



IAAP

ENTERPRISE LEADERSHIP



The “assistant” role has almost unlimited application; it encompasses many areas of focus for variety and opportunity. The executive assistant role, whether it supports one executive or many, requires a specialized skill set. Being an influencer and leader in the executive space requires negotiation, diplomacy, initiative, and confidence. Many admins move into the role unprepared or ill-equipped to succeed. Enterprise Leadership provides real-world training to not only succeed but thrive. Whether you’re new to the role of EA or you have your sights set on becoming one, this professional development opportunity will position you to be your best.

Experience this interactive conference with top-level trainers and a group of peers who will no doubt become your invaluable community throughout your career journey.

Through pre- and post- virtual sessions, two-and-a-half powerful in-person learning days, and group sessions with a leadership mentor, you will be empowered to grow in your professional life to fulfill your goals; helping to guide and manage others along the way.

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Enterprise Leadership is a training experience you won't forget:

- Amazing content delivered by top-level trainers who understand the unique facets of working in the executive space
- Small-group sessions for customized, relevant learning
- Pre- and Post- Live Virtual Sessions to ensure you get the most out of this learning opportunity
- Real-time feedback from your peers to help find solutions to the challenges you are currently facing
- Invaluable networking with not only your peers but also attendees of **Frontline Leadership**
- A leadership mentor to share experiences and guidance from a different perspective



This is not your typical “sit and listen” conference. Participation is required, and the payoff is invaluable. There will be time for reflection and personal planning as well.

To ensure you get the most out of Enterprise Leadership, all attendees must complete a brief **interest form** to attend.

Make the commitment to participate in the professional development you want and need, ensuring you thrive in your career instead of survive in your job. It's time to take your career to the next level - **COMPLETE AN INTEREST FORM!**

Expand your knowledge and grow in these specific areas:

LEAD WITH VISION AND VALUES

- Discover the power of “why”
- Create vision for self and explore career path
- Set vision for the team

DESIGN AN EXECUTIVE PARTNERSHIP

- Gain clarity on the role and duties of a strategic executive partner
- Learn how to self-assess and manage your executive brand presence
- Practice articulating your executive identity
- Receive feedback from executives to design an effective strategic partnership

INCREASE ENVIRONMENTAL ACUMEN

- Explore the mission, vision, and values of your enterprise and how that shapes the outlook, behaviors and choices of people in the leadership environment
- Learn to navigate the enterprise landscape including social influences and office politics
- Discuss ways to show that you embody and champion the enterprise

INFLUENCE AND PERSUADE

- Learn the essentials to influencing those within and beyond your area of authority
- Gain insight into how influence is built and fostered in order to cultivate your own
- Understand the spectrum of change management approaches and how to be a positive partner in facilitating organizational change agendas
- Learn how to use Interest Based Negotiation to resolve conflict and negotiate consensus
- Integrate emotionally intelligent strategies to improve personal and professional relationships

COMMUNICATE WITH CLARITY

- Practice strategies for communicating with purpose and power
- Receive tips and feedback on public speaking skills
- Learn to communicate for buy-in and change

FOSTER AN INCLUSIVE CULTURE

- Explore trending cultural challenges that compromise human dignity
- Learn the characteristics of inclusive leaders
- Promote a culture where all members can bring their whole self to work

SEPTEMBER 27-30, 2020

W Seattle

1112 4th Avenue
Seattle, WA 98101
206.264.6000

Hotel Details

Hotel Rates:

\$219 Single/Double

REGISTRATION DETAILS

Early bird pricing is \$1,899 for members, \$2,199 for non-members, and ends 8/3/2020. Regular pricing is \$2,049 for members, and \$2,349 for non-members.



Learn from amazing faculty
Francisco Gonima and Sherry Yellin.



Visit the Enterprise website to learn more!

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INCLUDED IN REGISTRATION

- IAAP CAP Recertification Points - 25
- 🍴 Buffet Breakfast, Lunch, Refreshments On-Site
- Digital Resources
- 1 Pre-Virtual Session
- 2 ½ In-Person Days
- 2 Post-Virtual Session
- 2 Leadership Mentor Group Sessions

ACADEMY FACULTY

Learn from amazing faculty Francisco Gonima and Sherry Yellin



Dr. Sherry Yellin has over 20 years experience designing, creating, and delivering learning and coaching solutions to leaders in education, government agencies, and private industry. She has a background in brain-based learning and wholeheartedly believes when we lead, teach, and live the way the brain learns best, we get immediate and extraordinary results.

Her signature CRANIUM methodology provides the centerpiece for all of her work. She is an Associate Certified Coach through the International Coaching Federation and a Board Certified Coach through the Center for Credentialing Education.



Francisco A. Gónima is an experienced executive coach, community facilitator, and social sector strategist with a passion for supporting innovation and the leaders that dream it into being. Francisco's own development as a leader came by way of a decade of service with the American Red Cross. His journey began as an Administrative Professional and eventually led to becoming a disaster management and leadership development "intra-preneur" for the organization in Colorado and then at their National Headquarters in Washington, DC. This provided a unique laboratory for Francisco to build his skills as a community builder and leadership coach. For the last eight years Francisco has grown a successful executive coaching, strategy and leadership development practice by applying his expertise, experience and innovative "whole-person" approach to empowering other leaders. As a public speaker on leadership in adversity he is a storyteller who brings together the importance of inspiration and big thinking with the necessity of clear planning and decisiveness to achieving the brightness of the future.

Francisco currently serves as the Collective Impact Coach for San Antonio's Excel Beyond the Bell Out of School Time Coalition. He is a member of the Leadership San Antonio Class 39 cohort and is an active leader in the San Antonio Hispanic Chamber of Commerce Leadership Committee, the Rey Feo Consejo Educational Foundation and Co-Chairs the SA2020 Voter Turnout Working Group. He was the 2012 Lumina Foundation Coaching Fellow for San Antonio's DiploMas Latino Student Success Partnership. In 2009 he was an American Marshall Memorial Fellow through the German Marshall Fund of the United States, a leadership/policy exchange program with the European Union for emerging leaders. He is the recipient of several national management excellence and diversity champion awards from American Red Cross. He holds a BA in Latin American Studies/Government from The University of Texas at Austin.



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