

# PUBLIC EXECUTIVE LEADERSHIP ACADEMY

WHEREVER YOU LEAD, WE'LL MEET YOU THERE.

## SESSION 1: JULY 10–14, 2023

### Sunday, July 9 – Orientation

4:30	Arrival & Check-In <i>Graduate Hotel, Chapel Hill</i>
6:00	Orientation, Dinner, and Park Bench <i>TBD</i>

### Monday, July 10 – Setting the Context for the PELA Experience

#### Learning Objectives

- Understand the concept of adaptive change and how it is different from technical change.
- Discuss the changing roles of local managers and their professional staff members in leading adaptive change in the community or region.
- Understand our nation's shifting demography and how it may shape our future.
- Learn about tools and skills you will need to weather the turbulence and uncertainty we are almost sure to face in the future.
- Does your community have reputational equity?

8:30	The PELA Perspective	Carl Stenberg
10:30	Break	
10:45	Adaptive Leadership in Times of Significant Change	Carl Stenberg
12:00	Lunch	
1:00	Learning Team Debriefings (Heifetz & Linsky)	PELA Faculty
2:30	Break	
2:45	Leading & Managing in an Era of "Certain-Uncertainty"	James Johnson
5:00	Adjourn-Dinner on Your Own	

## Tuesday, July 11 – Innovation

### Learning Objectives

- Determine how to build organizational capacity for innovation.
- Understand how action learning with peers can be used to foster adaptive change in communities.

8:30	Learning Team Spotlight	Team 1
9:00	Innovation in Local Government	Mitch Sava
12:00	Lunch	
1:00	Action Learning and Peer Consultation	Rick Morse
1:30	Learning Team Meetings—Adaptive Change Projects	PELA Faculty
5:00	Learning Team Dine-Around	

## Wednesday, July 12 – Leadership, Change, and Equity

### Learning Objectives

- Understand how systems thinking can help address complex problems.
- Explore strategies to move people through change.
- Apply these concepts to successfully sustain change in your communities.

8:30	Learning Team Spotlight	Team 2
9:00	Using Systems Thinking to Tackle Complex Problems	Kim Nelson
10:15	Break	
10:30	Understanding the Context for Change	Lydian Altman
12:00	Lunch	
1:00	How to Build Equity into Your Organization	Kimalee Dickerson
3:45	Bus departs for Leadership Adventure	
7:30	Bus returns to Chapel Hill	

## Thursday, July 13 – Crisis Communications

### Learning Objectives

- Identify and practice strategies for using the media to get the professional staff's message across to the public during a crisis and for building positive relations with the media.
- Distinguish ways to help improve framing and communicating the governing board's message to the public through news media and social media.

8:30	Learning Team Spotlight	Team 3
9:00	Crisis Communications – Part 1	Mark Weaver
12:00	Lunch	
1:00	Crisis Communications – Part 2	Mark Weaver
4:00	Adjourn-Meet at the Ackland Art Museum	
5:15	Team Building Adventure— <a href="#">Ackland Art Museum</a>	

## Friday, July 14 – Leading from ‘Inside Out’

### Learning Objectives

- Understand how the ‘factory settings’ of your personality impact how you lead.
- Deepen your understanding of how your personal strengths and ‘soft spots’ will affect how you apply the lessons of PELA.
- Gain insight into the diversity of personalities around you and how to work effectively with people who are ‘wired’ differently. Learn practical tools and mindsets to help you become more personally resilient.
- Understand how to avoid burnout by recognizing the signs and what actions to take to support yourself and others.
- Build deeper relationships with others experiencing similar challenges.

### Preparation

- WorkPlace Big5 will be administered before the session; profiles will be distributed and discussed in class.

8:30	Learning Team Spotlight	Team 4 & 5
9:00	Personality and Leadership: Tapping into Your Strengths, Understanding Your ‘Soft Spots’	Robert Goldberg
12:00	Lunch	
1:00	Taking Care of Ourselves: Building Resilience and Avoiding Burnout	Robert Goldberg
3:30	Wrap-up	Kim Nelson Carl Stenberg
4:00	Adjourn Until August	

## Session 2: August 7-11, 2023

### Sunday, August 6 – Welcome Back and Team Mix-up Dinner

4:30	Arrival & Check-In <i>Graduate Hotel, Chapel Hill</i>
6:00	Team Mix-up Dinner <i>Meet in lobby</i>

### Monday, August 7 – Economic Equity

#### Learning Objectives

- Understand equity in the context of community economic development.
- Understand why leading across boundaries is an essential skill for today's leaders.
- Understand how to build community connection.
- Learn how to address policy problems through collaborative partnerships.

8:30	Recap: PELA Week 1	Kim Nelson Carl Stenberg
9:30	Break	
9:45	Growth, Development, and Economic Equity	Jonathan Morgan Tyler Mulligan
12:30	Lunch	
1:30	Community Building and Developing Productive Partnerships	Lee Worsley
4:00	Adjourn—Dinner on Your Own	

### Tuesday, August 8 – Charting a Course in a Stormy Sea

#### Learning Objectives

- Understand the impact of disruptive forces on organizational stability and the resultant importance of “networked leadership.”
- Understand the growing gap between politics (what we want to do) and administration (what we can do) and how the gap is affecting roles, structures, and engagement.
- Recognize the conflicting value choices that underly policymaking and administration.
- Use art to apply creativity to your leadership philosophy.

8:30	Learning Team Spotlight	Team 1 & 2
9:00	Governing in a Disruptive Environment: Leadership Challenges	John Nalbandian
12:00	Lunch	
1:00	The Local Government Imperative	Bob O'Neill
4:30	Leadership Adventure	

## Wednesday, August 9 – Practicing Collaborative Process Skills

### Learning Objectives

- Understand the roles of facilitator, facilitative leader, and “facilitating from any seat.”
- Practice collaborative problem-solving skills for these phases of meetings: divergent thinking, the “Groan Zone,” and convergent thinking.
- Apply facilitation skills and group collaboration to adaptive change projects.

8:30	Learning Team Spotlight	Team 4
9:00	Facilitation-Collaboration Skills Stakeholder Collaboration Simulation – Part 1	John Stephens
12:30	Lunch with team meetings	
2:00	Stakeholder Collaboration Simulation – Part 2	John Stephens
4:30	Break	
4:45	Debrief, Connections to Adaptive Change Projects	John Stephens
5:30	Adjourn-Dinner on Your Own	

## Thursday, August 10 – Framing and Communicating Your Message

### Learning Objectives

- Gain appreciation for and practice key approaches and strategies to facilitate effective conversations.
- Explore how personal and shared value constructs impact and can improve communication outcomes.
- Comprehend the role of multiple media outlets in the community change process, and how the public uses technology to convey information and views.
- Identify and practice strategies for using the media to get the local government’s message across to the public.
- Practice media interviews.

8:30	Learning Team Spotlight	Team 3
9:00	Positive Communication Strategies	Willow Jacobson
11:30	Lunch	
12:30	Getting Your Message Across	Valonda Calloway
4:00	Adjourn-Dinner on Your Own	

## Friday, August 11 – Graduation Day

8:30	Learning Team Spotlight	Team 5
9:00	Learning Team Final Meetings	PELA Faculty
10:30	Break and Graduation Pictures	
11:00	Park Bench Reflections	
12:15	Graduation, <a href="#">George Watts Hill Alumni Center</a>	Elton Daniels
2:00	Adjourn	