



Leadership Academy

2021 – 2022 Curriculum

PRESENTED BY



SUPPORTED BY



September 21, 2021 | 8 AM – 5 PM

Hyperion Field Club – Sunset Room

Speak Up with Erik Dominguez

“There are certain things in which mediocrity is not to be endured, such as poetry, music, painting, public speaking” - Jean de la Bruy e. Public speaking gets a bad reputation. Not only is it listed as one of American's greatest fears, but it is also labeled as a "soft" skill. When we reframe public speaking as an opportunity to be seen and heard, and when we see it as a required art form in our personal and professional lives, we see monumental breakthroughs in both! Join Erik Dominguez as he shares his story, experiences, and expertise in how we can speak easy, share our story, and communicate with confidence, power, and joy. Utilize these skills to connect and energize your team as well as gain clarity and confidence in speaking.

Participants will:

1. Identify and manage speaking nerves
2. Recognize and use effective storytelling structures in professional settings
3. Implement tangible strategies of effective delivery

Grow Your Leadership Using Everything DiSC® *Work of Leaders Profile*

Do you know what gets in the way of your leadership effectiveness? Discover how your DiSC leadership style impacts how you lead your team and learn a simple three-step process to help guide your team to success: vision, alignment, and execution. *Work of Leaders* explores leadership as a one-to-many relationship and encourages leaders to understand their own leadership challenges and how they may impact their effectiveness.

In this session with Libby Roberts of ATW Training Solutions, participants will:

- Understand the DiSC behavioral model and how their style informs their team leadership
- Learn about the drivers of vision, alignment, and execution and how their leadership style impacts how they approach each driver
- Apply their understanding of DiSC to become a more effective leader of teams

Thank you to this month's Session Sponsor:



October 6, 2021 | 8 AM – 5 PM

Glen Oaks – Churchill Room

Creating a Culture of Excellence

This interactive session will focus on how leaders shape a culture of excellence using research-based strategies to positively shape culture. This is accomplished through relationship building, creating character competencies necessary for excellence, developing mindset & habits along with accountability to support the goal achievement process. This session is led by Scott Raecker, former Iowa Legislator and leader of the Robert D. and Billie Ray Center at Drake University.

The Key to Unlocking Great Team Performance

Getting the most out of your team isn't rocket science -- in fact, it's super simple to leverage the greatest skills, attitudes and behaviors on your team. In a study done recently, 76% of employees surveyed received NO recognition or appreciation for the work they did. It's no wonder that so many people report being disengaged or actively disengaged at work. The key to unlocking great team performance is all about in the moment feedback and appreciation. In this session with Adam Carroll, we'll cover some ways to do just that as well as how to make some deposits into your peers' emotional bank accounts.

Thank you to this month's Session Sponsor:



November 3, 2021 | 8 AM – 5 PM

MidAmerican Energy Company RecPlex – Kum & Go Community Room

Legacy Leadership: Creating Lasting Impact

Our goal as leaders is to create positive, lasting impact on the people we serve and the organization we support. Creating a positive impact seems like it should be easy, but sometimes it feels like we spend more time putting out fires than planting seeds. While time is a factor, what we have found is that it is not the main issue. The challenge is that we get stuck in the land of good intentions and having good intentions isn't the same as taking intentional action. Your intentions are only as good as your impact. To be a great leader, you need to close the gap between what you intend to do and the actual impact you make on others.

So how do we do this? It starts by deepening your self-awareness and examining the internal and external factors that influence your impact. Built on inspiring research, powerful stories, and our model for understanding impact, this presentation will help you become aware. You will leave this provocative presentation with powerful tools to help you honestly examine your intentions and strategies to close the gap between those intentions and your impact.

To help you better align your impact with your intentions we will:

- Define your impact vision
- Deepen awareness of intention vs. impact
- Explore the role power plays in perception
- Identify the traps of self-awareness
- Learn a practice for identifying your impact gap

Bus Tour with the City of West Des Moines

All aboard! Jump on the bus for a tour of West Des Moines and witness first hand how the city is growing and expanding. Throughout this afternoon, you'll meet city staff and civic leaders to learn about WDM's model for governance, how we position ourselves for economic growth and how departments and commissions keep West Des Moines government running like clockwork. You'll tour the police department and WESTCOM - our public safety facility.

