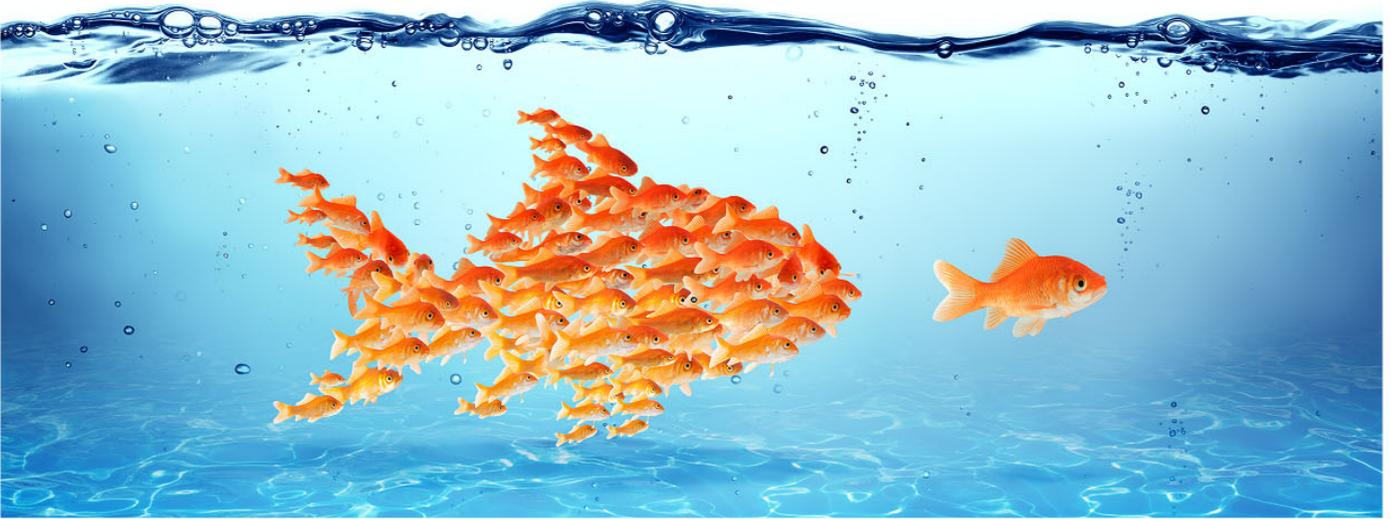




Executive Leadership Academy



*Includes a monthly
on-demand topic
and a monthly
Zoom chat
with your peers.*

*The Academy begins
in May 2021 and runs
for 12 months.*



Introduction

Great leaders are always looking for who to raise up in their next generation of leaders and what system gets them there the quickest with the best outcomes. Are you a leader who is seeking ways to increase the capacity and success of your leadership team? Are you seeking ways to build the potential of leaders in your organization?

We are in a time of transition. We are transitioning from one generation of leaders to another. We are transitioning from one way of doing business to a new way. We are in a world that is facing challenges that didn't even exist 12 months ago, nor could they have been truly predicted. This takes very specific skills from a leader in order to create success moving forward.

Generational differences in how people were raised are playing out in the workplace today. What your team experienced in their childhood and the expectations of their parents, teachers and coaches all plays out in their development as a leader. Time and time again, we hear that great companies simply want people who are critical thinkers, who take the lead in creating success for their team. We also hear the frustration in their voices as they explain that they don't have the outcomes they are looking for with their up and coming leaders.

So how do you become a great leader and not only survive, but thrive in any situation? The answer is through your people.

The Leadership Academy helps you to increase engagement, performance and fulfillment with a true drive towards purpose. We help you build something that lasts for generations to come and have built tens of thousands of leaders over the last 20 plus years. We are ready to help you and your team thrive as great leaders, as well. Let Jody Holland, Inc. reduce your turnover, increase employee engagement, multiply your investment in your leaders, and secure the success of your company.

Join us in our next Executive Leadership Academy!

Who Should Attend?

The 2021 Executive Leadership Academy is geared toward **presidents, CEOs and executive officers** who are involved in increasing profitability for your community bank.

