

Executive Leadership Program
Monday, Jan. 11 – Friday, Jan. 15, 2010
Four Seasons, Palm Beach, FL
American Association of Advertising Agencies

Monday, January 11, 2010

8:00 am—9:00 am	Registration and Breakfast
9:00 am—10:15 am	Introductions: <ul style="list-style-type: none">• Discussion of Program Objectives• Participant Introductions
10:15 am—10:30 am	Break



■ Leadership and the Challenges of Leading Performance Improvement

10:30 am—11:30 am	Plenary and Syndicate Sessions: Case Preparation and discussion: MCW - Shanghai (A) Leadership and the Challenges of Performance Improvement
11:30 am—12:30 pm	Syndicate Sessions: Case Preparation MCW - Shanghai (B)
12:30 pm—1:30 pm	Lunch
1:30 pm—2:45 pm	Plenary Session: MCW - Shanghai (B) Leading Transformational Change
2:45 pm—3:00 pm	Break



■ Benchmarking the Effectiveness of Your Leadership Behaviors and Practices

3:00 pm—4:45 pm	Plenary Session: Individual and Group Exercise: <i>The Leadership Aptitudes & Practices Survey™</i>
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■ **Applying Your Leadership Skills at Shele House**

4:45 pm—5:10 pm

Plenary Session:
Introduction to the Agency Leadership Simulation

5:10 pm—6:30 pm

Syndicate Sessions:
Preparing to Assume Responsibility for Shele House

6:30 pm

Reception and Dinner

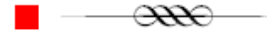
Evening Assignment:

Please complete and be prepared to discuss “Getting Started as Managing Director.”

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Tuesday, January 12, 2010

8:00 am—9:00 am Breakfast



■ Applying Your Leadership Skills at Shele House

9:00 am—10:30 am Syndicate Sessions:
Taking Over at Shele House

10:30 am—10:45 pm Break

10:45 am—12:30 pm Syndicate Sessions:
Leading Shele House (Year 1)

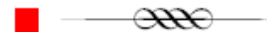
12:30 pm—1:30 pm Lunch

1:30 pm—2:30 pm Syndicate Sessions:
Leading Shele House (Year 1)

2:30 pm—3:15 pm Plenary Session:
Review of the first 3 months at Shele House

3:15 pm—3:30 pm Break

3:30 pm—6:00 pm Syndicate Sessions:
Leading Shele House (Year 1)

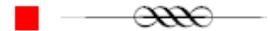


■ Evening “On Your Own”

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Wednesday, January 13, 2010

8:00 am—9:00 am Breakfast



■ Applying Your Leadership Skills At Shele House

9:00 am—10:00 am Syndicate Sessions:
Leading Shele House

10:00 am—10:15 am Break

10:15 am—11:00 am Plenary Session:
(Year 1) Debrief

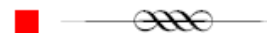
11:00 am—12:30 pm Syndicate Sessions:
Leading Shele House (Year 2)

12:30 pm—1:30 pm Lunch

1:30 pm—3:00 pm Free Time

Optional: private LAPS coaching discussions

3:00 pm—6:00 pm Syndicate
Leading Shele House (Year 2)

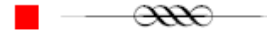


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Friday, January 15, 2010

7:30 am—8:30 am Breakfast



■ Applying Your Leadership Skills At Shele House

8:30 am—10:45 am Syndicate Sessions:
Completing Your Tenure at Shele House

- Team Debrief
- Presentation Preparation

10:45 am—11:00 am Break

11:00 am—12:00 pm Plenary Session:
Putting It All Together



■ Planning For Improved Performance

12:00 pm—12:45 pm Individual Exercise:
Planning For Improved Personal and Agency Performance

12:45 pm—1:00 pm Program Summary and Conclusion