



## Leadership inSITE™

**Leadership inSITE** builds **leadership** capability in four “insights” that are crucial for successful, high potential leaders – **Strategy, Innovation, Transformation, and Execution (SITE)**. It is the product of a highly collaborative process involving input from a cross-company, multi-industry group of leadership development practitioners from numerous companies – in partnership with Business inSITE Group, a human capital coaching and consulting firm founded by Ian Ziskin and Lacey Leone McLaughlin. Leadership inSITE has been co-designed with multi-company input to ensure the entire experience is **practical, real-world, user-friendly, and distinctly cost-effective**.

Through this shared leadership development approach, we are accelerating  
**Leadership in Strategy, Innovation, Transformation, and Execution.**

### Unique Features Include:

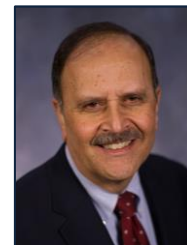
- Multi-company collaborative design
- Cross-company perspectives and development
- World-renowned external faculty such as Jay Conger, Soren Kaplan, and Al Vicere
- Practical real-time discussion of real-life business issues with participating company executives
- Ongoing learning process, not an “event,” through pre- and post-program development and networking opportunities



Jay Conger



Soren Kaplan



Al Vicere

**Leadership inSITE’s programs continue to receive extremely positive participant feedback, with representative comments including:**

- “The program was highly valuable. Presenters were high caliber and content and tools were useful.”
- “Program was great, super useful and storytelling was so effective.”
- “Challenge myself to shift to more strategic leader.”
- “A great investment in individuals who are in need to start thinking more broadly. Great tools and insights were offered. Also, wonderful to hear perspectives from other industries.”
- “Incredible amount of sharing done at perfect pace for assimilation. Organization is excellent to the minute details. Well Done!”
- “I felt that the learnings around memory and presenting with stories/analogies to be a very beneficial takeaway.”
- “The diversity of the examples clearly acts as an eye opener for my reality.”
- “The best development course taken in 15 years. Tied important concepts in one session.”



### Date and Audience

The next program will be held on October 9 - 11, 2018 at **The Tempe Mission Palms Hotel & Conference Center** located in Tempe, AZ.

The program is ideal for leaders who currently have senior, general management or functional leadership roles but are not yet Vice Presidents. In most organizations, these leaders typically hold the title of Director or Senior Director, but may also be called Vice President in certain industries, may have 15-20 or more years of work experience, and/or may report to a Vice President or Senior Vice President of a major business unit or corporate level organization.

### Objectives

The objectives of Leadership inSITE are to:

- Prepare **high potentials** for eventual senior leadership roles in participating companies
- Expose participants to **global** issues, perspectives, and solutions
- Deliver a **customized** leadership development experience that meets the specific needs of participating companies
- Provide participants with a broad perspective on business and leadership challenges and ideas that cut **across multiple industries and company cultures** – recognizing that high potentials would not typically be exposed to this cross-company and cross-industry perspective in company-specific programs
- Keep program **costs** below what it would cost individual companies to achieve the above objectives on their own

### Content Priorities

Leadership inSITE emphasizes four core content priorities:

- **Strategy** – so that participants understand the strategic internal business and external global environmental **contexts** in which they operate, practical ways to apply strategies, and their **role as leaders** in building competitive advantage
- **Innovation** – so that participants understand the organizational capabilities that characterize highly **innovative and creative** organizations, practical ways to apply these capabilities, and their **role as leaders** in creating and sustaining growth through innovation
- **Transformation** – so that participants understand the power of **agility and transformational change**, practical ways to apply these principles, and their **role as leaders** in championing successful cultural and organizational transitions
- **Execution** – so that participants understand the **value chain** by which businesses make money, practical ways to apply this understanding, and their **role as leaders** in creating business models that drive performance



### Integrating Lenses

In addition to the four content priorities described above, Leadership inSITE weaves together the development experience with five learning lenses that integrate not only the content, but also the pre- and post-program activities:

- **Leadership** – the participant’s role as a leader of other highly **talented people**
- **Globalization** – the participant’s role as a **global business citizen**
- **Growth** – the participant’s role in finding **new avenues** for business growth
- **Customers** – the participant’s role in **serving and partnering** with customers
- **Future** – the participant’s role in **anticipating and shaping** the future



### Learning Perspectives

The learning process during Leadership inSITE is facilitated by the following complementary perspectives:

- **Executive Perspective** – to promote an emphasis on leaders teaching and mentoring leaders, the program includes executives from participating companies who tell stories, talk about lessons learned, engage in question and answer dialogues, and describe real-life company case studies and scenarios that offer insights into successes and failures which form the foundation for **reality-based leadership development**
- **External Experts** – specific content areas feature external experts from academia and consulting who offer special insights into what works and does not work **across multiple industries, geographies, and business situations**
- **Self and Peers** – participants engage in **self-reflection** based on feedback and learning, and **share insights and best practices** through peer coaching and team assignments



