



transformational**women**

Women Breaking Through Barriers
to Accelerate Change Agility

MAY 27-29, 2009 | CHICAGO

transformational leadership

In times of uncertainty and profound change, the self-aware leader brings focused calmness and aliveness in the midst of fear. This powerful personal presence engages others, creating unexpected opportunity.

To be a successful leader in today's stressful environment, we must know how to engage others to drive accelerated, sustainable change even amid unfolding events and turbulence. Leaders who can translate visions into vibrant new futures for their organizations during these periods share some common traits. They are bold, self-confident and endlessly inquisitive learners. They personally embrace the idea that change and growth are not only necessary, but required for success in the 21st century.

YOU ARE INVITED TO A POWERFUL TRANSFORMATIONAL LEADERSHIP PROGRAM DESIGNED FOR WOMEN SEEKING TO MAKE A GREATER IMPACT ON THEIR ORGANIZATIONS AND THOSE AROUND THEM.

Learn:

- Behaviors and habits that engage and energize others
- The financial cost of fear and how to recognize its various forms
- A system for surfacing, expressing and effectively dealing with resistance
- Methods, tools and strategies for building heightened personal awareness and courageous leadership.
- How to thrive in the future rather than simply survive in the present.

Participants will:

- Gain a deeper foundation in the habits and attitudes that will allow you to make lasting behavioral changes, to drive higher levels of personal and professional success
- Explore and master practices that will expand your ability to be authentically you
- Identify how the various areas of your life (intellectual, emotional, spiritual, interpersonal, financial & physical) impact your ability to be successful
- Learn and master a proven methodology for identification, development and application of key leadership behaviors to engage and accelerate performance

You will walk away with concrete methods for leading a fearless organization and a system for embedding institutionalized courage!

After two-and-a-half days, you will own your own model for becoming a fully self-actualized leader, inspiring strength, self confidence and hope in others.

Led by Donna Rae Smith of Bright Side, Inc.

Supported by Jackie Sloane of Sloane Communications, Inc. and Shannon Shoptaw of Marketing Drive, LLC.



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Don't miss this opportunity to learn with irreplaceable tools from three accomplished women leaders in a small group setting!

WHEN

MAY 27

May 27 - 29, 2009

1 pm - 5 pm

5 pm - 7 pm : after-session wine, light dinner, connecting, collaborating and fun

MAY 28

9 am - 5 pm

MAY 29

9 am - 4 pm

WHERE

Catalyst Ranch

656 West Randolph, Suite W

Chicago, IL 60661

www.catalystranch.com



Chicago's most creative meeting and conference space,

Catalyst Ranch transports individuals into a wondrous place filled with new ideas and possibilities.

GAIN

After two-and-a-half days, of dynamic and interactive sessions, you will own your own personal model for becoming a fully self-actualized leader—one who inspires strength, self confidence and hope in others. Through deeper personal awareness, you will set the stage for new behaviors that will help you blast through barriers of fear and inspire change that resonates with those around you. You will learn how to make sense of chaos by mastering the kind of adaptability to change that will help you achieve sustainable, measurable business results.

FOR

Women in leadership who are passionate about self-actualization and helping others to realize their full potential.

\$1295 INCLUDES TWO-AND-A-HALF DAY CONFERENCE AT CATALYST RANCH

(BREAKFAST, LUNCH, LIGHT SNACKS THURSDAY AND FRIDAY AND AN EVENING OF GREAT CONNECTIONS INCLUDED.)

EMAIL MARESSA SMITH AT [MSMITH@BRIGHT-SIDE.COM](mailto:msmith@bright-side.com) (OR CALL 440-543-1800) TO REGISTER.

If you register by April 24, pay only \$1195 for the conference.

Group rate at Hotel Monaco Chicago of \$179 per night. Please call 866-610-0081 and request a room from the Transformational Women room block.

