



# Emerging Leaders Program 2.0

Washington, D.C.  
November 2 – 4, 2021

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## Tuesday, November 2

**2:30 PM**

**Registration**

**3:00 – 5:00 PM**

**Teamwork in Action: Collaborate to Innovate**  
**Professor Robert Bies**

For you and your organization to thrive, not just survive, in the 21st century, you must be quick, flexible, and open to new ideas and approaches, which will require collaboration and innovation. In this session, we will identify leadership strategies for collaboration and innovation—and keeping people focused on mission success.

**6:00 – 7:30 PM**

**Welcome Reception**

## Wednesday, November 3

**8:15 – 9:00 AM**

**Buffet Breakfast**

**9:00 – 11:30 AM**

**Persuasion and Influence**  
**Professor Sam Potolicchio**

This session presents counterintuitive strategies to increase your ability to win over skeptical audiences. The session will focus on the two key attributes to effective communication using examples from Presidential debates to anchor the discussion.

**11:30 – 12:30 PM**

**Lunch**

**12:30 – 2:00 PM**

**Personal Branding**  
**Carol Blymire**

Thought leadership and personal branding are two essential, yet often ambiguous ingredients in a career strategy. This course will arm you with the resources to identify your personal brand, better understand personal brand values alignment in your

career and other areas of your life. Like any good brand, yours should be one that constantly evolves and grows as you do.

**2:00 – 2:15 PM**

**Break**

**2:15 – 3:30 PM**

**Personal Branding *Continued***  
**Carol Blymire**

**3:30 – 3:45 PM**

**Break**

**3:45 – 5:00 PM**

**Managing Relationships at Work: Building and Maintaining Trust**  
**Professor Robert Bies**  
Trust in you and your leadership is critical for achieving mission success. We will identify the “enemies” of trust (e.g., incomplete communication, inconsistent standards) and strategies for (re)building trust in you and your leadership.

**6:30 PM**

**Optional Group Networking Dinners**

**Thursday, November 4**

**8:00 – 8:45 AM**

**Buffet Breakfast**

**8:45 – 9:15 AM**

**SNAC International Update**

**9:15 – 11:15 AM**

**Inspiring Your Team to Greatness: The Power of Storytelling**  
**Professor Robert Bies**  
Once people understand and embrace the need for change, you are faced with the challenge of creating passion and excitement in people so that they will follow your lead. In this session, we focus on “storytelling” as the key leadership tool to achieve this objective. We will analyze what makes for a compelling vision that inspires and motivates people to achieve mission success.

**11:15 AM**

**Survey, Closing Remarks, and Distribution of Certificates**