

**Master Municipal Clerk and Clerk of the Board Academy**  
**February 2020**  
**FINAL**

**Breakout Session 1 – Wednesday (1:00 p.m. – 6:00 p.m.)**

**101 - 1st Year: Taking leadership to the next level: Enhancing our leadership competencies and understanding and maximizing our communication style (A) Leadership**

*This course is required for first-time Academy participants*

Successful leaders are self-reflective and self-aware. They understand the distinctions between management and leadership and are conscious of the impacts of their own behavior. Successful leaders are also fully aware of how they communicate and how to connect with others through communication. This session will explore these concepts as well as other leadership competencies such as the difference between management and leadership, how we show up and how our presence impacts others and what compels others to follow you as a leader.

In this session, we will:

- Increase our understanding of the essential competencies of true leaders;
- Enhance our knowledge of the differences between leadership and management;
- Gain insight into why others would want to follow us;
- Deepen our awareness of how we relate to and communicate with others; and
- Gain skills in more effectively relating with others.

Through group discussion, feedback from others, self-reflection and exercises, you will explore your communication style and how that style interacts with and influences others and we will enhance some of our leadership competencies in order to take leadership to the next level.

***This session requires some pre-work in the form of the Success Signals Profile<sup>®</sup>***

***Trainers: Wandzia Rose, Stephanie Mizuno***

**102 – 2nd Year: Maximizing our potential: Understanding our values and our leadership strengths (A) Leadership/Management**

*This course is required for those who are attending the Academy for the second time*

When the things we do and the way we behave and the way we communicate are aligned with our values, we are choosing to live authentically. This session explores how aligned our values are with the choices we make and the impact that alignment (or misalignment) has on our lives. By understanding our core values and connecting them with our behaviors and the choices we make, we gain insight into how effective we are and just how authentically we are living.

We will examine our own personal leadership strengths through an online assessment prior to the start of the session. You will take the online self-assessment, Strengths Finder 2.0™, and look at your strengths through the lens of Strengths Based Leadership<sup>®</sup>. We'll look at how we've utilized our strengths up to

now and spend time understanding how to leverage our strengths for maximum results. We will also explore how our strengths and values are connected and the influence our values may have on our strengths.

***This session requires some pre-work in the form of the Strengths Based Leadership assessment<sup>©</sup>***

**Trainers: *Pamela Miller***

### **103 – Advanced: Understanding the power of my actions: A dive into personal accountability and responsibility as a leader (B) Leadership**

It has been said that “we yearn for a leader who is just like us – someone who shares our values and believes in principles we deem sacred”. We want leaders to meet and exceed our standards and expectations and when they don’t, we are disappointed. So, it beckons the question: Why don’t we become the leaders that we have been waiting for?

In this session, we will have a unique opportunity to explore our personal journey so far and examine events along the way that have shaped us as a person and as a leader. We will chart our path over the landscape of our life: the hills, valleys, twists and turns and even the bumps in the road. Because we can only connect the dots looking back, we will look in the rearview mirror and reflect on the forks in the road, the directional shifts and course corrections we’ve made along the way; and discover the magic, meaning and power in our life’s story. We’ll come away with a deeper understanding of our strengths and how to renew our commitment to taking personal responsibility for being exactly who we are - authentically every day and in every action.

In the story of our life and career, we are here now. That means we can step into the power of the leader we’ve been striving to become now. The next leg of our journey starts now!

**Trainers: *Lee Price, Shawna Freels***

## **Breakout Session 2 – Thursday (8:00 a.m. – 12:30 p.m.)**

### **201/301 - Me and my shadow together on the path to greatness: Assessing and connecting my personal power (B) Leadership**

Understanding who we are and what unique talents, skills, and abilities we bring to our organizations is essential for us to be authentic leaders. Although less frequently discussed, understanding what *unconsciously* might be preventing us from being truly powerful leaders is equally critical. To truly excel, we need to be aware of ALL of who we are. Join us as we explore what might be preventing us from standing in the fullness of our own power. In this session, we will gain a deep understanding of those parts of us that we dislike and/or have disowned (also known as our “shadow” in Jungian psychology), how they were created, what power they hold over us, and how they set in motion certain patterns in our life that keep us from truly being an enlightened leader. We will be empowered to take back our power from the stronghold of our shadows by finding the hidden treasures and wisdom held deep within them. By the end of this deeply transformational session, we will have a new set of tools for making choices that will transform our life and our personal effectiveness as a leader.

*This session is not available for first-time attendees. This all-day session will require some deeply reflective work.*

**Trainers:** *Wandzia Rose, Lee Price*

## **202 – Government clerks and litigation: What you need to know (A)** **Professional**

As local government clerks you may not be directly involved in litigation for your agency. However, you are the official record keeper, and as such you may have a big role to play. This session will explore the potential impacts of litigation to your agency and to individuals involved (whether directly or indirectly). You will learn about the various kinds of litigation a local government agency may face and how your actions can help to avoid some of them. You will gain insight into what to expect if you are involved in litigation or are required to gather the administrative record; what to say and to whom; what not to say and why; and how to effectively respond to questions.

**Trainers:** *Attorney Michael Colantuono, Jennifer Woodworth*

## **203 – Strategic planning (B) Management**

This session focuses on the critical role you as a tenured Clerk professional plays in the development of a strategic plan for your department and municipal government as a whole. Strategic planning is approached as a three phase process. You will learn what issues must be viewed from the strategic level and how those issues drive the rest of the planning process. Attention will be focused on the real meaning of mission, vision and values. Explanation and practice in the areas of developing key results areas, goals, objectives, strategies, action plans, and measurement will also be addressed. You will leave the session with a better understanding of how your participation in the process can make a difference in the successful outcome of the overall strategic plan.

