



Leadership Program Best Practices

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Let's discuss!

What are the top 2-3 challenges as a program that you're challenged with today...

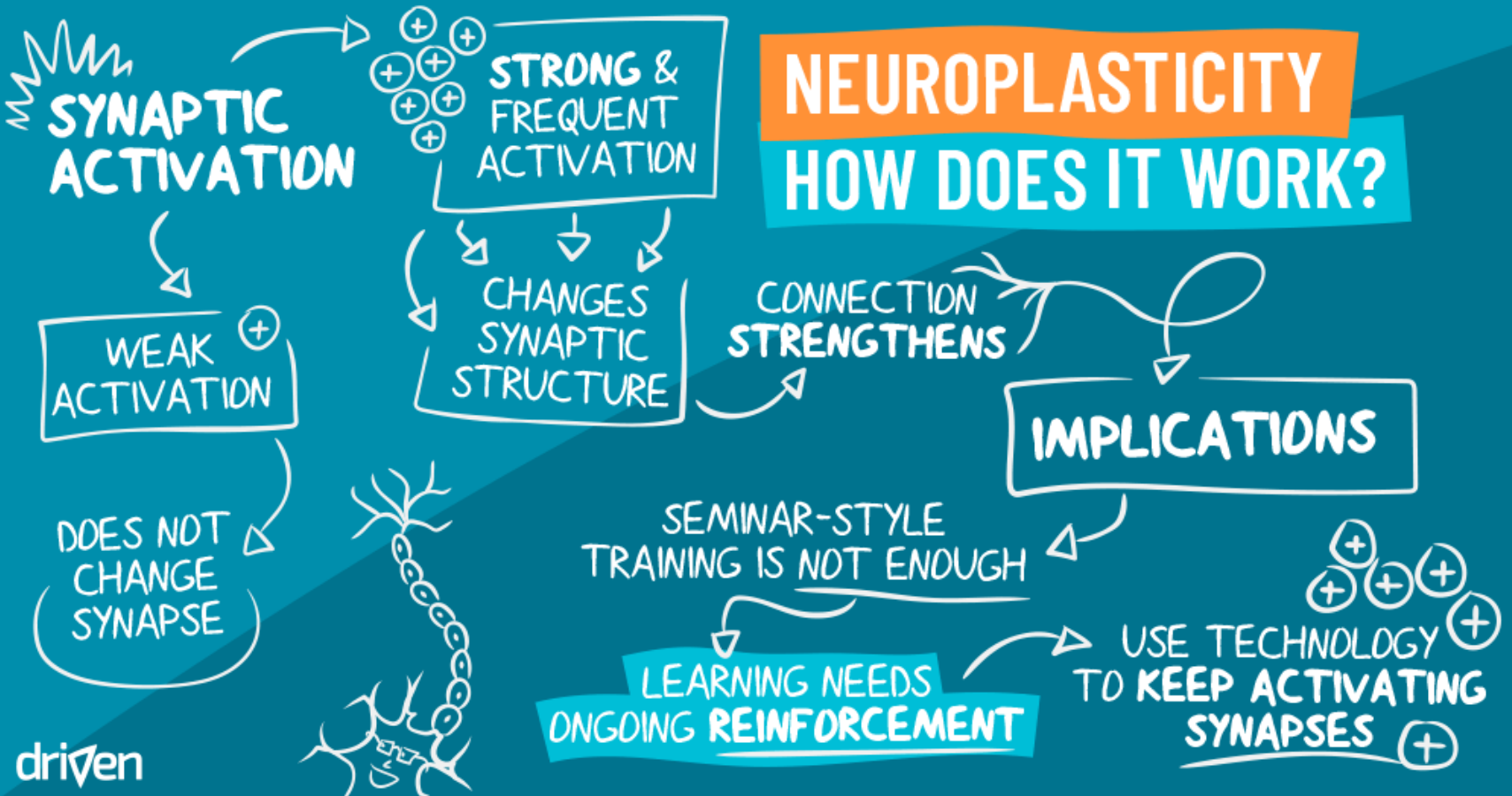


Science validates that.....