Thank you to this month's Session Sponsor:



December 8, 2021 | 8 AM – 5 PM

Sammons Financial Group

Architecting Inclusion for your competitive advantage

Inclusion is more than a buzzword, is a differentiator when architected into the way you work and lead. Come learn from Heather Schott about what holds leaders back and why architecting inclusion is so challenging. Together we will go beyond awareness and define inclusive leadership techniques that infuse innovation and engagement into your current approach. Sharpen your pencil, open your mind and come prepared to build your competitive advantages as you rethink and redesign the blueprint of how you work and lead.

"The Lucky Lie" & Diversity Panel

Hear Michael Wolnerman, son of Des Moines' only remaining Holocaust survivor, share some of the many incredible stories about how his parents survived the genocide at Auschwitz and Dachau. We'll also hear from a panel of individuals from various backgrounds and cultures to allow for eye-opening perspectives before diving into an afternoon of inclusion discussions.

Equipping Leaders to Navigate Mental Health Issues Effectively

Most leaders understand how mental health impacts their team and the workplace. According to the CDC, poor mental health negatively impacts job performance and productivity, employee communication, engagement and daily functioning. But many leaders are unsure of what to do to promote mental wellness in the workplace or how to respond when mental health issues start to increase.

The West Des Moines Leadership Academy is bringing in a mental health expert to address these concerns. Ramona Wink, LMHC, is a mental health counselor and motivational public speaker with 515 Therapy and Consulting in West Des Moines. As a full-time therapist, Ramona works with adults and couples, supporting clients in finding solutions to achieve and maintain mental wellness. As a motivational public speaker, Ramona is passionate about reaching more people from the stage because of the mental health crisis we face in Iowa due to the extreme shortage of mental health therapists.

In this seminar, Ramona will equip leaders to recognize red flags that may indicate that an employee is struggling mentally, arm leaders with crisis resources so they don't fumble the ball when an employee opens up about the struggles they're facing and teach leaders strategies that they can implement in their own lives to stay mentally healthy. Ramona will share stories about her clients with confidential

information changed to protect her clients, normalizing mental health issues. Ramona will also entertain your specific questions about mental health in the workplace.

The Success Plan & Three-Year Letter

You are already growing, and you're going to continue to go a long way throughout this program. Your future is yours to create. It's said we tend to overestimate what we can do in one year and underestimate what we can do in 3-10. This session with Adam Carroll is a chance to visualize what the future holds for you, to channel your inner life architect and actually build the next three years from a concrete vision of what you ultimately want. You'll learn a strategy for goal setting, planning your actions, and holding yourself accountable.

Thank you to this month's Session Sponsor:



January 18, 2022 | 8 AM – 5 PM

R&R Realty Group's Westfield Campus – Multi-Purpose Room

Don't Feed the Elephant! Overcoming the art of avoidance to build powerful partnerships

We can all agree that we want to work on teams where we feel safe, do work that matters, and make a positive impact. Yet sometimes we are stifled by known problems impacting our success that no one wants to acknowledge. Congratulations, we have an elephant in the room! In this session, we will explore how we can address the *true* elephant in the room: avoidance of what created it in the first place.

Guided by more than a decade of research and professional practice, Teresa Peterson on the Sarah Noll Wilson team will apply the Curiosity First approach to team conflict and avoidance. She will share strategies to increase ownership, practice conversations that are candid and compassionate, and build deeper levels of trust that results in more powerful partnerships.

Gain the knowledge, specific strategies, and confidence to free elephants by learning:

- Individual and group behaviors that signal an elephant is known and being avoided.
- The most common "elephant types" and the behaviors that create them.
- Key strategies and language to free elephants using the Curiosity First approach.
- Specific strategies for how to hold steady during uncomfortable conversations.

There's a Leader in Every Seat: One Conversation at a Time

What and how we communicate matters. Learn how Active Listening drives stronger results and team culture. These skills help all leaders, individuals and organizations have better conversations, increase collaboration and trust. Active Listening is one of the top reasons people and organizations struggle. Our time together will leave you with tools and techniques to use now.

Questions we will delve into and explore with Melissa Worrel-Johnson of Carlson Group: How often do you find yourself thinking of what is next in your day when in a meeting? How productive are your 1-1's with your team or leader and how does your active or inactive listening affect them? Are you listening to respond or truly hear?

WESTLab Collaboration

WESTLab operates as a “think tank” for West Des Moines, consisting of leaders throughout the community who want to collaborate with the City’s public leadership to make the community more prepared to respond to challenges or pursue new opportunities. As leaders in the WDM Leadership Academy, we will have a joint discussion to get input from all of you key community stakeholders.

