The WABA Executive Leadership Academy is designed to help you perfect your skills in taking your strategic plans from concept to implementation. All managers – whether Executive Managers, Division Managers, Facility Managers, or soon to be managers – will find benefit by attending this academy.

Registration Deadline is February 1, 2020

We all make plans, but do we plan “strategically”? And then, once we create great plans, how are we at implementing them?

Mail to: Wisconsin Agri-Business Assn.
2801 International Lane, Suite 105
Madison, WI 53704
or Fax: (608) 223-1147
Wednesday, February 19th

8:00 – 8:15 Welcome

8:15 – 10:15 Strategic Leadership (Presence, Influence, Ethics & Integrity)

- The impact a leader’s actions and non-actions can have on the organization
- The impact a leader’s actions and non-actions can have on themselves and people around them
- Assess the signals that you are giving-off intentionally and unintentionally
- Ways to give-off proper signals to improve influence, motivation, and support company values
- Define what the “rules” are at the company and what “doing the right thing” means
- Expected and accepted behaviors and actions
- How are integrity & ethics modeled and reinforced
- Impact cultural and generational differences have

Break

10:30 – 12:15 Strategic Thinking

I) What is Strategic Thinking?
   - Definitions
   - The difference between tactical/operational thinking and strategic thinking?
   - The link between strategic thinking, strategic planning, change management, and operational planning, budgets, resource allocations, and actual initiatives?

II) Strategic Thinking Skills
   - Strategic thinking skills and characteristics?
   - Differences between strategic thinkers and conventional thinkers?
   - Habits strategic thinkers typically demonstrate?

III) How can managers apply strategic thinking skills?
   - Applying strategic thinking skills in daily work
   - Applying in developing the future of the organization

12:15 – 1:00 Lunch

1:00 – 3:00 Strategic Planning

- Role and purpose of strategic planning
- Developing mission & vision statements
- Road map to developing organizational plans, objectives & goals (SWOT & other tools and techniques)
- Development of strategic plans

Break

3:15 – 4:30 Strategic Communications

- Evaluate your organizations communications effectiveness
- Examine the nine principles of strategic communications.
- Understand and apply the vital elements of a communication plan.
- Develop a framework for proactively managing a business crisis.

4:30 – 5:00 Thoughts on the Day

Group Dinner

Thursday, February 20th

8:00 – 10:00 Organization Culture, Structure & Processes

- Leadership’s role in defining and role modeling culture, setting the Tone, Direction & Pace
- Creating a culture of trust, innovation, flexibility, service, speed, teamwork, enterprising, customer focused and employee centered
- How is talent developed and nurtured within the organization
- How are new ideas, current issues, and risks communicated and handled
- Determine what support and measurement mechanisms are needed
- Examine current organizational culture

Break

10:15 – 11:45 Business Planning & Resource Allocation

- Taking the strategic plans and developing operational plans and goals
- Examining organizational systems & structures and aligning those with key strategic and operational goals and objectives
- Analyzing how and where key resources are being used and aligning with key strategic and operational plans and opportunities
- Setting key milestones and developing key metrics
- Support and communication mechanisms

11:45 – 12:30 Lunch

12:30 – 2:00 Implementing Strategic Initiatives

- Leadership’s role in the change process
- Link between culture, systems, structures and change initiatives
- Elements of successful change initiatives
- Determining the scope and desired result of the change initiative
- Identifying key stakeholders, internal & external, and change agents
- Developing the transition plan, introduce a template

Break

2:15 – 4:00 Capstone

In teams, participants work on a project/case study encapsulating thoughts and skills from the sessions

4:00 – 4:30 Final thoughts & Graduation