

FUTURE

LEADERS PROGRAM

THE LEADERSHIP SESSION

PRESENTED BY GAGEN MACDONALD ON BEHALF OF THE ARTHUR W. PAGE SOCIETY

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February 23 - 25, 2009
Chicago, Illinois

WHY FOCUS ON LEADERSHIP DEVELOPMENT?

In its publication, *The Authentic Enterprise*, the Arthur W. Page Society has identified the role of the Chief Communications Officer in today's changing world. The Future Leaders program provides a two-year developmental opportunity for professionals preparing to assume the role of CCO. The program addresses the following key insights from *The Authentic Enterprise*:

- The converging forces of technology, global integration, multiplying stakeholders and the resulting greater need for transparency are the most important communications challenges facing 21st century companies
- The Communications function is evolving and increasing in stature.
- Communicators are uniquely positioned to become experts on the new art and science of trust.

The first module on Leadership will focus Future Leaders program participants around their professional development in leading the function and strengthening their individual leadership capabilities. In the Leadership Session, participants will:

- Gain insight into the changing landscape of the field and how to reframe their role as leaders
- Understand how to advance personal leadership development
- Develop insights around increasing effectiveness in Corporate Leadership
- Develop insights around serving as a Communications Industry Leader
- Identify key strengths and opportunities for development

A PROFESSIONAL DEVELOPMENT SESSION PRESENTED BY GAGEN MACDONALD

OBJECTIVE

The Leadership Session is an intense two-and-a-half-day professional development program for senior level communications professionals who are on the career path to the Chief Communications Officer role. The session's primary objective is to create an action plan for personal leadership development based on an up-to-date understanding of trends in the industry, assessments and personalized analysis, and collaboration with colleagues and mentors in the field.

PROGRAM METHODOLOGY

The Leadership Session will focus on insight and application for individual professional development using current theory, contemporary practice and actual participant scenarios. The sessions will be highly interactive and will include professional grounding and experiences to drive personal insight. Each topic will be presented by Gagen MacDonald experts in the field representing thought leadership and corporate experience to provide authentic context to the session. AWPS members will serve as panelists around key issues and challenges facing the profession today.

Using a specialized assessment package designed for Future Leaders, participants and an interactive learning model, we will lead participants through a thought-provoking and engaging learning session. A personal coaching session is included to assist participants in developing their personal development plan.

Participants will receive assessment materials by e-mail within two weeks of registration and should complete the assessments online at least 30 days prior to arrival at the session.

SEMINAR VENUE

The program will be held at:

Gagen MacDonald
343 West Erie, Suite 600
Chicago, Illinois 60654
Phone (312) 640-9100

ACCOMMODATIONS

Accommodations can be reserved at the following area hotels:

Westin River North
320 N. Dearborn Avenue
Chicago, IL 60654
(312) 744-1900

Amalfi Hotel Chicago
20 West Kinzie Street
Chicago, IL 60654
(312) 395-9000

AGENDA

MONDAY, FEBRUARY 23 2:00 P.M. - 5:30 P.M.

- 2:00 p.m. **Registration**
- 2:30 p.m. **Welcome, Introduction and Review of Session Outcomes**
- 3:30 p.m. **The Authentic Enterprise and Trust Report – Competencies of the Future Communications Leader**
(Presentation and Dialogue)
- Review of current trends and The Authentic Enterprise
 - Competencies for future leaders
- 5:00 p.m. **Cocktails and Networking**
- 6:00 p.m. **Dinner – Keynote: Page Board Member**

TUESDAY, FEBRUARY 24 8:00 A.M. - 5:00 P.M.

- 8:00 a.m. **Breakfast Buffet**
- 8:30 a.m. **Insights and Day One Review**
- 9:00 a.m. **Effective Personal Leadership – Individual Style and Development**
(Presentation, Dialogue and Action Planning)
- Review insights from Future Leaders Leadership Profile
 - Communications Leader Roles: Strategic Communicator, Trusted Advisor, Business Partner
 - Identify key competency strengths and opportunities
- 11:00 a.m. **Break**
- 11:15 a.m. **Effective Personal Leadership - Leading Teams and Colleagues**
(Exercise, Dialogue and Action Planning)

- 12:30 p.m. **Lunch**
- 1:30 p.m. **Effective Personal Leadership – Leading Change**
- 3:00 p.m. **Break**
- 3:15 p.m. **Corporate Leadership – Positioning Corporate Communications As a Strategic Business Function**
- 5:00 p.m. **Cocktails and Networking**
- 6:00 p.m. **Dinner – Key Note Speech by Jay Conger, Leadership Expert**

WEDNESDAY, FEBRUARY 25 8:00 A.M. - 5:00 P.M.

- 8:00 a.m. **Breakfast Buffet**
- 8:30 a.m. **Insights and Day One Review**
- 9:00 a.m. **Corporate Leadership – Engaging with C-Suite and Key Stakeholders**
(Presentation, Dialogue, and Action Planning)
- 10:00 a.m. **Break**
- 10:30 a.m. **Communications Industry Leadership – Lessons from the Top On Building Your Network and Advancing Thought Leadership**
(Panel of AWPS Board Members, Dialogue)
- 12:30 p.m. **Lunch**
- 1:30 p.m. **Professional Development Planning and Next Steps**
- 3:00 p.m. **Close**