Managers account for at least 70% of the variance in team engagement and heavily influence employee health, both mentally and physically. It has been demonstrated repeatedly – employees don't leave companies, they leave bad managers.

Program Information

The Executive Leadership Academy is 24 hours of virtual training. This series is packed full of leadership skills designed to immerse you in the principles, thoughts and skills of a great leader. These courses have been taught at the university level as a part of an executive MBA curriculum, to leaders in healthcare, manufacturing, retail, finance, food service, hospitality, education and more. In every case, they have helped to reduce turnover, increase employee engagement and performance, and increase net profits.

This Academy provides a once a month on-demand topic and a monthly Zoom chat with your peers on these monthly topics. This program, beginning in May, provides you the 12 skills that make all the difference as a leader.

REGISTRATION FEES

CBAI MEMBER

One person from the bank.....\$999

PROSPECTIVE MEMBER

One person from the bank.....\$3,399

Log-in information for each monthly on-demand session and Zoom chat will be sent after registration.

The Learn-2-Lead Monthly Programs

GENERATIONAL DIFFERENCES AND VALUES-BASED DIVERSITY

Organizations worldwide are facing the challenges of varied values within their workforce. However, few are making concentrated and long-term efforts to change how they attract, develop, manage and retain talent. Communication, motivation and decision making are all affected by this mix of generational and values-based differences. This program uses the backdrop of generational change to help people understand cultural and values differences from one employee to another.

EMPLOYEE MOTIVATION

Since motivation influences productivity, supervisors need to understand what motivates employees to reach peak performance. It is not an easy task to increase employee motivation because employees respond in different ways to their jobs and their organization's practices based on age and culture. Motivation is the set of processes that moves a person toward a goal. Thus, motivated behaviors are voluntary choices controlled by the individual employee. The supervisor (motivator) wants to influence the factors that motivate employees to higher levels of productivity.

AUTHENTIC COMMUNICATIONS

Communication is a challenging organizational issue regardless of size or industry type. Ineffective communication creates barriers and inhibits efficient and safe operations and can endanger self or others. As leaders of the organizations tap the thinking potential of the workforce, structured business communication becomes integral to the equation for organizational business accountability. Whether the issues are interpersonal communication techniques, consistent processes for standard meetings, or a comprehensive organizational communication plan, the foundations for effective communication are repeatable information processes of timing, frequency, content, correctness and issue/action status.

COACHING FOR PERFORMANCE

Both supervisory coaching and mentoring are processes that enable employees to achieve their full potential. While there are differences in coaching and mentoring, they share many similarities. The mentorship or coaching relationship includes a promise of deliberate attention and guidance to the successful growth and development of the employee. The destiny of the supervisory mentor and coach is to find the right words, the right encouragement, and the right knowledge to provide clarification on the future and lifework of the employee.

CONFLICT RESOLUTION

Many workplace conflicts start out as small problems that simmer in two ways: (1) either employees hesitate to raise issues because they do not want to rock the boat and/or fear retaliation, or (2) managers - hoping that the issues resolve themselves - avoid them. Failure to address conflicts costs organizations both directly and indirectly. Current conflict interventions often offer too little or come too late. Unresolved conflict in the workplace often causes the best and most talented employees to leave an organization. Because replacing a good employee can cost up to 150% of that person's salary, it behooves employers to make efforts to retain existing, trained personnel.

CORRECTIVE COUNSELING AND BEHAVIOR CHANGE

Supervision can be informally defined as getting work done through the efforts of others. Supervisors have the important responsibility of ensuring that work gets done while the organization's rules, regulations, and policies are fairly and equitably applied to all employees within their work units. Supervisors are management's representatives who must balance organizational needs with employee rights on a daily basis. This is an essential and often difficult role. Counseling is a process through which one person helps another by a purposeful conversation in an understanding environment. The counseling supervisor seeks to establish a helping relationship to help the employee to express his or her thoughts and feelings in such a way as to clarify his or her own situation, come to terms with some new experience, see their difficulty (problem) more objectively, and to face their problem with less anxiety and tension. Its basic purpose is to assist the individual to make their own decision from among the choices available to them. People (employees) are more likely to change their own behaviors if they think it was their idea.