**Our key to transforming
anything lies in our
ability to reframe it.**

Marianne
Marianne Williamson

NEUROPLASTICITY HOW DOES IT WORK?



My challenge to you.....

- **Consider every thought that is limiting.**
 - We don't have....
 - We can't because....
 - I have no help....
- **Offer your mind a chance to reframe by:**
 - Thinking opportunistic thoughts
 - What is possible?
 - Who can help?
 - What can I do differently?
 - Reinforcing new learning with new actions
 - Use tools and technology to help new actions become new habits

NEUROPLASTICITY

HOW DOES IT WORK?

CONNECTION
STRENGTHENS

IMPLICATIONS

STYLE
ENOUGH

EDS

ONGOING REINFORCEMENT

USE TECHNOLOGY
TO KEEP ACTIVATING
SYNAPSES



About us....

Leadership Lynchburg Mission:

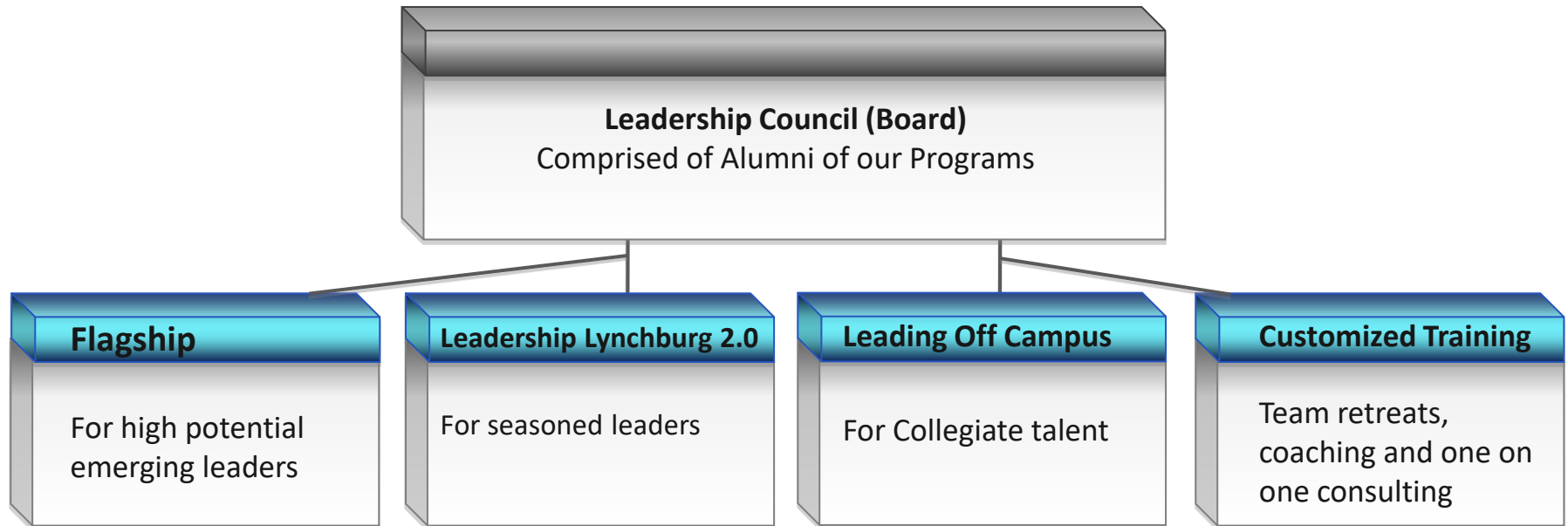
*Strengthening individuals for
personal, organizational and
community leadership.*

Program History

- First class in 1977
- 46th class of Flagship program graduated in May 2023
- Network of over 2000 graduates
- Alumni programming
- Nationally award winning
- Over 80 organizations, from Fortune 500 corporations to small local nonprofits have benefited from Leadership Lynchburg programming.



