

IGIA Leadership Institute 2021

Sponsored by SHAZAM



IGIA Announces 2021 Leadership Institute

Designed to foster industry leaders, the 2021 IGIA Leadership Institute delivers an extensive program targeting promising leaders and giving them the education and training they need to lead our industry now and in the future.

The IGIA Leadership Institute is limited to only 24 industry leaders so participants must commit to and attend at least three out of the four sessions to be eligible for participation and to be a recognized graduate.

Sponsored by SHAZAM, this year's Leadership Institute consists of four one-day sessions delivering an outstanding lineup of topics and presenters listed here.

IGIA will follow whatever COVID-19 safety precautions are required at the time of this event.



Session 1: Thursday, Sept. 22, 2021



8:30 – 8:45 a.m. Welcome/Introductions
8:45 – 9:15 a.m. Dan Kramer, SHAZAM Network (IGIA Leadership Institute Sponsor)
9:15 – 10:15 a.m. **Stories, Wisdom and Parkinson's... Lessons on Leadership** by Troy Cook
Successful leaders don't accomplish goals and implement effective strategies by accident. They follow a specific plan. But what happens when your plan is hit with extreme adversity and challenge? Troy has explored this topic with individuals and organizations around the country. Their stories became a source of inspiration as he faced an extreme challenge in his own life. Diagnosed with Young Onset Parkinson's Disease at the age of 48, Troy has drawn strength from his interviews with other leaders. Troy's presentation will inspire and assist you in overcoming any obstacles in your path.

10:15 – 10:30 a.m. Break



10:30 a.m. – 12:30 p.m. **Leading Forward** by Celina Peerman
Today's organizations must respond to dramatic shifting forces and clear a path forward that serves all constituencies. This session will focus on key competencies that leaders need to shape and lead for results. Discussion and activities will cover the leader's influence and the critical need to problem-solve and innovate in complex changing environments as well as identifying strategic perspectives critical for performance and strengthening relationships.

12:30 – 1 p.m. Lunch Break (Boxed lunches provided)

1 – 3:30 p.m. **Building Stronger Teams with Emotional Intelligence** by Celina Peerman
Emotional Intelligence (EQ) is one of the most significant professional development topics in organizations today. The tide of constant change means increased attention must be given to continuous learning designed to build strong teams and improve professional interactions with team members and customers. During this session, participants will practice specific skills to adapt quickly to changing situations, choose the best response in demanding situations and communicate critical information through teams.

Session 2: Wednesday, Oct. 6, 2021

Legislative Landscape



8:30 – 8:45 a.m. Welcome
8:45 – 9:15 a.m. Networking activity
9:15 – 9:45 a.m. IGIA Overview (Highlighting Government Relations and Member Benefits) by Michelle Hurd, IGIA President
9:45 – 10 a.m. Break
10 – 11:30 a.m. Government Relations Industry Panel (Includes Q&A Session)
11:30 a.m. – 12 p.m. Lunch (Boxed lunches provided)
12 – 12:15 p.m. Travel to Capitol
12:15 – 1:30 p.m. Capitol Tour
1:30 – 3 p.m. Legislative Leader Meetings
3 p.m. Depart from Capitol

Session 3: Thursday, Nov. 4, 2021



8:30 – 9 a.m. Welcome | Leadership and Networking Activity
9 a.m. – 12 p.m. **Media Training for Leaders, Part I** by Patrick Dix
How's your relationship with your local media? How do you pitch a good story? How do you tell your story once a reporter shows up? Patrick will give you simple tips on public speaking and storytelling that will allow you to say "yes" to any interview.
12 – 12:30 p.m. Lunch Break (Boxed lunches provided)
12:30 – 3:30 p.m. **Media Training for Leaders, Part II** by Patrick Dix
After lunch, Patrick will show you what makes a truly great social media post and what causes a post to go viral. You will learn what channels you need to be on, how reporters use social media every day and the opportunities this presents for your organization. You also will have the chance to use the tools you've gained to bring your organization through a critical media incident to a positive conclusion.

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Session 4: Wednesday, Nov. 17, 2021



8:30 – 9:00 a.m. | Welcome and Networking Activity
 9:00 – 12:00 a.m. | **The Relationship Era** by Bill Withers
 12 – 12:30 p.m. | Lunch (Boxed lunches provided)
 12:30 – 1 p.m. | Travel to Iowa Food Bank
 1 – 3 p.m. | Afternoon Session—IGIA Leadership and Community Service Project
 3 p.m. | Depart from Iowa Food Bank

The Relationship Era is a time in our history where technology solutions and outsourcing run rampant and the mantra is “web and mobile FIRST!” Yet many of the four-star and five-star service organizations are realizing the value in hiring and training for stronger interpersonal traits, especially where co-workers are customer-facing. As you’ll hear from Dr. Withers, there has never been a time in recent history when quality customer service and effective stakeholder relations are at more of a premium, especially when technology is driving such significant change. Dr. Withers shares what he has learned from his own work and research with many four- and five-star service providers, both regionally and nationally.

More Details

Time: Sessions run 8:30 a.m. – 3:30 p.m.

Location: To be announced.

Cost: \$399/person (includes snacks, beverages and boxed lunches)

Register by: Monday, Sept. 6, 2021 (Space is limited to 24 participants.)

Questions:

Contact Annie Schlink, aschlink@iowagrocers.com.

Application for Admission — Please Print Clearly.

Applicant's Last Name:		First Name:	
Store/Company Name:		Current Position:	
Address:	City:	State:	ZIP:
Work Phone:	Years of experience in the industry:	Email:	
Cell Phone:			
Describe your leadership style:			
What do you consider to be your strongest leadership skills?			
1.			
2.			
In what areas would you like to strengthen your leadership skills?			
1.			
2.			

Payment — \$399 for all four sessions (Registration Deadline: Monday, Sept. 6, 2021. Space is limited to 24 participants.)

<input type="checkbox"/> Check Enclosed for \$	<input type="checkbox"/> Credit Card	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	<input type="checkbox"/> American Express	<input type="checkbox"/> Discover
Name on Card:					
Billing Address:					
Card #		Security Code:		Exp. Date:	
Signature:					

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