

FLORIDA STERLING

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FLORIDA STERLING CONFERENCE | MAY 30 - JUNE 2, 2017 JW MARRIOTT ORLANDO GRANDE LAKES



2017 Florida Sterling Conference Advanced Leadership Track Wednesday, May 31 - Thursday, June 1, 2017

The Advanced Leadership Track is designed to hone critical leadership competencies necessary to achieve success in today's dynamic work and business environment. This track is interactive with hands-on exercises. To be accepted into this track, you must be either Executive Level (C level, Director, or high level Manager, etc.) or a graduate of the Leadership Track from a previous year. Limited to first 30-40 registrant. Requires advanced registration.

Moving From Tactical to Strategic Communication and Workforce Engagement

Wednesday, May 31st, 10:00 am - 11:30 am

Brigadier General John Harris, Ohio National Guard

Assistant Adjutant General - Army

- Understand how requirements for senior leader communication differs from that of tactical leaders
- Identify the barriers to senior leader communication and how workforce engagement is impacted
- Understand the techniques for integrating communication methods to focus on action and workforce engagement

Take Away: A sample senior leader communication plan

Negotiating Your Way to a Win

Wednesday, May 31st, 2:55 pm - 4:25 pm

Jack Kardys, President, J. Kardys Strategies, LLC

Juan Armas, Miami-Dade County Parks and Recreation

- Understand the conflict continuum and how/when to stimulate functional conflict
- Explain Alternative Dispute Resolution with focus on mediation and arbitration
- Identify and discuss two negotiation types

Take Away: Graph for understanding Conflict Management styles

Advanced Communications Challenges, and Tactics for Success

Thursday, June 1st, 8:00 am - 9:30 am

Karen Moore, Chief Executive Officer, Moore Communications Group

- Understand the biggest pitfalls related to internal and external business communication
- Identify and take advantage of external champions
- Choose an organizational model that matches your efforts
- Understand the role of social media at the corporate level

Take Away: Bookmark with best advocacy tips

Decision Making through Ethical and Value-Based Leadership

Thursday, June 1st, 1:40 pm - 3:10 pm

Michael Carroll, Secretary, Florida Department of Children and Families

- Focus on the "Why": How Values-Based Leadership provides authenticity and credibility to maximize employee engagement
- Learn how to hardwire values into daily operations to benefit both staff and the customers we serve: From *Mission, Vision, and Values* to *Organizational Culture*
- Balance organizational and customer values: How to align service delivery with customer requirements to improve outcomes for the families we serve.

Take Away: Decision making template for ethical and value based leadership