Organizational Structure



- Chamber based program- I work for the Lynchburg Regional Business Alliance.
- One Staff – Me. Part time. Also COO/EVP of the Alliance.
- Budget- considered a compensating project of the Alliance. My staff time is NOT taken out of the budget.
- Avg. annual net revenue:
 - Flagship- \$20K
 - LL 2.0 -15K
 - Leading Off Campus- \$2500
 - Consulting/Customized training - \$5,000

Cohort Sizes

- **Flagship:** 30 -45 ppl
- **Leadership Lynchburg 2.0:** 8-12 ppl
- **Leading Off Campus:** Up to 35 students



Logistics

Selection

- Marketing, nominations, application, selection committee with scoring rubric

Length of training

- **Flagship:** Nine months
- **Leadership Lynchburg 2.0:** Six months
- **Leading Off Campus:** Summer Semester



Our Curriculum Resources

- *The Collaborative Leadership Model*
Nick Lovegrove and Matthew Thomas
- *Five Practices of Exemplary Leaders*
Kouzes & Posner
- *5 Levels of Leadership*
John Maxwell
- *The Making of a Manager*
Julie Zhuo



Core Competencies We Teach

- Effective Leadership
 - What do our employers want to measure in terms of effective leadership, management?
 - Our core values that we emphasize and measure:
 - Personal Growth
 - Influence
 - Impact
- Emotional and Social Intelligence
- Crucial Conversations and Effective Feedback
- Management & Care
 - Self (whole person)
 - Others
- Importance of culture & how to create & maintain

NOTE: DEI is weaved into each session by asking: Is content presented with an inclusive lens?

Our goal: Develop collaborative leaders who have increased positive influence.



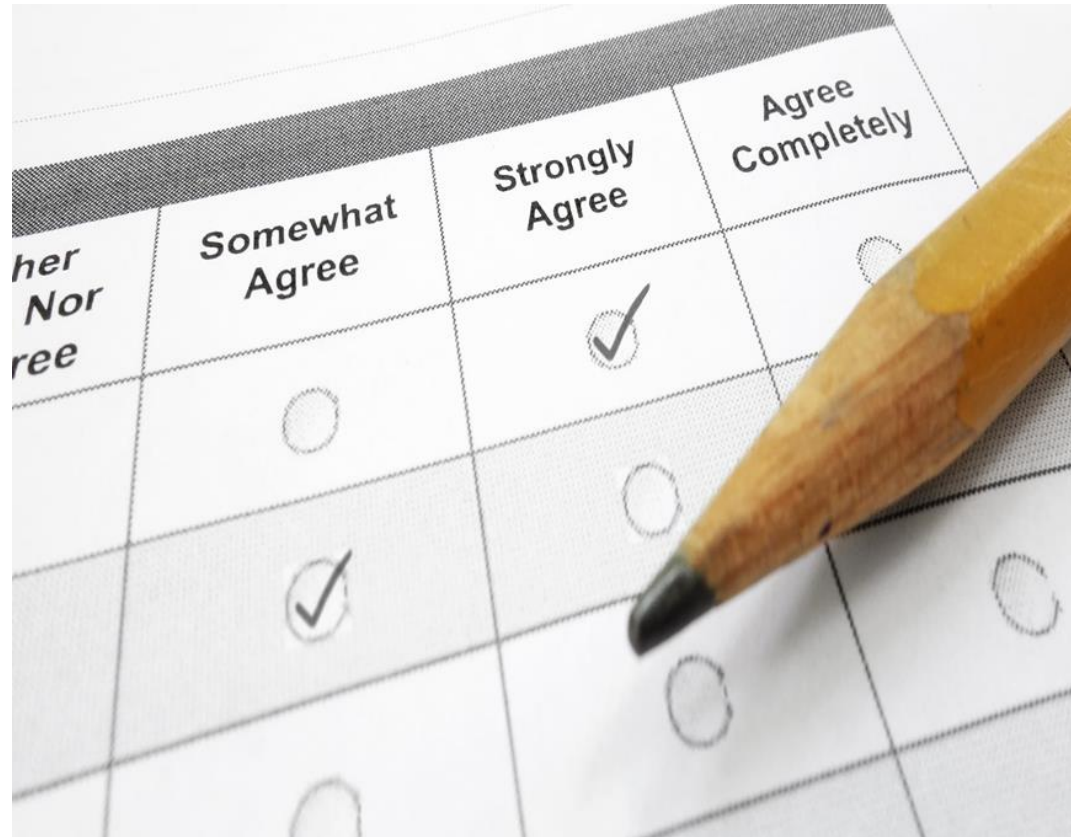
Measurement

- Session surveys
- Annual feedback session
- Post course survey
- National benchmarking