**Trainers:** *Stephanie Smith, Stephanie Mizuno*

### **Breakout Session 3 – Thursday (1:30 p.m. – 6:00 p.m.)**

## **301/201 – Me and my shadow together on the path to greatness: Assessing and connecting my personal power (B) Leadership**

Understanding who we are and what unique talents, skills, and abilities we bring to our organizations is essential for us to be authentic leaders. Although less frequently discussed, understanding what *unconsciously* might be preventing us from being truly powerful leaders is equally critical. To truly excel, we need to be aware of ALL of who we are. Join us as we explore what might be preventing us from standing in the fullness of our own power. In this session, we will gain a deep understanding of those parts of us that we dislike and/or have disowned (also known as our “shadow” in Jungian psychology), how they were created, what power they hold over us, and how they set in motion certain patterns in our life that keep us from truly being an enlightened leader. We will be empowered to take back our power from the stronghold of our shadows by finding the hidden treasures and wisdom held deep within them. By the end of this deeply transformational session, we will have a new set of tools for making choices that will transform our life and our personal effectiveness as a leader.

*This session is not available for first-time attendees. This all-day session will require some deeply reflective work.*

**Trainers: *Wandzia Rose, Lee Price***

### **302 – Beyond SMART – Letting Our Values Lead the Way to Successful Goal Setting (A) Management**

For decades people have been told to set SMART Goals: Specific, Measurable, Achievable, Realistic, and Time Based. But if that was all it took to achieve the life of our dreams, why do we set the same goals over and over, or make the same New Year's Resolutions time and time again? Because our goals aren't in alignment with our values. Values are like directions on a compass, they are never 'achieved' but they can influence the quality and clarify the purpose of our life journey. Values are not something that we can store in a box and put away; we live with them from moment to moment; they are active and ongoing. When goals are assessed using our core values, they are more likely to be achieved and leave us more satisfied in the accomplishment. This session will reinforce identified core values and build on them through a new lens of goal setting. We will explore strategies for applying our values to goal setting and leave feeling empowered to step out of the routine and into an exciting future based on what is most important to us in our lives now.

**Trainers: *Stephanie Smith, Britt Avrit***

### **303 – Beyond the digital bullhorn: Using social media as an effective resource (A) Professional**

Many local agencies use various forms of social media to help communicate with their communities. In fact, more and more government agencies are taking to social media. When used properly, social media can be a highly effective tool. Yet, social media platforms are constantly changing. To be effective on them, social media managers and users need to understand the latest changes to help maximize reach.

Join us on a journey looking into how to effectively engage and build relationships with your community using social media. While this is not a technical training session, it is designed for all levels of users from the basic user to the expert. Learn from a highly respected local government leader and social media guru on the do's and don'ts of using social media as part of your agency or department's communication plan. This highly interactive session will explore what resources are available and how they can best be used for maximum results. You will hear the tips and tricks of how to stay current; from case studies you will learn best practices and mistakes; and have an opportunity to update or create a social media plan that works for your department.

**Trainers: *PIO Katie Nelson, Shawna Freels***

## **Breakout Session 4 – Friday (8 a.m. – 12:00 p.m.)**

### **401 – Maximizing generational diversity in your organization Management (A)**

We continue to experience a huge shift of generations in the workforce and in our country. There are a host of challenges and opportunities that are associated with several generations working alongside one another. In this session, we will examine the relative strengths and challenges associated with intergenerational relationships in the workplace. Management issues, both from the perspective of the older worker managing Generation X and Y, Millennials and perhaps even a few Generation Zs, and young managers who find themselves with employees as old as their grandparents, will be explored. We will discuss generational value systems and various motivational stimuli, and learn to be better prepared to effectively communicate and relate to others of different generations. We will learn ways to benefit from the differences and use them as organizational strengths.

We will also discuss options for building succession planning into your organization. Public agencies must plan for the challenge of replacing employees who have already begun to retire, or who will be retiring over the next few years by having solid succession plans in place. We will share and discuss options for attracting and retaining the new leaders of tomorrow.

**Trainers: *Patrice Olds, Jennifer Woodworth***

#### **402 – Political astuteness: How perceptive are you? (B) Leadership**

Like it or not, politics plays a part in government relations (and other kinds of relations too). How often do you consider the political climate of your agency? Are you even aware of the political climate? Do you ever wonder why your elected officials make the decisions they do and how much political pressure was involved? Do you sometimes wonder why they communicate with you the way they do? In this provocative session, we will use case examples, individual experiences, and group dialogue to explore:

- What it means to be politically astute;
- The cost/benefit relationship of not being/being in-tune; and
- How politics influences decisions and organizational cultures.

You will take some time to look at your organization's political culture to better understand it and how you are affected by it - and how you may even affect it. You will leave this session with a far greater sense of awareness and understanding of what it means to be politically astute.

**Trainers: *Pamela Miller, Britt Avrit***

#### **403 – The ABCs of contract management (A) Professional**

Contract management is a necessary component of any clerk's office involving a range of oversight from understanding multiple types of agreements, knowledge of insurance certificates, endorsements, and bond documents, the ability to demystify recording and notary requirements, and also includes relationship management both within and outside of the organization. In this session we will share a primer on understanding agreement types and their requirements, as well as explore industry best practices on auditing your contract files for completeness to building an efficient tracking system including clearly defined cross checks and processes that will help keep the contracts ready at your fingertips and your organization out of lawsuits.

**Trainers: *Stephanie Smith, Shawna Freels***

**Community Session 2 – Friday (1:00 p.m. – 3:00 p.m.)**  
**(1 hr A / 1 hr B)**

All participants and all core trainers.