HOTEL MONACO CHICAGO | 225 N. WABASH | CHICAGO, IL 60601 | 312-960-1883 | WWW.MONACO-CHICAGO.COM





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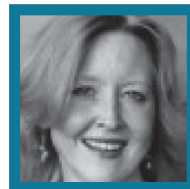
history

Who would have guessed that a random dinner with new acquaintances at a 2008 Network of Executive Women's Conference would result in a dynamic new conference centered around capability and leadership development?



DONNA RAE SMITH
BRIGHT SIDE, INC.

Sitting at one end of the table was Donna Rae Smith, who had just led a breakout session on navigating change in an organization. Also seated at the table was Jackie Sloane, a master certified executive coach and Shannon Shoptaw, who leads a shopper marketing agency. One by one, each of us began discussing our personal goals and providing suggestions on how to channel that energy and passion to jumpstart our capability to lead fearlessly. We all decided that we did not want the conversation to end there and decided we would meet again in the spring to continue the dialogue.



JACKIE SLOANE
SLOANE COMMUNICATIONS,
INC.

We aimed to involve other women with diverse experiences and perspectives to join us so we could exchange ideas and improve the dynamics of leadership and change in our companies.



SHANNON SHOPTAW
MARKETING DRIVE, LLC.

We would be honored to share this spectacular event with you and learn more about your personal and diverse talents, stories and experiences.

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Supported by Jackie Sloane of Sloane Communications, Inc. and Shannon Shoptaw of Marketing Drive, LLC.



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Agenda

1. GETTING STARTED/ SETTING THE STAGE FOR THE NEXT THREE DAYS

- > Welcome/Leaders' Message
- > Agenda/Session Objectives/Personal Objectives/Learning Objectives
- > Contract for Success
- > Learning Partner Concept and Feedback Loop to be Used Throughout the Session
- > Behavioral Commitment
- > Bright Side® Tools & Methodology: Transformational Model, Task Relationship Model
- > Opportunity for Turning Commitments into Action

2. UNDERSTANDING THE CURRENT STATE, FUTURE STATE & THE GAP TO BE BRIDGED

- > Impact of Fear on Productivity and Performance
- > Mental Barriers & Other Forms of Resistance to Change Behaviors and Habits that Energize Others
- > Thriving in the Future Versus Simply Surviving in the Present

3. LEARNING FROM DATA: EXPANDING OUR AWARENESS OF THE OPPORTUNITY

- > Selected Personal and Organizational Data

4. THE OPPORTUNITY TO LEARN FROM EXECUTING IN THE GAP TO BE BRIDGED

- > Experiential Process

5. REVISITING THE BRIGHT SIDE® TRANSFORMATIONAL MODEL IN GREATER DEPTH

6. EXPANDING INDIVIDUAL & COLLECTIVE CAPABILITY: OPEN TO LEARNING AND CHANGE WITH FOCUS

- > Identification of Personal Open & Resistant to Learning Behaviors
- > Why & How Opportunities are Hidden
- > Linking Learning to Behavior and Actions

7. AUTHENTICITY & TRANSPARENCY FOR ENGAGEMENT

- > Work/Life View & Experience
- > Linking Learning to Behavior, Action, Personal Opportunity

8. FIRST DRAFT OF PERSONAL TRANSFORMATIONAL LEADER DEVELOPMENT GOAL CHOICE POINTS FOR CAPABILITY EXPANSION

- > Past Positives/ Past Negatives: The Choice to Personal Courage and Confidence
 - Choice Points:
 1. Increasing Strategic Behavior-Engaging and Leading the Organization
 2. Expanding Opportunities for Impact
 3. Creating a Compelling Vision for Change with a Behavioral Strategy

9. REFINEMENT OF PERSONAL TRANSFORMATIONAL LEADER GOAL ALIGNED WITH ACTION PLANNING & REQUIREMENTS FOR BUILDING HABIT STRENGTH

10. LEARNING PARTNER ASSIGNMENTS

11. FINAL FEEDBACK & EVALUATION OF CONFERENCE