

# PUBLIC EXECUTIVE LEADERSHIP ACADEMY

WHEREVER YOU LEAD, WE'LL MEET YOU THERE.

## SESSION 1: JULY 8-12, 2024

### Sunday, July 7 - Orientation

4:30	Arrival & Check-In <i>The Graduate, Chapel Hill</i>
6:00	Orientation, Dinner, and Park Bench <i>School of Government Atrium</i>

### Monday, July 8 - Setting the Context for the PELA Experience

#### Learning Objectives

- Understand the concept of adaptive change and how it is different from technical change.
- Discuss the changing roles of local government managers and their professional staff members in leading adaptive change in the community or region.
- Understand how our nation's shifting demography shapes our future.
- Learn about tools and skills you will need to weather the turbulence and uncertainty we are almost sure to face in the future.
- Understand how action learning with peers can be used to foster adaptive change in communities.
- Understand what is involved in making change and explore strategies to move people through change. Apply these concepts to successfully sustain change in your communities.

8:30	The PELA Perspective and Understanding Adaptive Leadership	Kim Nelson
10:00	Break	
10:15	Understanding the Context for Change	Carl Stenberg
12:00	Lunch	
1:00	Leading & Managing in an Era of "Certain-Uncertainty"	James Johnson
3:00	Break	
3:15	Action Learning and Peer Consultation	John Stephens
3:30	Learning Team Debriefings	PELA Faculty
5:00	Adjourn—Dinner on Your Own	

## Tuesday, July 9 - Public Engagement, Collaboration, and Community Building

### Learning Objectives

- Understand why leading across boundaries is an essential skill for today's leaders.
- Understand how to build community connections.
- Learn how to address policy problems through collaborative partnerships.

8:30	Learning Team Spotlight	Team 1
9:00	Action Learning and Peer Consultation	Rick Morse
12:00	Lunch	
1:00	Community Building & Developing Productive Partnerships	Lee Worsley
2:30	Learning Team Meetings—Adaptive Change Projects	PELA Faculty
5:00	Learning Team Dine-Around	

## Wednesday, July 10 – Equity and Inclusive Leadership

### Learning Objectives

- Learn skills for improved dialogue about community differences.
- Understand equity in the context of community economic development.
- Understand the definition and benefits of inclusion and the skills required to be an inclusive leader.
- Learn and practice concrete skills to help your colleagues and employees feel valued and respected.

8:30	Learning Team Spotlight	Team 2
9:00	Growth, Development, and Economic Equity	Jonathan Morgan Tyler Mulligan
11:30	Lunch	
12:30	Create a Culture of Inclusive Leadership	Kimalee Dickerson
4:30	Team Building Event	

## Thursday, July 11 – Building Resilient Communities through Effective Community Leadership

### Learning Objectives

- Learn how to foster and advance strategies and programs that promote, (1) robust public deliberation and civic engagement; (2) the coproduction of public work with citizens; (3) a culture of civic learning in their organization and community; and (4) trust-building among public institutions, philanthropy, and civil society.
- Understand the growing gap between politics (what we want to do) and administration (what we can do) and how the gap is affecting roles, structures, and engagement.
- Recognize the conflicting value choices that underly policymaking and administration.
- Learn to appreciate contrasting political and administrative mindsets.

8:30	Learning Team Spotlight	Team 3
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9:00	Leading Democratically: Fostering Management Innovation, Advancing Public Trust, and Building Resilient Communities	Valerie Lemmie
12:00	Lunch	
1:00	The Local Government Imperative	Bob O'Neill
5:00	Dinner on your own	

**Friday, July 12 – Framing and Communicating Your Message**

**Learning Objectives**

- Comprehend the role of multiple media outlets in the community change process, and how the public uses technology to convey information and views.
- Identify and practice strategies for using the media to get the local government’s message across to the public and for building positive relations with the media.
- Practice media interviews.

8:30	Learning Team Spotlight	Teams 4 & 5
9:00	Getting your Message Across	Valonda Calloway
12:30	Lunch	
1:30	Wrap-Up: Learning Team Meetings	PELA Faculty
3:00	Adjourn Until August	

## Session 2: August 5-9, 2024

### Sunday, August 4 – Welcome Back and Team Mix-up Dinner

4:30	Arrival & Check-In <i>The Graduate, Chapel Hill</i>
6:00	Team Mix-up Dinner <i>Meet in lobby</i>

### Monday, August 5 – Leading from ‘Inside Out’

#### Learning Objectives

- Understand how the ‘factory settings’ of your personality impact how you lead.
- Deepen your understanding of how your personal strengths and ‘soft spots’ will affect how you apply the lessons of PELA.
- Gain insight into the diversity of personalities around you and how to work effectively with people who are ‘wired’ differently. Learn practical tools and mindsets to help you become more personally resilient.
- Understand how to avoid burnout by recognizing the signs and what actions to take to support yourself and others.
- Build deeper relationships with others experiencing similar challenges.

8:30	Recap: PELA Week 1	Learning teams
9:00	Personality and Leadership: Tapping into Your Strengths, Understanding Your ‘Soft Spots’	Robert Goldberg
12:00	Lunch	
1:00	Taking Care of Ourselves: Building Resilience and Avoiding Burnout	Robert Goldberg
4:00	Adjourn—Dinner on your own	

## Tuesday, August 6 – Innovation and Systems Thinking

### Learning Objectives

- Determine how to build organizational capacity for innovation.
- Understand how systems thinking can help address complex problems.

8:30	Learning Team Spotlight	Teams 1 & 5
9:00	Innovation in Local Government	Mitch Sava
12:00	Lunch	
1:00	Using Systems Thinking to Tackle Complex Problems	Kim Nelson
2:30	Team Meetings-Leadership Development Workbook	PELA Teams
4:45	Adjourn	
5:00	Leadership Adventure	

## Wednesday, August 7 – Practicing Collaborative Process Skills

### Learning Objectives

- Understand the roles of facilitator, facilitative leader, and “facilitating from any seat.”
- Practice collaborative problem-solving skills for these phases of meetings: divergent thinking, the “Groan Zone,” and convergent thinking.
- Apply facilitation skills and group collaboration to adaptive change projects.

8:30	Learning Team Spotlight	Teams 2 &
9:30	Facilitation-Collaboration Skills Stakeholder Collaboration Simulation – Part 1	John Stephens
12:30	Lunch with Leadership Teams	
2:00	Stakeholder Collaboration Simulation – Part 2	John Stephens
4:30	Break	
4:45	Debrief, Connections to Adaptive Change Projects	John Stephens
5:30	Adjourn—Dinner on Your Own	

## Thursday, August 8 – Crisis Communications

### Learning Objectives

- Identify and practice strategies for using the news media and social media to get the professional staff’s message across to the public during a crisis and for building positive relations with the media.
- Distinguish ways to help improve framing and communicating the governing board’s message to the public through news media and social media.

8:30	Learning Team Spotlight	Team 3
9:00	Crisis Communications – Part 1	Mark Weaver
12:00	Lunch	

1:00	Crisis Communications – Part 2	Mark Weaver
4:30	Leadership Adventure	

**Friday, August 9 – Graduation Day**

8:30	Learning Team Final Meetings	PELA Faculty
10:30	Break and Graduation Pictures	
11:00	Park Bench Reflections	
12:15	Graduation, <a href="#">George Watts Hill Alumni Center</a>	Mary Furtado