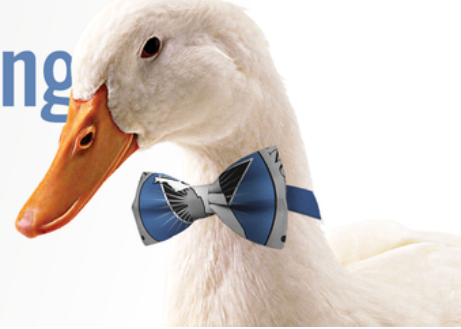




# 29<sup>th</sup> Annual Florida Sterling Conference

JUNE 1-4, 2021  
Virtual

## Get Your Ducks in a Row



### Leadership MBA Lite CERTIFICATION TRACK

Driving a high-performing and sustainable strategic plan focused on innovation is more important than ever, but that does not mean you need to scrap or pause existing initiatives. At the 29th Annual Florida Sterling Conference, use the Sterling Framework to optimize your organization and achieve every one of your business objectives – from awareness to advocacy – using hard data and metrics rather than mere qualitative facts.

Moving forward from good to great requires expertise in areas such as ethical behavior, a well-defined organizational culture, strategic and customer focus, and making decisions based on the right set of measures and data. Finally, these leadership competencies need to be integrated as part of your overall leadership culture.

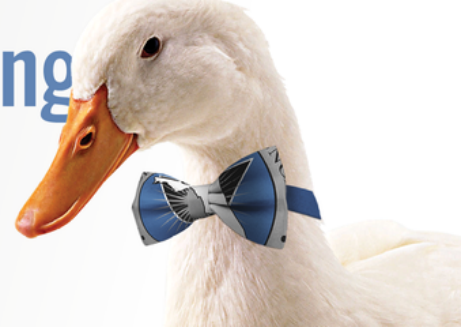
The learnings, examples, and takeaways are applicable to all organizations regardless of sector, size, or industry.

*You may attend one or all of the workshops. If you complete all six workshops, Florida Sterling Council will provide you with the Sterling Leadership MBA Lite Certification.*





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## Leadership CERTIFICATION TRACK

### Great Leaders Set the Standard for What is Extraordinary

Victoria Dune-Chari, *Lead Examiner  
Assistant Vice President, Innovation and  
Performance Excellence | Wellstar Health  
System*

- Learn the tactics of leading an organization from having a vision to realizing it.
- Learn that when selecting the team, in the end, everybody matters. Often the most important people in the game are those on the bench, waiting to get in.
- Learn to lead by influence - discover the pull of a winning spirit.

**Takeaway:** Phased Approach to an Organizational Excellence Journey

### Evaluating Senior Leadership Performance - Easy as Pie!

Douglas Katez, *Lead Examiner  
Chief Deputy Tax Collector | Pinellas County  
Tax Collector's Office*

Catherine Bailey Noble, *Advanced Examiner  
Deputy, Human Resources & Training |  
Pinellas County Tax Collector's Office*

- Define leadership competencies.
- Incorporate the Code of Conduct and Leadership Competencies into Performance Evaluations.
- Measure leadership performance.

#### Takeaways:

- Senior leader performance evaluation
- Code of Conduct, leadership competencies, and senior leader KPI scorecard

### Leadership Coaching and Intentional Change: Helping Others Transform

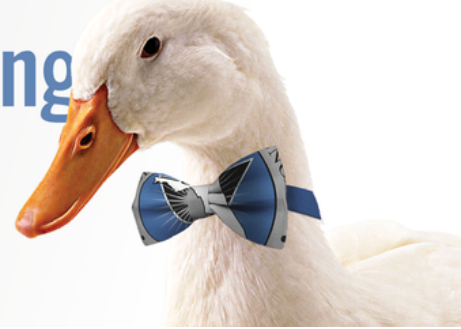
Roland Martinez, *Sterling Board Member  
Deputy Director | Florida Department of Health in Broward County*

- Understand the key components of Intentional Change.
- Identify how the tension between the real and ideal self is the catalyst for change.
- Articulate the Five Discoveries of Intentional Change.
- Utilize the Learning Agenda and Development Plan to assist others' journeys of change.

**Takeaway:** Leadership Development Plan



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## Leadership CERTIFICATION TRACK

### Leading in a Post-Covid-19 Recovery

**Dana Peterson**

*Chief Economist, Executive Vice President  
| The Conference Board*

- Understand CEO and C-suite executives' views on internal and external challenges.
- Learn executives' strategies to mitigate risk and seize opportunities
- Discover views on the long-term impacts that will emerge from the pandemic.

**Takeaway:** Uncover insights from leaders on how to navigate in a post-pandemic world

### Creating a Successful Organization: Key Opportunities for a Senior Leader

**Albrey Arrington**

*Executive Director | Loxahatchee River  
Environmental Control District*

- Understand the critical importance of believing in your mission.
- Align reality with your desired culture.
- Improve organizational effectiveness by engaging the individuals that work for you.

**Takeaways:** Best Practices to Effectuate Organizational Cultural Change

### Embracing Diversity, Equity, and Inclusion in your Organization: Shifting from Awareness to Action

**Nichole Solomon, Sterling Master Examiner**

*Regional ESS Program Manager | Florida Department of Children and Families*

- Understand the role of diversity, equity, and inclusion in your organization's leadership system.
- Assess readiness to design a DEI model that supports your organization's culture.

**Takeaway:** Organizational DEI Assessment Tool

**REGISTER NOW**