that helps businesses and individuals develop appropriate content to professionally represent themselves in today's marketplace.

**Steven Schroeder**
Steve is Assistant Dean of the Wisconsin BBA Program at UW-Madison School of Business. He also teaches leadership courses to business undergraduates. Steve has served as Director of the Wisconsin School of Business Career Center, was founding chair of the UW-Madison Career Services Council, was President of the Hire Big 10+ Career Services Consortium, and has served as a consultant to career professionals nationwide.

**Jamie Marsh Finco**
Jamie is the Director of Corporate & Employer Relations in the Wisconsin School of Business. She created and implemented a unique model to broaden and deepen strategic partnerships between companies, students, faculty and alumni in the dimensions of hiring, research partnerships, talent development, and investments. Jamie has also served served as President of the Hire Big 10+ Career Services Consortium and is the incoming Chair of the UW-Madison Career Services Council.

**Shannon Studden**
Shannon joined UMD’s Continuing Education group as an Instructional Designer in early 2014. Prior, she worked as a manager in the Leadership Development and Talent Management group at Cliffs Natural Resources, a Fortune 500 international mining company. She holds her MS in Industrial/Organizational Psychology from the University of Tennessee at Chattanooga.

**Lee Swindall**
Lee is VP of Business & Industry Development for the Wisconsin Economic Development Corporation. He has over 30 years’ experience in business development, strategic communications, marketing and public relations. Lee was Director of Marketing, Director of Consulting Services and acting Executive Director for the Wisconsin Manufacturing Extension Partnership. He was a principal and VP of Marketing and Client Relations with Argea, Inc., a global business strategy consulting company.