Measurement

- Quantitative
 - Ranking/rating
 - Statistics
- Qualitative
 - Testimonials



Qualitative: Personal Growth & Influence

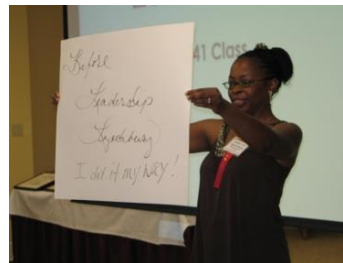
“Regarding my career, Leadership Lynchburg enhanced my ability to understand the different types of personalities and how to appropriately work with the varying types of personalities in a group setting.

This is critical when leading a team of many individuals towards a common goal and focus.”

Jeremy Lukowski, Framatome, LL38

“Leadership Lynchburg gave me an opportunity and safe space to work on my junk! There are practices that I do well and practices that I need to polish. All of those were brought to light during my time with Leadership Lynchburg (and beyond). You are never too “seasoned” a professional to learn new skills – leadership is a journey!” B.J. Keefer, University of Lynchburg, LL39

“Good morning my friend. I had to share this with you. I was just promoted to national fuel consultant for our mission critical team. This is evidence of your impact, and the gifting God has blessed you with to develop leaders with an eternal purpose. I just wanted to say, Thank you!” Kyle Beavon, Foster Fuels, LL45



Qualitative: Personal Growth & Influence

“Just a breath over two years ago, my team and I graduated from a leadership curriculum that forevermore taught me how to show up as my best self. Vulnerability, humility, honor, integrity, intelligence, excellence... all of these skills were sharpened and delicately placed inside my toolkit for deliberate use.

[Leadership Lynchburg](#) is more than another course on leading; it shakes loose all the dead leaves and helps you to focus on what parts of you are meant to grow and what parts of you are meant to stay behind.” Sarah Blankenship

[#chaseyourdreams](#) [#leadwithlove](#) [#lyhlovesyou](#) [#ll45](#) [#leadershiplynchburg](#)

“Last night I graduated from an 8 month long immersive leadership development program called Leadership Lynchburg! Transformative doesn’t even begin to describe my experience. I am so thankful to my bosses and team at Lynchburg Beacon of Hope for pushing me to do this, funding the opportunity, and supporting me through the unraveling and rebuilding of who I am and who I want to be as a young leader.” Lindsay Sharman, Beacon of Hope, LL46



Qualitative: Impact:

“This program has opened my eyes to the impact I can make in the Lynchburg community. It’s more than information sharing, it’s a challenge to become an active participant in the sustainability and growth of Lynchburg.”

Claudia Pollard, Bank of the James, LL 35

Recent Project team outcomes include:

- Providing over 17,000 pds of canned food to area food banks
- Life skills training for pregnant teens in crisis
- Vacant Storefront art project
- Securing \$7000 STEM grant for Lynchburg City Schools
- Workforce videos for in demand jobs
- Community Garden in food desert neighborhood



Best Practices.....

- **Meet stated needs**
 - What are the current leadership gaps that need to be address?
- **Solve stated leadership challenges**
 - What behaviors need to change in order increase leadership capacity at their organization?
 - What changes do leaders want to see in their people?
- **Communicate outcomes**
 - What can you measure and how will you communicate that?



