

# Meeting 1 Agenda



## AGRI LIFE ADVANCED LEADERSHIP PROGRAM

### Setting the Course

**September 15-18, 2014**

**College Station, Texas**

### locations

competencies

outcomes

agenda

module

**Networking  
Dinner  
5:30 – 7:30 pm  
09-15-2014**

Amico Nave  
203 East Villa Maria Rd.  
Bryan, Texas 77801  
979-703-1953 / <http://amiconave.com/>

**7:45 am–5:00 pm  
09-16-2014**

Texas A&M Forest Service  
200 Technology Way, Room 1105B  
College Station, TX 77845

**7:30 am–1:00 pm  
09-17-2014**

TEEX| Disaster City  
11000 Stillwater Road  
College Station, TX 77845

**1:30 – 5:00 p.m.  
09-17-2014  
&  
8:00 – 12:00 noon  
09-18-2014**

Agriculture & Life Sciences Building  
600 John Kimbrough Blvd., Room 129  
College Station, TX 77843  
[parking permits required]

**AgriLife Topic:**

Texas A&M Forest Service

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|---|--|---|
| <p>locations</p> <p><b>competencies</b></p> <p>outcomes</p> <p>agenda</p> <p>module</p> |  | <p>➤ <b>Elusive Leadership Teams – Swarming Brands</b></p> <ul style="list-style-type: none"> <li>- Elusive Leadership: the Foundations of High Performance Teams</li> <li>- The Four Conversations that Matter to Engaged Organizations</li> <li>- Building your Brand using Messaging Mapping</li> <li>- Using Social Media to Tell your Story and Create a Brand</li> </ul> <p>➤ <b>Building Relationships and Interpersonal Skills</b></p> <ul style="list-style-type: none"> <li>- How do I consistently engage with others in a positive way</li> </ul> <p>➤ <b>Strategies for Professional Communication</b></p> <ul style="list-style-type: none"> <li>- What are the methods of communication used during a crisis</li> </ul>  |
| <p>locations</p> <p>competencies</p> <p><b>outcomes</b></p> <p>agenda</p> <p>module</p> |  | <p>➤ <b>Elusive Leadership Teams – Swarming Brands</b></p> <p>Participant Outcomes:</p> <ul style="list-style-type: none"> <li>- Learn the key components of creating team trust</li> <li>- Develop skills in building engaged teams</li> <li>- Craft a brand message for themselves</li> <li>- Understand social networks and how they might be strengthened to broaden their influence</li> </ul> <p>➤ <b>Building Relationships and Interpersonal Skills</b></p> <p>Participant Outcomes:</p> <ul style="list-style-type: none"> <li>- While engaged in a scenario-based exercise, participants will demonstrate skills pertaining to leadership, team building, effective communication and ‘thinking on your feet’</li> </ul> <p>➤ <b>Strategies for Professional Communication</b></p> <p>Participant Outcomes:</p> <ul style="list-style-type: none"> <li>- Identify communication priorities – how to communicate, when, where, and to whom</li> <li>- Recognize that good communication requires listening skills</li> <li>- Understand how to control conversations, gain understanding, and reach a desired end point</li> <li>- Appreciate the benefits of clear, concise, easily understood communication</li> </ul> |

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| locations<br>competencies<br>outcomes<br><b>agenda</b><br>module | <b>Monday<br/>09-15-2014</b><br><b>Location -&gt;</b>  | <b>Amico Nave</b><br><b>203 East Villa Maria Rd.</b><br><b>Bryan, Texas 77801</b><br><b>979-703-1953 / <a href="http://amiconave.com/">http://amiconave.com/</a></b>   |
|  | 5:30 - 7:30 pm   | Dinner & Networking Meeting<br><i>Dress Code: Business Casual</i>  |
|  | <b>Tuesday<br/>09-16-2014</b><br><b>Location -&gt;</b> | <b>Texas A&amp;M Forest Service</b><br><b>200 Technology Way, Room 1105B</b><br><b>College Station, TX 77845</b><br><i>Dress Code: Cohort Shirts* &amp; Khaki Pants/Capris/Skirts</i><br><i>*Shirts will be distributed at dinner, 09-15-2014</i>                      |
|  | 7:45-8:00 am   | <b>Welcome</b><br>Mark Stanford, Associate Director<br>Texas A&M Forest Service  |
|  | 8:05 – 8:50 am   | <b>Advocacy Presentation</b><br><b>Texas A&amp;M Forest Service, Cohort III Participants</b><br>Mr. Don Hannemann &<br>Mr. Hughes Simpson  |
|  | 8:55 am - 12:00 pm                                     | <b>Elusive Leadership Teams – Swarming Brands</b><br>Dr. Mitch Owen, CEO<br>Mitchen Inc. Leadership & Organization Development<br>3309 Carrack Court<br>Raleigh, North Carolina 27613<br><a href="mailto:Mitch@mitchen.net">Mitch@mitchen.net</a><br>(PH) 919-414-5860 |
|  | Break (tbd)  |  |
|  | 12:00 – 12:45 pm                                       | <b>Catered Lunch</b>   |
|  | 12:45 – 1:30 pm  | <b>Tour, Emergency Response Center</b><br><b>Texas A&amp;M Forest Service</b>  |
|  | 1:35 – 5:00 pm   | <b>Elusive Leadership Teams – Swarming Brands (cont'd)</b><br>Dr. Mitch Owen   |
|  | Break (tbd)  |  |
|  | 5:00 pm  | <b>Adjourn, Day One</b>  |

