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## Block III Workshops 2:10-3:00 PM

### Alumni Roundtable Discussions

Meet with members of the alumni panel for small group discussions. This is your chance to ask them questions and speak with them on a more personal level.

### Growing Your Nest Egg: How to be Financially Savvy after Lafayette

In this session you will learn the basics of personal finance. In addition, you will get strategies to live within your means in order to grow your wealth for a more financially secure future.

*Julie K. Smith, Assistant Professor of Economics*  
*Anu C. Ghai, Lecturer, Economics*

### Good to Great Branding: Grooming Your Leopard Spots!

You have the skills...but how do you market them and uniquely brand yourself? A mediocre elevator pitch or interview won't set you apart, but stellar communication will. This interactive workshop will teach you how to take your personal marketing pieces to the next level, and make your unique "spots" stand out!

*Molly Sunderlin, Career Counselor*

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## Leader Recognition Reception

3:00-3:30 PM

Bergethon Room, Marquis Hall

On-line pre-registration is required by this Friday, January 27th by following the link at:

<http://sites.lafayette.edu/lleconference/>

Space is limited to the first 200 registrants and attendance and session selection will be first come, first served.

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The 2012 Lafayette Leadership Institute is a program of the Office of Student Life Programs made possible by the: Class of '68 Leadership Fund. For more information, contact the Office of Student Life Programs at (610) 330-5337.

### Lafayette Leadership Education Committee:

**Pam Brewer**

LLE Chair, Associate Dean of Students

**Bob Dustin**

Assistant Director, Student Life Programs

**Caitlin Flood '12**

Student Leadership Intern '11-'12

**Jaclyn Fonteyne '13**

**Sarah Frohnappfel '13**

**Michelle C. Geoffrion-Vinci**

Associate Professor, Foreign Languages and Literature

**Matthew Grandon '12**

**Brooke Kohler '13**

**Jared Katz '12**

**Nan Li '12**

**Tatiana Logan '13**

**Kaitlyn McKittrick**

Assistant Director, Athletics/Compliance

**Rachel Moeller '88**

Director, Alumni Relations

**Andrew Moore '12**

**Glenford Robinson '13**

Student Leader Intern '12-'13

**Adam Stauffer**

Associate Director, Major Gifts

**Stuart Umberger**

Director, Fraternity and Sorority Life

**Bianca Vassare '12**

**Amber Zuber**

Associate Director, Landis Center

# Evolving Leadership



Lafayette Leadership Institute  
Established Student Leaders  
February 4, 2012





## Evolving Leadership

Registration & Breakfast  
9:30 – 10:00 AM

Marquis Hall Lobby & Bergethon Room

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### Keynote Address 10:00 - 10:40 AM

#### Always on the "Bleeding" Edge

Lance D. Podell '86 will discuss how his career pushing the envelope in interactive and new media has been a culmination of serendipitous career moves that began even as a student at Lafayette in the early to mid-80s. Lance believes that jobs that inherently require risk are also those that provide not only the greatest reward but also the greatest personal fulfillment and fun!

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### Block I Workshops 10:50-11:40 AM

#### Keynote Follow-Up

We invite you to join this small group keynote follow-up discussion with Lance Podell '86 to ask your own questions and learn more about his experiences.

#### Using Transformational Leadership as an Instrument for Positive Change

When employed thoughtfully and used with care, transformational leadership can lead to positive changes in followers, in social institutions, and even in the leaders themselves. Learn more about the myriad benefits and potential pitfalls of this powerful leadership style.

*John S. Shaw, III, J.D., Ph.D., Professor of Psychology*

February 4, 2012

#### Your Striver Quotient: The Key To Thriving In The Uncomfort Zone

Thirty-seven percent of today's young people are either unemployed or underemployed. And when they do enter the workplace they can expect to have 15-25 jobs during their careers! This is the Uncomfort Zone and only Strivers truly thrive in it because they are driven by a purpose that transcends winning or profits or the next pay raise. Striving used to be the key to staying ahead of the game. Now it is required to stay in the game. In this session, Mr. Moore will share his story of the steep learning curve experienced during a 30 year coaching career....23 of them in the Uncomfort Zone at the University of Texas.

*Jeff Moore, CEO of Moore Leadership  
Andy Moore '12*

#### The "Ins" and "Outs" of Motivation

Motivation comes from within. While external sources might uplift us temporarily, only heart-felt passion can drive us to become successfully independent leaders. In this workshop, Professor Joseph Paretta will discuss how you can recognize and develop your leadership qualities, while motivating and encouraging yourself and others.

*Joseph Paretta, Adjunct Professor of English*

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### Block II Workshops 11:50-12:40 PM

#### Strategic Planning: Mission, Vision and S.M.A.R.T. Goals

What is your vision and mission? Learn how to develop a vision and mission for your club or organization by defining objectives and focusing on "SMART" goals. In addition, this workshop will emphasize how to apply the strategic planning process and SMART goal-setting to other aspects of your leadership.

*Dr. Bonnie Winfield, Associate Dean of Intercultural Development ; Director of the Landis Center  
Amber Zuber, Associate Director of the Landis Center; ASB Club Advisor*

#### Thinking Through Global Leadership

This workshop will combine individual and group exercises and address questions of global leadership. Students interested in international engagement and careers will be encouraged to think about how their own goals and their concepts of leadership fit into the quickly changing interconnected world in which cultural differences are often overlooked.

*Angelika von Wahl, Associate Professor of International Affairs*

## Lafayette Leadership Institute

#### The Evolution of an Idea

For anyone with entrepreneurial inclination, great ideas come and go fairly often. It's an exciting moment when the light bulb goes off and a spark of an idea develops into a full-fledged concept. Then you're left asking, "What do I do next"? Unfortunately, there's no bulletproof process for ensuring a successful business venture. There are, however, steps that can help to refine an idea and put things in perspective, while avoiding common obstacles that can stop you in your tracks.

*Jason Brewer, CEO of Brolik Productions Inc.*

#### High Touch Networking in a High Tech World

LinkedIn, Twitter, Facebook, and email are all examples of how technology can give you access to experts and information in your career area of choice. The question is how to maximize your online networking in order to build personal relationships. Learn the essentials of how to use social media for networking success from alumni panelists, as well as craft your own LinkedIn profile to get noticed.

*Rachel Moeller '88, Executive Director of Alumni Relations  
Alumni Panelists*

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### Lunch & Alumni Panel Presentation 12:40 – 2:00 PM

Bergethon Room, Marquis Hall

After our buffet lunch, a panel of distinguished alumni will discuss their journeys from Lafayette student leaders to successful graduate students or professionals.

Moderator: *Thomas Gauntner '04, Varsity Fencing Head Coach*

Panelists: *Danielle Bero '07, Teacher, Broome Street Academy; Renée Biale '82, President, RCB Communications; Reco Collins '05, Vice President of Public Finance, PNC Bank; Dr. Robert Coombs '95, Coombs Chiropractic; Angela Guarino '04, Attorney, Blank Rome LLP; Pete Leshner '90, Chief Curator, Chesapeake Maritime Museum*