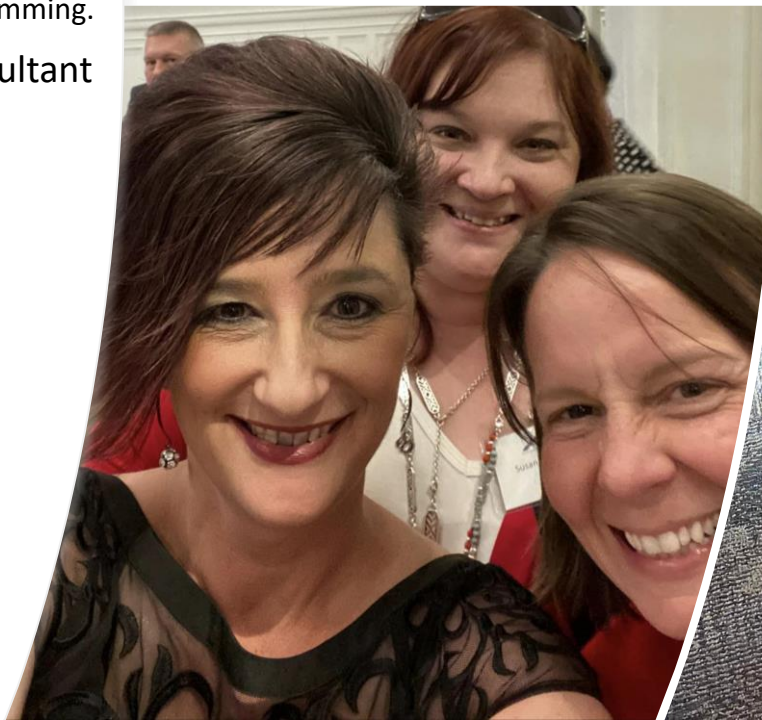


Lean? How to Leverage Assets...

- Interns and Internship residency
- Active committee engagement
 - Prep them well.
 - Set expectations and benchmarks.
 - Celebrate wins and recognize efforts.
- Leadership Council (Board) leadership

Create a Culture of Connection


- We say “Welcome to the family” upon graduation
- Council agenda’s
 - Questions and content for personal and professional growth not just policy and programming.
- Council and Alumni Consultant gatherings



Leveraging Events

- **Who's in the room for your key events?**
 - Opening Reception
 - Annual Class & Alumni Meet & Greet
 - Alumni Refresher
 - Graduation

Alumni! REfresh!



Leadership
Lynchburg
Building, nurturing and retaining leaders in the Lynchburg Region

CLASS & ALUMNI MEET & GREET

Welcome the newest Alumni.....
The graduating class of Leadership Lynchburg 46!

When:
Tuesday, May 9 from 4:15-6 p.m.

Where:
Three Roads Brewing

BONUS: Sample the brand new regional APA created for the LYH Region!



Making it easy to track and measure

- **Individual growth**
 - Tally and capture key insights and stats after each program.
 - Testimonials and social media posts go into a folder for easy access.
- **Longitudinal data**
 - Every few years, total the cumulative data for marketing.
 - Keep marketing PowerPoint undated annually.

Interns can do all this for you!

Is it worth it???

YES!



Since 1977, we've been strengthening individuals for personal, professional and community leadership.

On behalf of the 2000+ alumni of Leadership Lynchburg, **THANK YOU** for voting us **GOLD** for **Best Professional Development Workshop!**

New classes forming in 2024. Learn more at LeadershipLynchburg.com





LESSONS LEARNED

My advice &
lessons
learned.....

1. Remember your “Why”

- Why you do what you do?
- Why you get up every day?
- Why did you want to do this work in the first place?

2. Have a “feel good file” for those bad days that includes examples of:

- Program impact
- Individual life change
- Lifelong friendships



LESSONS LEARNED

My advice &
lessons
learned.....

3. When you get overwhelmed, ask yourself:

- What's most important right now?
- Who do I have that can help?
- What am I dwelling on? Thinking about?

4. Embrace new ideas and new generations

- It will look different. And it should.



And finally.....

5. Build Your Tribe

- How are you cultivating volunteer leadership?
- What value proposition are you providing them?
- What compelling vision inspires them to give their time, talent and treasure?
- How are you onboarding them and providing proper training?
- Your oversight board and volunteer leadership: How can you connect & engage beyond just monthly meetings? This creates the tribe!



WHAT'S
NEXT?

At your tables, discuss.....

- What is one step you can take to lessen your “overwhelm” and enhance your impact?
- What is the first action to putting that step into action?