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| locations<br>competencies<br>outcomes<br><b>agenda</b><br>module | Wednesday<br>9-17-2014<br>Location ->   | <b>TEEX   Disaster City Challenge</b><br><b>11000 Stillwater Road</b><br><b>College Station, TX 77845</b><br><b>979-458-0857</b><br><i>Dress Code: sturdy, closed-toe shoes, long pants and long sleeves; you will get dirty and be in situations where your clothing could get torn; don't wear anything from your work closet. Dress for forecasted weather conditions.</i>                            |
|  | <b>7:45 am*</b><br>*Plan to arrive at 7:30 as session will begin at 7:45 am               | <b>TEEX Urban Search &amp; Rescue</b><br><b>Disaster City Challenge</b><br><b>TEEX Urban Search &amp; Rescue</b><br>11000 Stillwater Road<br>College Station, TX 77845<br>979-458-0857   |
|  | <b>12:00 noon</b>   | <b>Boxed Lunch (on site)</b>   |
|  | Location ->   | <b>College of Agriculture &amp; Life Sciences Bldg.</b><br><b>600 John Kimbrough Blvd., Room 129</b><br><b>College Station, TX 77843</b>   |
|  | <b>1:30–4:30 pm</b><br>Break (TBD)  | <b>Strategic Communication</b><br>Mr. Frank Keck<br><a href="http://www.frankkeck.com">www.frankkeck.com</a><br><a href="http://www.yourexcellerant.com">www.yourexcellerant.com</a><br>(913) 626-2020   |
|  | <b>5:00 pm</b>  | <b>Cohort &amp; Executive Committee Dinner/Activity</b><br>Cohort chooses location & activity by Tuesday, September 16 <sup>th</sup> at 1:00 p.m.  |
|  | Thursday<br>9-18-2014<br>Location ->  | <b>College of Agriculture &amp; Life Sciences Bldg.</b><br><b>600 John Kimbrough Blvd., Room 129</b><br><b>College Station, TX 77843</b>   |
|  | <b>8:00 – 11:00 am</b><br>Break (TBD)<br><br><b>11:05 am</b><br><br><br><b>12:00 noon</b> | <b>Strategic Communication (cont'd)</b><br>Mr. Frank Keck<br><br><b>Logistics, Meeting 2</b> <ul style="list-style-type: none"> <li>- Assignments/Book Reviews/Advocacy Presentations</li> <li>- San Antonio, November 10-13, 2014             <ul style="list-style-type: none"> <li>- Accommodations, Travel</li> </ul> </li> </ul> <b>&amp; Debriefing, Meeting 1</b><br><br><b>Meeting Adjourned</b> |

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|-----------------|--|---|
|                 |  | <b>Module 1 Assignments</b>   |
| locations       |  |   |
| competencies    |  |   |
| outcomes        |  |   |
| agenda          |  |   |
| <b>module 1</b> | <b>A<br/>S<br/>S<br/>I<br/>G<br/>N<br/>M<br/>E<br/>N<br/>T<br/>S</b> | <p><b>Reframing Organizations: Artistry, Choice and Leadership</b> by Lee G. Boleman and Terrence E. Deal, 4<sup>th</sup> Edition. Jossey Bass Publishers.</p> <p><b>**Distributed via email July 2014**</b></p> <p><b>Introduction to Type in Organizations</b></p> <ul style="list-style-type: none"> <li>- Familiarize yourself with content</li> </ul> <p><b>**to be distributed electronically**</b></p> |