



IAAP

2020

FRONTLINE LEADERSHIP



You produce day-in and day-out, you're counted on, you're looking for more; unfortunately, promotions rarely come with the training needed to succeed, especially when it comes to managing people. Whether you are interested in moving into a supervisory role or you've already placed yourself in a role that requires a new set of leadership skills, Frontline Leadership is for you. The in-depth development offered during Frontline Leadership will equip you with the skills needed to ensure you and your team succeed. Gain the confidence that comes from experience without the added pressure that comes with on-the-job learning.

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

- Amazing content delivered by top-level trainers who understand the unique facets of moving from admin to supervisor
- 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 **Enterprise 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 Frontline 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

- Gain clarity on the role and duties of leadership
- Understand Adaptive Leadership as a framework for shared power leadership
- Set vision for self and the team
- Establish clear expectations

CREATE A HIGH-TRUST ENVIRONMENT

- Discover the foundations for fostering a high-trust culture
- Identify the components to establishing and restoring trust
- Understand the role of Discernment in building credibility as a leader

UNDERSTAND COMMUNICATION & BEHAVIOR STYLES

- Complete the DiSC® assessment
- Discover strengths and blind spots of personal communication and behavior style
- Learn to speak with the communication language of others

EXPLORE LEADERSHIP STYLES AND STRATEGIES

- Discuss different leadership styles and applications through Situational Leadership
- Explore personal leadership style preferences and their tradeoffs
- Define and practice Person First Leadership to meet people where they are

DISCOVER COACHING AS A LEADERSHIP STYLE

- Distinguish coaching from mentoring
- Discover foundational principles of coaching
- Practice essential competencies of coaching including active listening, asking powerful questions, and direct communication

LEAD THE TEAM

- Learn strategies for increasing team engagement and ownership
- Practice operational team responsibilities including delegating, managing projects, and team meetings
- Apply the skills of coaching to performance management and accountability
- Practice an effective approach to leading tough conversations with high courage and high consideration

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 Frontline 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.



Visit the website to learn more!

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