

Minnesota Bankers Association

# LEADERSHIP DEVELOPMENT ACADEMY

*2019 - 2020*



# *Are You the Future of Banking?*

## 2019-2020 MBA Leadership Development Academy

The future of banking is now. Cultivating high-performing leaders is the only sure-fire strategy to succeed in today's rapidly changing banking environment. That's why the MBA is so excited to announce the third offering of the **Minnesota Bankers Association Leadership Development Academy**.

As Baby Boomers move into retirement, the banking industry will need to identify and train the next generation of leaders. This world-class leadership development program is designed specifically to hone the leadership skills of high-potential, mid-career bankers in Minnesota. The program instructors, presented below, bring a wealth of experience and an approach that will challenge participants to grow as leaders. This will be an unforgettable experience that will help shape the rest of your career.

---

Here is what past attendees have to say about the academy:

*"Great program! Unlike anything I've done previously. Great balance of mental, physical and team challenges."*

*"I like how much I was pushed outside of my element. Now I know I can push through almost anything."*

---

# The Ideal Candidate

There are no age requirements for this program. The ideal candidate is:

- A mid-career banker with significant potential for leadership;
- Highly motivated to take their banking career to the next level; and
- Committed to helping your team and their bank succeed.

## The Program in Detail

The program consists of four, two-day sessions over the course of 12 months. The class size will be limited to 25 participants. **Tuition for the full year is \$3,750.**

In addition to the four in-depth training sessions, participants are highly encouraged to take part in the MBA's Annual Summit and Bank Day at the Capitol.

To help make attendance at these events possible, participants will receive a 50 percent discount on registration for the two Annual Summits that book-end the program and will be allowed to attend Bank Day at the Capitol without charge during the class year. At the 2019 Annual Summit, you will be formally recognized as a member of the new class for the MBA Leadership Development Academy. At the Annual Summit in 2020, you will be recognized as a successful graduate of the program.

### Session 1 - It's Simple, But It Isn't Easy

June 11-13, 2019 (Immediately following the MBA Annual Summit)

Location: Graduate Hotel, Minneapolis

Leadership of organizations, teams and individuals is based on timeless core principles. These principles are simple to understand but not as easy to implement, maintain and develop into outstanding results. Session 1 will explore these core principles of leadership while also inspiring motivation, discipline and dedication to the pursuit of excellence no matter the leadership challenge.

#### Content for Session I includes:

- Moving from Manager to Leader
- The Personality Traits, Styles and Potential of Leaders
- Teamwork – The Foundation of Organizational Excellence
- Public Speaking with Confidence and Impact
- Banks of the Future – Leveraging the Inevitable Changes
- The Promises, Challenges and Necessities of the Digital Revolution

### Session 2 – Do Something That Scares You

September 24-26, 2019

Location: Sugar Lake Lodge, Grand Rapids

Leaders can emerge on every level of the organizational chart. Often what defines a leader is their willingness to face difficult situations that require courageous decisions or decisive action.

In this session, participants will examine their own personal and professional willingness and comfort taking risks, challenging the status quo and engaging in out-of-the-box thinking. In addition, participants will explore how strong, high-performance teams push themselves to take risks and engage as one entity to meet uncertainty and challenge, enabling them to emerge as an even stronger organization.

**Content for Session 2 includes:**

- Leadership Lessons from the Navy SEALs
- Communication Styles across the Organization
- Pushing the Limits on What You Currently Know and Do at Your Bank
- The Seven Habits of Highly Effective Speaking
- Managing the Stress of Leadership
- Navigating the Challenges of a Strong Team Culture

**Session 3 – Limitations are Self-Imposed**

February 4-6, 2020

Location: Sugar Lake Lodge, Grand Rapids

Often, the limitations that come with change at the bank seem insurmountable. In reality, these limitations are self-imposed because leaders don't have the knowledge, skill or experience to manage change. This session will focus on the inevitability of change in organizations, large or small, and will offer models and practices that will support leaders in taking a pro-active stance in directing that change. Participants will learn to leverage resources and communicate messages that will make any change, from core conversions to mergers to organizational re-structuring and staff turnover, an event that can be directed for optimal bank outcomes.

