The SLMA Executive Committee and Board of Directors are pleased to invite you to participate in the Fundamentals of Leadership Certification program.

**WHAT IS SLMA FUNDAMENTALS OF LEADERSHIP CERTIFICATION**

SLMA Fundamentals of Leadership® is an applied, common-sense overview of the skill sets needed to successfully lead and maintain partnerships in our industry. The interactive workshop is designed to equip the participant with skills to strengthen relationships and better navigate the sea of expectations, conflict, and stress inherent in our member businesses. The skill sets include industry best-practices for strategic thinking, networking, communication, finance, and behaviors. Upon successful completion of the three (3) module curriculum, participants will receive formal Leadership Certification from SLMA.

**TRAINING OBJECTIVES:**
To drive business and personal results through exposure to leadership best practices
To understand the behavioral elements of strategic leadership
To create awareness of your individual leadership style and its impact
To prepare our participants to lead the future of lumber manufacturing

**HOW WERE YOU SELECTED TO PARTICIPATE**

You have been identified as a high potential leader expected to consistently and significantly shape the future of our industry.

**WHY IS THIS LEADERSHIP DEVELOPMENT IMPORTANT TO YOUR FUTURE**

Our SLMA member organizations have the potential to suffer considerable human and financial costs when a person has been promoted and fails to adjust to the new expectations of leadership.

Research shows:
- 20% of first-time managers are doing a poor job according to their subordinates,
- 26% of first-time managers felt they were not ready to lead others to begin with, and
- almost 60% said they never received any training when they transitioned into their first leadership role.

Add the complexities of family-owned businesses to these statistics and it’s no surprise 50% of managers in organizations are ineffective.
**HOW DOES IT WORK**

You will attend three (3) sessions over a 10 month period. Each workshop will expose you to key issues identified by the SLMA Board and our Manufacturing Members as vital to your future and our industry’s future. Each session will be interactive and include a visit to a manufacturing facility and/or University department related to Forestry, Ethics, etc. During the course of the 10 months, you will work closely with our faculty and your executive sponsor on applied projects.

**SCHEDULE OF EVENTS**

MODULE 1: NOVEMBER 7-8 2019 Jacksonville FL  
MODULE 2: MAY/JUNE ____ 2020 TBD  
MODULE 3: SEPTEMBER ____ 2020 Washington DC

You will receive further information and logistics as the Module 1 date approaches.

Feel free to contact me at anytime with questions. We look forward to your participation and input as we strive to prepare our leaders for the future.
FOR THE EXECUTIVE SPONSOR

Thank you for agreeing to support the SLMA Fundamentals of Leadership® as an Executive Sponsor of the selected participant.

WHAT IS AN EXECUTIVE SPONSOR

Each participant in the SLMA Fundamentals of Leadership will be given an applied project designed to help them develop as a leader. The project is a key component of our training. The project provides an ongoing opportunity to develop the participant while, at the same time, fundamentally helping the operation. An Executive Sponsor provides guidance and support to the training participant throughout the course of the project. The Executive Sponsor is accountable to the SLMA Board and has a number of responsibilities for the project including:

- Providing leadership on culture and values
- Owning the business case
- Keeping the project aligned with organization's strategy and direction
- Working with other sponsors
- Recommending opportunities to optimize cost/benefits
- Providing feedback

HOW IT WORKS

Prior to the November Module 1 meeting, you will identify a project for the participant. The project will be assigned during Module 1 of the SLMA Certified Leadership Training in Jacksonville. As the project advances through 2019/20, you will be asked to monitor the progress, provide guidance, and inform our faculty sponsor of any leadership feedback to discuss with the participant. The participant will be expected to present the project and its outcomes during Module 2 of the training.
SLMA FACULTY ADVISOR

Dale Bracken is a management consultant and former Consumer Products Division Manager with the world’s largest Pulp and Paper maker. Dr. Bracken has been involved in manufacturing and operations since 1980. He has led operational and administrative aspects of multiple pulp, paper, and forest products start-ups in the United States, Europe, and Canada. Dale has worked around the globe for both service and manufacturing organizations, and he currently serves on several boards. He also served as the Director of the Center for Leadership in the Sykes College of Business at the University of Tampa.

Through his firm, National Assessment, Dr. Bracken provides strategic consulting services to a wide-range of clients including: GE CAPITAL SERVICES, PROCTER & GAMBLE, VERIZON, PHILIP MORRIS USA, NATIONWIDE, SANOFI-AVENTIS, MICROSOFT, GEORGIA-PACIFIC CORP, and DEUTSCHE BANK.

Dale is part of the Durham, North Carolina based Duke Corporate Education (Duke CE) faculty and is involved in providing leadership deliveries for their global clients. Duke CE has consistently been ranked as one of the finest in the world in Custom Executive Education by the Financial Times and BusinessWeek.

Dale earned a BS degree from Penn State and a Masters and Doctorate from the University of Georgia. Dale and his wife Pam Bracken are proud supporters of the University of Georgia College of Veterinary Medicine (ranked in the top 10 worldwide by US News and World Report). (www.dalebracken.com).