GOAL SETTING

The process of setting goals helps you choose where you want to go in life and in business. By knowing precisely what you want to achieve, you know where you have to concentrate your efforts. You will also quickly spot the distractions that would otherwise lure you from your course. More than this, properly-set goals can be incredibly motivating, and as you get into the habit of setting and achieving goals, you will find that your self-confidence builds fast.

The Learn-2-Lead Monthly Programs

PROBLEM-SOLVING

Regardless of what you do for a living or where you live, most people spend a great deal of their waking hours, at work or at home, solving problems. Most problems we face are small, some are large and complex, but they all need to be solved in a satisfactory way. Before we look at the area of problem analysis and solution, though, let's take a few moments to think about just what we mean by a problem. Although most people consider problem-solving methods a given, many organizations still use ad hoc methods for addressing problems. In other words, they latch on to the most obvious explanation for a problem and pray that they've addressed its root cause. An effective problem-solving method is simply a step-by-step roadmap for developing solutions.

GROUP THINK & GROUP DECISION-MAKING

Work teams play an important role in the modern corporation and its decision-making processes. From software engineers who collaborate to write code to the boards of directors who gather to make strategic decisions, teams are increasingly being used worldwide as the foundation of work. This course explores a variety of topics surrounding teams whose members work in the decision-making process. There are challenges and opportunities when teams work to solve problems and make decisions, both for team members and for the organization.

BUILDING HIGH-PERFORMANCE TEAMS

Teams can be powerful and productive when they function well. The performance and output of the team is likely to be greater than the sum of its individual members. When several people come together to work on a single initiative or project, they are not necessarily a productive team. Before a group of people can function well together, they have to pass through a series of stages. The challenge of every good leader is to help their team move through the various phases of team formation until they reach the final stage.

ETHICS, VALUES, AND CULTURE IN THE WORKPLACE

Ethics and professionalism have always been of critical importance to many business environments. To achieve the goal of providing the highest quality service to your customers and employees, companies depend upon the actions of each individual supervisor to set the ethical tone. Employees report to supervisors who must be able to reinforce values-based behaviors in their subordinates. Each manager and supervisor has the responsibility of having high personal and professional standards. Each must live up to the highest professional standards and strive to have those who report to them live up to professional standards. Unethical or immoral people are not changed into ethical, moral people by completing this course. It is taught as a basis of information to give each manager and supervisor an understanding of expectations and to solicit the discussion of concepts involved in the business profession through the process of making ethical choices and helping younger, less experienced supervisors and managers to make the correct decisions.

PRIORITY MANAGEMENT

Many people spend their days in a frenzy of activity but achieve very little because they are not concentrating on the right things. The 80/20 rule states that typically 80% of unfocused effort generates only 20% of results and that the remaining 80% of results are achieved with only 20% of the effort. By applying time management skills, including planning, the course materials aim to change this to ensure that you concentrate as much of your effort as possible on the high payoff tasks. This ensures that you achieve the greatest payoff possible with your investment of time.

Registration Form & Fees

CBAI'S EXECUTIVE LEADERSHIP ACADEMY

Please Print

Name of Bank _____

Address _____

City, State, Zip _____

Telephone Number _____

Name/Title _____

E-mail _____

E-mail address required for registration

REGISTRATION FEES:

CBAI MEMBER

One person from the bank.....\$999

PROSPECTIVE MEMBER

One person from the bank.....\$3,399

Please select your payment method:

Check Enclosed

Check in Mail

Credit Card*

**If you are paying by credit card, please fill out the following information. (MasterCard, Visa & Discover accepted).*

Name as It Reads on Card _____

Card Number _____

Billing Address of Card _____

Expiration Date _____ Three-Digit Security Code _____

Mail this registration form to: CBAI Education Department
901 Community Drive,
Springfield, IL 62703

FOR MORE INFORMATION

Tracy McQuinn, Senior Vice President

Melinda McClelland, Vice President

Jennifer Nika, Vice President

Kim Cordier & Tina Wilder, Administrative Assistants

Department of Education & Special Events

800/736-2224 217/529-2265

Fax: 217/585-8738

Terry Griffin, Vice President, Chicago Area

773/209-2260