**Content for Session 3 includes:**

- Recognizing and Managing Acute and Chronic Crises at the Bank
- Peer-to-Peer Problem Solving
- Emotional Intelligence as a Tool for Change
- Crisis Communication
- Leading a Team Under Pressure
- Mission and Project Planning

**Session 4 – Who Dares, Wins**

May 12-14, 2020

Location: Sugar Lake Lodge, Grand Rapids

The final session focuses on a thorough assessment of the leadership knowledge, skills and experience gained during the year-long leadership development program to guarantee transfer back to the benefit of the bank. In addition, the imperative of "daring" to meet the challenges of bank leaders of the future will be emphasized, along with the understanding that the "win" of becoming a strong leader is beneficial to their banks, their communities and their lives.

**Content for Session 4 includes:**

- Using Organizational Culture to Drive Business Results
- Recruiting and Hiring the Next Generation of Employees

- Going Beyond – The High Performance Team
- Building a Professional Network for Influencing and Impact
- Becoming an Advocate for the Industry
- Taking it Back – Realizing Personal and Professional Transformation

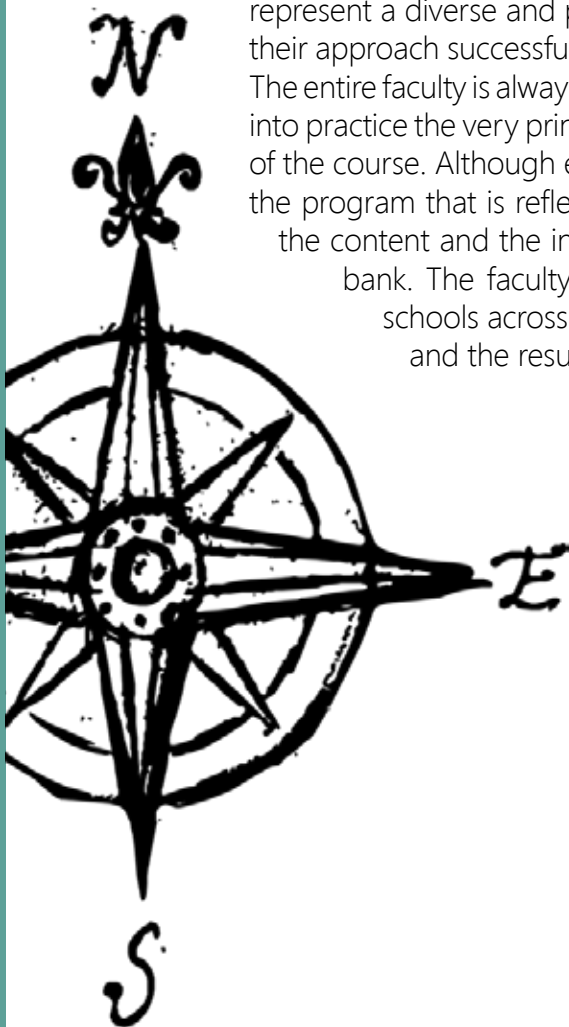
## Learning Outcomes

At the conclusion of this program, participants will have the skills to:

- Apply core concepts of – and know the difference between – leadership and management
- Articulate and advocate persuasively for the bank and industry
- Make courageous decisions crucial to the bank's success
- Think, plan and successfully execute bank initiatives
- Deliver compelling business presentations
- Motivate themselves and others to help the bank thrive
- Contribute to the future of banking with innovative, forward thinking
- Build and lead high performance teams
- Develop organizational cultures that sustain success

## The Approach

The three core faculty members for the MBA Leadership Development Academy represent a diverse and powerful set of skills and experiences. However, what makes their approach successful is their unique commitment to team teaching and learning. The entire faculty is always with the class, whether in the classroom or outdoors, putting into practice the very principles of leadership and teamwork that are at the foundation of the course. Although each instructor brings a different leadership specialization to the program that is reflected in the content they present, the connections between the content and the instructors are what ultimately provide real value back at the bank. The faculty have implemented this philosophy at banking leadership schools across the country, as well as with companies outside of banking – and the results are always incredible.



