



# EXECUTIVE LEADERSHIP MASTERCLASS

FOR AGING SERVICES PROFESSIONALS

**An exclusive experience for ambitious leaders who  
aspire to lead their organizations at the highest level.**

The program aims to refine leadership skills, foster strategic thinking, cultivate valuable professional networks, and equip its participants with the aptitude and confidence required to excel.

## WHO SHOULD ATTEND

**It is suited for executive leaders, newly appointed executives, and those being primed for executive succession.** The ideal participant for this program will have a passion for aging services, a proven track record in budget management, operations, organizational strategy development, and team leadership, and a desire to become an exceptional leader.

## WHAT TO EXPECT

- Small-cohort experience
- Individual challenges and goals intake meeting
- 4 Crafted Workshop days
- 3 Small-group professional coaching sessions

# Program Dates, Workshop Themes and Objections



**WEDNESDAY**  
**MARCH 6**  
*Virtual*

## Kickoff

- Learn what sets C-suite executives apart from other leaders – the need for outside-inside perspective and vision, strategic organizational alignment, and the ability to foster transformation, change, and innovation throughout the organization.

The kickoff also includes an overview of the program, program expectations, and allows the cohort to get to know each other as they begin the journey.

**WEDNESDAY**  
**MARCH 13**  
*In-person, full day*

## Workshop #1: Leading Executive Teams

Building effective senior leadership teams takes thought to identify who makes a great team player and how to hold your team accountable to each other and the success of the organization.

### *In this workshop, you will:*

- Understand how to build an effective leadership team using Patrick Lencioni's Ideal Team Player concept.
- Practice soliciting, receiving, and giving feedback.
- Prepare for performance management conversations and help your leaders prepare for these conversations.
- Identify what you are tolerating, demonstrating, and celebrating and create a plan based specifically on what your team needs from you as a leader.

WEEK OF APRIL 8

## Triad Coaching Session (Virtual)

**WEDNESDAY**  
**MAY 8**  
*Virtual, 3 hours*

## Workshop #2: Strategic Planning & Decision Making

Executive leaders are asked to think strategically, make important operational and financial decisions, and partner with governing boards and other external community organizations.

### *In this workshop, you will:*

- Understand how to kick off, manage, and execute a strategic planning process with your team.
- Learn a process to make clear operational and financial decisions.
- Strategize on ways to better partner with governing boards.
- Identify how to build a network of strategic community partnerships.

WEEK OF JUNE 3

## Triad Coaching Session (Virtual)

WEDNESDAY  
JULY 10

*In-person, full day*

### Workshop #3: Leading Change and Innovation

The only constant is change. Every executive leader faces the difficulties required to manage and communicate through change across the entire organization while also fostering innovation and welcoming new ideas that bring about even more change.

*In this workshop, you will:*

- Leverage innovation personas to promote creativity with your teams, during your meetings, and when finding solutions.
- Learn about the Vision, Alignment, and Execution (VAE) model through the Work of Leaders Everything DiSC assessment and understand your strengths and areas of improvement for leading through change.
- Discover how to communicate with clarity and build cohesion through aligning, inspiring, and motivating the entire organization.

WEEK OF AUGUST 5

## Triad Coaching Session (Virtual)

WEDNESDAY  
SEPT. 4

*In-person, half day,  
celebration lunch*

### Workshop #4: Organizational Culture and Visioning

One of the greatest tasks of an executive leader is to foster and protect what makes each organization special: its culture. But first, we must identify or confirm the core values and actions that make us unique, then share with the rest of the community.

*In this workshop, you will:*

- Identify values and how they manifest through the behaviors and actions of every employee.
- Understand a culture map framework and identify how to incorporate that into your organizational culture.
- Determine criteria for what strategic and community partnerships pair well with identified values and mission statement.

## Faculty

### Tammy Krings

CEO, The Conversations That Matter,  
Master Certified Leadership Coach



Tammy Krings has been studying people her whole life and has spent her entire career connecting the value of each person to the work they do in the world. Tammy founded The Conversations That Matter fifteen years ago on the simple thought that most people stop short of having that breakthrough conversation -- saying what needs to be said and transforming their workplace relationships. Tammy is a Master Certified Executive Coach and has worked with thousands of leaders to learn vital leadership skills, communicate with greater clarity, and guide them to fully recognize the responsibility they have in their leadership.

Tammy is a sought-after facilitator and one of the world's top 5 Everything DiSC Facilitators. She led the creation and delivery of the Everything DiSC Certification program during her tenure at Inscape Publishing. Tammy is in the top 2% of Wiley Authorized Partners for Everything DiSC and Five Behaviors worldwide.

### Ava Goepfert

Senior Facilitator and Coach,  
The Conversations That Matter



Ava Goepfert is passionate about facilitating and coaching leaders & teams to promote teamwork, make change more efficient and aligned, and foster healthy dialogue and community. As a former instructor at Colorado State University and Gustavus Adolphus College and a former customer success manager at technology companies, Ava connected theory to application and brought the people dynamic alive during her classes and with her customers. Her background in the retail and mortgage industries means she is used to keeping a fast pace in an ever-changing world. Attuned to the senses and skills people need to excel and transform, Ava will guide you with energy, certainty, and reassurance to lead in a whole new way.



**The Conversations That Matter**, based in Minneapolis, is the expert in developing healthy leaders who transform teams and create thriving workplaces. TCTM specializes in custom team workshops, leadership development programs, and executive coaching.

# Details + Application



## Workshop Locations

In-person workshops will be held at the LeadingAge Minnesota office in Minneapolis.  
3001 Broadway St NE Suite 300, Minneapolis, MN 55413

## Application Process

- **An application must be submitted online by Dec. 18, 2023.**
- Applications will be reviewed and selected to ensure a robust cohort for optimal learning, diverse in representation of organization size, service line, geographic region, and professional role.
- Each cohort is limited to 15 participants and one participant per organization (statewide).
- Participants will be selected based on the quality of the application essay, applicant profile, and consideration of cohort diversity.
- Applicants will be notified of participation status by Jan. 10, 2024.

## Program Fee - \$4,750

A nonrefundable, nontransferable program fee is due upon acceptance to the program. The fee includes program materials, assessments, four workshops, three small group executive coaching sessions, and meals during three in-person workshop days. Travel and related expenses are not included.

## Eligibility, Application, and Attendance

The Executive Leadership Masterclass is available exclusively to LeadingAge Minnesota members. Full attendance and participation at all workshops and coaching sessions are required. Coaching sessions will be scheduled based on participant availability. Applicants are strongly encouraged to verify their schedule and availability prior to completing an application.

[CLICK HERE TO VIEW APPLICATION QUESTIONS](#)

[CLICK HERE TO APPLY ONLINE BY DECEMBER 18, 2023](#)

PRESENTED BY:



DEVELOPED AND FACILITATED BY:

