



Anchorage Chamber of Commerce's
Civic Engagement & Leadership
Program (CELP)



2019-2020 Curriculum

Session 1: Welcome/Program Introduction/Overview **September 20, 2019**

What exactly are good leadership qualities? In this welcome course, participants will receive a complete review of the program expectations, network with each other and get details on the class project. Additionally, participants will take part in one of three DISC personality profile assessments designed to help improve their Leadership, Sales, and Communication.

At the conclusion of this session, participants will be able to:

- Fully understand CELP, expectations and deliverables.
- Easily recognize the four primary personality styles.
- Understand their environmental and basic personality styles and how misalignment of them can create stress in their workplace and life.

What will participants see this month?

Participants will tour the Crowne Plaza hotel and hear from Jolynn Lund, the Area Director of Sales for eight different Alaskan hotels, on what the hotel industry in Alaska looks like and how they work year round.

Presenters: Mike T. Lightner, Dare2Dream Leadership Development

***Session 2: Communication Success for Leaders** **October 11, 2019**

We are each wired with a very unique style of communicating and collaborating with others. The Communication Success for Leaders course will help participants discover their style of communication and ways to maximize it. In this session participants will dig deep into the results of their individualized Communication Impact Report and discuss ways to leverage their communication style to improve their ability to connect with and add value to others.

At the conclusion of this session, participants will be able to:

- Relate to others in a way that speaks to their specific communication style.
- Implement effective communication strategies to minimize conflicts, improve morale and build cohesion.

What will participants see this month?

Participants will get an afternoon on-base learning about the mission of the K9 working dog kennels and see how their extensive training and close bond allows for success in the field.

Presenter: Mike T. Lightner, Dare2Dream Leadership Development



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***Session 3: The 21 Irrefutable Laws of Leadership**
November 8, 2019

This session will focus on three of the 21 lessons from John C. Maxwell's #1 Best Seller, *The 21 Irrefutable Laws of Leadership: The Law Of The Lid, The Law Of Influence, and The Law Of Big Mo*. In this group learning experience, participants will watch and listen to John Maxwell teach on the three laws as Mark Cole, CEO of the John Maxwell Company, gives practical application lessons from each law. This will be followed by a facilitated group discussion so participants can share key takeaways from each lesson.

At the conclusion of this session, participants will be able to:

- Identify ways to improve their leadership ability by incorporating Maxwell's principles from *The 21 Irrefutable Laws of Leadership*.
- Develop, implement, and practice the behaviors required to effectively lead themselves and others.

What will participants see this month?

Participants will tour City Hall and hear from the City Manager, William Falsey, Budget Manager, Lance Wilber, and CFO, Alex Slivka, on the complexities of the Municipality of Anchorage, what the Muni does within our community, and the exciting things they have going on in the upcoming year.

Presenter: Mike T. Lightner, Dare2Dream Leadership Development

***Session 4: Sales Success For Leaders**
December 6, 2019

What components make up a successful sale? Whether participants are new to selling or a seasoned sales veteran this session will undoubtedly guide participants to impactful results. *Sales Success For Leaders* will help participants discover their unique selling style and ways to maximize it. It also offers awareness of the various buying styles of their clients and provides a clear picture of how to improve their company's sales results and performance.

At the conclusion of this session, participants will be able to:

- Identify their preferred style of selling and understand their sales strengths and limitations.
- Use their detailed Sales Leadership Impact Report and get a clear picture of how to improve their sales team's results and performance.

What will participants see this month? Participants will tour the Foraker Group and Special Olympic Facilities. Laurie Wolf, Executive Director of The Foraker Group, Nicolle Egan, President of Special Olympics Alaska, and Jenny Di Grappa, Fundraising Manager of Food Bank Alaska, will be talking about Non-Profits and the role they play in Anchorage and Alaska as a whole.

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***Session 5: How to Be a REAL Success**

January 10, 2020

To become a real success...it is imperative to Relate to others better as you understand relational values; Equip others with the proper skill sets; improve your Attitude through daily practices; and Lead others successfully to where you have gone and beyond.

At the conclusion of this session, participants will be able to:

- Fully understand how Relationships, Equipping, Attitude, and Leadership can affect the organization's ability to meet its objectives.
- Apply principles from the REAL Success series to improve workplace cohesion and reduce turnover.

What will participants see this month? Participants will tour Alaska Regional Hospital and ASD Headquarters. Julie Taylor, CEO of Alaska Regional, will speak about Alaska's Healthcare and Dr. Deena Bishop, Superintendent of the Anchorage School District, will talk about Alaska's largest school system.

Presenter: Mike T. Lightner, Dare2Dream Leadership Development

Session 6: Speaking For Influence

February 14, 2020

Whether it's in front of a crowd, on the phone, or online, the way you present yourself and your message is critical to your success. Participants will learn ways to improve their executive public speaking skills, including body language, vocal delivery, intention, and passion.

At the conclusion of this session, participants will be able to:

- Understand the benefits of developing public speaking skills.
- Gain commitment and loyalty while employing influencing techniques to overcome resistance and influence without authority.

What will participants see this month? Participants will tour KTUU and ADN. Nancy Johnson, President and General Manager of KTUU, and Ryan Binkley, CEO of Anchorage Daily News, will talk about media in Alaska.

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Session 7: Coaching For Leaders
March 13, 2020

In this session, participants will learn how to lead employees to and through an entirely different level of understanding. They will learn how to positively influence the people they lead with the goal to not only exceed existing performance levels but to excel beyond what they thought themselves capable. Coaching For Leaders will allow participants to understand that coaching is a skill that every leader must master and to discover why this matters more today than ever.

At the conclusion of this session, participants will be able to:

- Differentiate coaching from other kinds of conversations.
- Apply basic coaching skills to enhance employee engagement and retention while increasing organizational teamwork, sharing, and productivity.

What will participants see this month? Participants will tour Anchorage Police Department. Chief Doll will provide an overview of APD before the class embarks on a police ride-along with a few of Anchorage's finest.

Presenters: Mike T. Lightner, Dare2Dream Leadership Development

Session 8: Succession Success
April 10, 2020

Just about anybody can make an organization look good in the short term – by launching a flashy new program, drawing crowds to a big event, or slashing the budget to boost the bottom line. But leaders who leave a legacy take a different approach. They lead with tomorrow as well as today in mind. Succession Success will help participants understand the importance of effective succession planning has in creating a lasting legacy.

At the conclusion of this session, participants will be able to:

- Implement succession planning and knowledge transfer with key individuals.
- Factors to consider when designing a program.
- Potential obstacles to implementation.
- Apply basic succession planning principles to increase organizations stability.

What will participants see this month? Participants will tour ConocoPhillips Alaska, Inc. and Anchorage Sand & Gravel. Participants will hear about resource development.

Presenter: Mike T. Lightner, Dare2Dream Leadership Development



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Session 9: Celebration

May 8, 2019

*CELP Graduates commemorate their completion and receive their completion certificates.

What will participants see this month? Graduation will be held at the Anchorage Museum.