## The Faculty



**Juli Lynch, Ph.D.**

Juli Lynch holds a Ph.D. in Human and Organizational Development Psychology. She specializes in personal professional development, leadership and team development and organizational culture alignment and management. Juli has spent 25 years as a consultant and executive coach in the financial services industry, and has also coached executives in the automotive, healthcare and retail industries. She is a regular presenter at the Graduate School of Banking in Madison, and has spoken for more than 25 state banking associations over the past decade. She has led long-term consulting and coaching engagements with 20 banks

across the country that have focused on connecting culture and leadership to performance. Prior to her consulting career, Juli was a professional ultra-marathoner and adventure racer, competing around the globe with her teams. She gained incredible insight into enabling teams and leaders to reach new levels of performance in high-stress situations.

**Steve Ahlberg**  
**Capt. USN SEAL (Ret.)**  
**MS, MBA**



When it comes to stress, Steve Ahlberg understands the reality of facing long odds and devising methods for defeating them. A career spent in the U. S. Navy SEALs, from Platoon Commander to Deputy Commander, Naval Special Warfare Command to Commodore, has empowered Steve to think strategically, plan thoroughly, and take action. The SEALs are arguably the most versatile of the military special operations groups. Known within their community as simply, "The Teams," they achieve the seemingly impossible through Teamwork. Armed with an MBA and MS in Strategic Intelligence, Steve has the ability to wind stories of his military exploits around effective methods of team building, team leadership, and executive training. He has worked to develop high performance teams and leaders in organizations nationally and internationally, large and small.



**Jackson Haraway, Ph.D.**

All great leaders and teams know that success starts with communication. Jackson holds a Doctorate in Organizational Communication. He specializes in internal and external communication, organizational development, team building, and strategic planning. Jackson works with some of the fastest growing banks in the U.S. to deliver cutting edge innovation that drives positive impact to the bottom line. At the same time, his expertise in communication theory and strategy has led him to work regularly with executives at leading digital technology companies such as Microsoft and Adobe to develop internally and

externally facing communication platforms. Through his work facilitating strategic planning sessions and developing innovative strategic initiatives, Jackson has learned to identify the resources that are often forgotten or ignored by organizations – and to hone those resources so that they become invaluable. In addition to his consulting expertise, Jackson is a renowned professional speaker with numerous national awards.

## Locations and Lodging Details

The program will kick off at the Graduate Hotel in Minneapolis. The hotel, located on the University of Minnesota campus, offers a truly inspiring location to launch your experience as a participant in the Leadership Development Academy.

The remaining three sessions will take place at The Leadership Lodge at Sugar Lake Lodge near Grand Rapids. The Leadership Lodge is designed specifically to encourage teamwork, inspire creativity and take you to new heights.

Upon acceptance into the program, MBA staff will work with you to arrange accommodations at these two locations. Tuition does not include hotel costs, but does include all onsite meals.

The contracted rate for the Graduate Hotel is \$172 (plus tax) per night. The contracted rates for the remaining three sessions at the Sugar Lake Lodge range from \$183.20 - \$270.55 (includes sales tax and fees) per night.



For questions contact  
Chris Harrison, Senior Education Coordinator  
at [chrish@minnbankers.com](mailto:chrish@minnbankers.com).  
[www.minnbankers.com/leadershipacademy](http://www.minnbankers.com/leadershipacademy)

The  
**BakerGroup**

Thank you to the Baker Group for their  
generous support of this academy.