February 16, 2022 | 8 AM – 5 PM

Camp Dodge

Building Teams through Civic Leadership Course

Through hands-on marksmanship training during a Weapons simulation, a Convoy simulation where participants huddle to protect the convoy from insurgents and a military medical training simulation among others, the Camp Dodge Joint Maneuver Training Center helps groups accomplish teambuilding and leadership development. The Center provides an opportunity to learn while having fun working together. Attendees will use simulated challenges to learn more about building trust, improving communication, decision-making, and problem-solving and better leadership through teamwork results. Plan to wear athletic wear and walking shoes.

CEO Panel

“If I only knew then what I know now.” A panel of top business and community leaders will share their perspective from 50,000 feet. What a great opportunity you will have during the Q & A section of this compelling discussion on leadership lessons!

March 1, 2022 | 8 AM – 5 PM

Valley High School

Learning: (lurn’ing) n. the acquiring of knowledge or skill

West Des Moines Community Schools were the first in Iowa to offer New Tech project-based schools, where students learn through real-world projects and enjoy an education embedded in a culture of trust, respect and responsibility. In this session, you will hear from Valley High School Principal David Maxwell and Curriculum Director Shane Scott discussing their project based learning and collaborative field experience programs as well as gain a hands-on view of what education in West Des Moines looks like in 2021.

Poverty Simulation

We cross paths every day with people who live in poverty. For some, the wear and tear are obvious. For others, it is a silent struggle. In this program, Academy class members will discover what it would be like to walk in their shoes. A soup kitchen meal is served as part of the poverty experience.

SPECIAL ASSIGNMENT: All class members are asked to bring at least one colleague, friend, spouse or co-worker to participate in the afternoon simulation. Believe us, your guest will thank you for including them in this eye-opening, experiential event.

Thank you to this month’s Session Sponsor:



April 6, 2022 | 8 AM – 5 PM

NCMIC

Developing the critical thinking skills of your team: The Power of Question-Centric Coaching

This session is based on the concepts of the popular book, *It Begs the Question: Learn how the best managers drive performance through Question-Centric Coaching*. This book is about how leaders can dramatically improve team and personal performance, exert less effort than they are investing today, and ensure the sustainability of the improvements they make. The class will learn how to utilize the power of questions to develop the critical thinking skills of their team, creating additional time in their day to reinvest in activities that improve the overall performance of the team.

The primary objectives for this coaching workshop are to:

1. Create an environment that allows for self-reflection, sharing of leadership challenges and leverages peer-to-peer experiential knowledge.
2. Understand the power and purpose of working “on” versus “in” the system.
3. Recognize the benefits of asking questions.
4. Distinguish the differences between coaching and managing, and the importance of each activity.
5. Learn about Diagnostic, Satisfaction, Sizing and Resolution questions and how to utilize each type through interactive role playing.
7. Learn tactics that mitigate upward delegation and create greater employee accountability.
8. Learn and practice how to use questions to develop the critical thinking skills of employees.
9. Utilize a framework to assess employee performance and identify coaching opportunities.

How good are you at strategy, negotiations, leadership and team building?

Get ready to compete in the afternoon session! In this simulation, participants lead themselves and others as you are divided into teams with each team “leading” a make-believe entrepreneurial company. Your team will work together, competing with other teams to be the most profitable by the end of the session. Can you develop your strategy to be a successful company? How will you identify the best opportunities for maximizing sales? What will your model be? Will your production strategy pay-off so you can become cash flow positive? In this fun, interactive program, your team could take it all or finish last!

Tangible Steps for Leading in the Community

As you’re growing and learning new things throughout the Leadership Academy, you should always be thinking of how to utilize this experience in your future. How will you lead in the community and continue to make a difference in what you do? Who better to hear input from than alumni of this very program. We will have a speed-dating style session where you can learn about their experiences and how you can land similar roles. You’ll get the chance to meet these leaders who sat in your seat years ago and have gone on to do amazing things. These will be great relationships to form right before graduation when you’ll get to start connecting with them at the quarterly WDMLA Alumni events!

Thank you to this month’s Session Sponsor:

NCMIC

May 5, 2022 | 8 AM – 5 PM

Location will be announced soon

The final session will dive into personal branding and serve as a culmination of your growth throughout the past 9 months. Get ready for a great final day with none other than Adam Carroll and Dr. Matthew Mitchell of Baton Global and Drake University.

Thank you to this month's Session Sponsor:

bâton | global

May 12, 2022 | 3 PM – 6:30 PM | GRADUATION

West48 at Blue Compass

Practice begins at 3:15 PM sharp. Program starts at 4 PM with reception to follow. Invite your family, friends, peers, and team to celebrate all of your growth as the program comes to an end for the class of 2021 – 2022!