## Pre-Program Preparation

- **Short articles/other readings**

## Three Day In-Residence Session

### Sample Agenda:

Check-in the night before the program and join us from 6:00 - 8:00pm for a Social to meet your Colleagues

## (Day 1 – Transformation and Execution)

### Morning Session

- **Welcome**, Introductions, and Kick-off
- **Leading and Executing Transformational Change** – From what to what? tools, and lessons learned...with Professor **Al Vicere**, President, Vicere Associates and Executive Education Professor of Strategic Leadership, Smeal College of Business, Penn State University

### Afternoon Session

- **Leading and Executing Transformational Change** (continued) – with **Al Vicere**
- **Team Discussions** – Debrief and lessons learned from Leading and Executing Transformational Change
- **Peer Pairs and Personal Learning Journals** – Reflection, defining my role as a leader of transformation and execution, and action planning
- **Wrap-up**
- **Reception**
- **“Evening Off”** – Local dining suggestions provided

## (Day 2 – Strategy)

### Morning Session

- **Connecting Days 1 and 2**
- **The Leader’s Role in Strategy Execution and Persuasion** – Strategy process and alignment frameworks, as well as the leader’s role in how to translate new strategic directions into reality within your organization and function or business unit...with **Jay Conger** who is a recipient of the Business Week award "Best Professor to Teach Leadership to Executives," and one of the top five management education teachers worldwide  
Conger is the Henry Kravis Chaired Professor of Leadership Studies at Claremont McKenna College, and has taught at Harvard Business School, INSEAD, London Business School, McGill University and the University of Southern California
- **The Leader’s Role in Strategy Execution and Persuasion** (continued) – with **Jay Conger**
- **Team Discussions** – Debrief and lessons learned from The Leader’s Role in Strategy Execution and Persuasion
- **Peer Pairs and Personal Learning Journals** – Reflection, defining my role as a leader in strategy, and action planning
- **Wrap-up**
- **Reception & Dinner**



### (Day 3 – Innovation)

#### Morning Session

- **Connecting Days 1, 2 and 3**
- **Innovation Strategy and Culture** – Defining and building an organization that is highly innovative and creative, and the processes to reinforce and sustain innovation that drive growth...with **Soren Kaplan**, Affiliated Professor, Center for Effective Organizations at USC, author of The Invisible Advantage, and Founder of InnovationPoint

#### Afternoon Session

- **Innovation Strategy and Culture** (continued) – with **Soren Kaplan**
- **Executive Perspective on The Leader's Role in Leading and Executing Transformational Change, The Leader's Role in Strategy Execution and Persuasion, and Innovation Strategy and Culture** – Discussion/storytelling with internal company executives and **Soren Kaplan** about leading and inspiring innovation and creativity, with a particular emphasis on customer, supplier, competitor, and/or other collaborations and partnerships that reach beyond traditional boundaries to foster innovative solutions
- **Team Discussions** – Debrief and lessons learned from Executive Perspective on The Leader's Role in Leading and Executing Transformational Change, The Leader's Role in Strategy Execution and Persuasion, and Innovation Strategy and Culture
- **Peer Pairs and Personal Learning Journals** – Reflection, defining my role as a leader in innovation, and action planning
- **Wrap-up** – Post Program networking and final thoughts

#### Post-Program Development & Networking

- **Peer coaching**
- **Optional coaching** with Lacey Leone McLaughlin and/or Ian Ziskin
- **Opportunities to participate as alumni faculty** in subsequent offerings of Leadership inSITE



### Costs and Commitments

The fee for Leadership inSITE is **\$6,750** per person for **founding companies**, and **\$7,750** per person for **all other companies**, not including travel and lodging expenses. Typically, companies send six or fewer participants to each session of Leadership inSITE, but exceptions can be made based on company needs and priorities.

In keeping with our emphasis on leaders teaching leaders, participating companies are asked to make their **senior executives** available, on a select basis, to **serve as executive faculty** for Leadership inSITE.

### More Information



Ian Ziskin, President  
**EXec EXcel Group LLC**  
Office: 631.828.2722  
Cell: 303.913.9100  
[IZiskin@exexgroup.com](mailto:IZiskin@exexgroup.com)



Lacey Leone McLaughlin, President  
**LLM Consulting Group Inc.**  
Phone: 310.849.7163  
[lacey@llmcg.com](mailto:lacey@llmcg.com)

### Registration

Please contact **Roz Jackson**, Leadership inSITE Program Manager at [programmanager@exexgroup.com](mailto:programmanager@exexgroup.com) or 562-964-3575 to register.