

IWL 2015 Conference Workshop Planning Tool

We have a track for YOU.

We have customized and designed the Brand You Conference program to include 5 tracks for your personal and professional growth.

Register Today

During registration, you will choose 1 track (includes 3 interactive breakout sessions). We have carefully planned breakout sessions that will deliver relevant skill building, support and content for where you are today in your career. Through the support of our corporate sponsors and the data we have collected over the past 5 years, we carefully constructed each track to focus on your developmental needs. You will be in a room with other like-minded individuals with similar career experience. You will have the opportunity to interact and speak openly about your own personal experiences and share your story.

We highly recommend that you follow these tracks. However, you are not required to attend every session within a given track. If you see a breakout session that really interests you, you may pick and choose how to spend your day.

Please note that you are required to enter your breakout session choices when you register online. Please use this planning tool to choose your breakout sessions for the day. You will attend three sessions total.

Click the Tracks Below to Learn More



**INDIVIDUAL
CONTRIBUTOR**



MANAGER



DIRECTOR



EXECUTIVE



**SKILL
BUILDING**



INDIVIDUAL CONTRIBUTOR

The individual contributor is a leader not by title or position but by their influence in life. An individual contributor wants to continue to develop their leadership skills to be applied to all aspects of their life. You are a good communicator, a contributor and a networker. You may be in a specialized role that allows you to focus on the task at hand. You might be early in your career, self-employed, re-entering the workforce or looking for a career change. You are a person who desires to grow personally and professionally.

Who Should Attend?

- Entrepreneur
- Independent Contractor
- Business Owner
- Associate
- General Counsel
- Analyst
- Specialist
- Coordinator
- Administrator
- Developer
- Staff member
- Employee
- Community/Civic Worker
- Non-Profit Employee

ROUND 1 Breakout Session

Diane Bailey-Boulet **Brand You: Communicating Your Best Self in Writing**
Program Manager, Office of Inclusion & Diversity, Human Resources, Humana

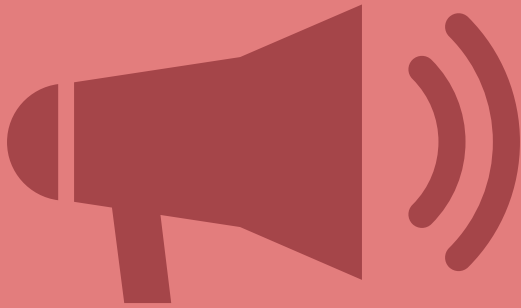
ROUND 2 Breakout Session

Julie Kratz **Leading with Influence**
Certified Professional Coach, Help Your Team Grow

ROUND 3 Breakout Session

Eric Anderson **Building Your Professional Brand: LinkedIn**
President and National Training Director, Scientifically Speaking, LLC

Register Today



MANAGER

Managers are leaders who manage others on the front line of their organization and who are responsible for tactical planning, and day-to-day execution. You are responsible for employee development, conflict resolution, employee feedback, and recruiting and retaining top talent.

Who Should Attend?

- Regional Manager
- Service Line Manager
- Department Manager
- Front-line Manager
- Newly promoted manager
- Office Manager
- Management Services
- Consulting Manager
- Tax or Audit Manager
- Associate
- Supervisor
- Editor

ROUND 1 Breakout Session

Dr. Elcira Villarreal Propelling Your Career with Mentors and Sponsors
Senior Consultant, Mentoring Women's Network

ROUND 2 Breakout Session

Panel The Millennial Mindset - Bridging the Great Generational Divide
Cara Silletto, Founder & President, Crescendo Strategies, **Panel Facilitator**
Nikki Shoultz, Partner, Utility Group, Bose McKinney & Evans
Mary Beth Oakes, Founder & CEO, Choreo & President, Business Furniture
Sponsored by Bose McKinney & Evans

ROUND 3 Breakout Session

Dr. Allison Barber Leading Through Crisis
Chancellor, WGU Indiana

Register Today



DIRECTOR

A Director is a leader and developer of leaders. You are an early strategic thinker with broader influence. You often act as a bridge between operations and strategy and focus on employee development, succession planning, leadership development and driving organizational change. You are responsible for P & L responsibilities and you have awareness of the outside competitive landscape. As a Director, you seek outside partnerships and solutions that can drive organizational transformation.

Who Should Attend?

- Assistant Director
- Associate Director
- Producer
- Regional Directors/Director
- Partner of a Law firm
- Partner of a CPA firm
- Executive Director

ROUND 1 Breakout Session

Jenny Wolfgram **Multipliers: How the Best Leaders Make Everyone Smarter**
Vice President, Commercial Education, Roche Diagnostics

ROUND 2 Breakout Session

Bruce Pulver **Recharge Your Batteries - Your Leadership BOOST**
Regional Vice President, Revenue Cycle Technology, Sales, MedAssets

ROUND 3 Breakout Session

Jennifer Oliver Mackin **Experience versus Potential: How We Need to Develop Women Leaders**
President & CEO, The Oliver Group

Register Today



EXECUTIVE

Those in Executive or C-Suite roles are strategic thinkers and long-term visionary leaders. You are a strong communicator, an influencer, and you are a strong networker internally and externally. You are responsible for internal and external stake holder management, leadership and employee development, succession planning, recruiting and retaining top talent, P & L responsibilities, bottom-line growth, shareholder and board accountability.

Who Should Attend?

- Vice President
- Senior Vice President
- Executive Vice President
- President & CEO
- Managing Partner
- Senior Partner
- CFO
- COO
- CIO
- CNO

ROUND 1 Breakout Session

Sheri Fella **Your Secret Weapon - The Power and Importance of Having a Coach**
Executive Director, Butler Corporate & Executive Education, Butler University

ROUND 2 Breakout Session

Amy Happ **Break Through to Upper Management! Acquire the “Missing 33%” - Building Your Strategic and Business Acumen Skills Simulation Training**
Vice President of Client Services, Advantex
Sponsored by WGU Indiana

ROUND 3 Breakout Session

Melissa Greenwell **Ten Rules for Building a Gender Balanced Leadership Team**
Executive Vice President, Chief Human Resources Officer, Finish Line

Register Today



SKILL BUILDING

This track is sponsored by Roche Diagnostics

The skill-building track includes topics that span all levels of an organization, whether you are an individual contributor or an executive. Anyone can attend these three sessions if you are looking to grow personally and professionally. Each session addresses a topic that is especially important for women. This track offers you the opportunity to focus on the skill areas that will allow you to advance your leadership competencies and develop into a better leader.

Who Should Attend?

- An individual at any level of your career
- Someone looking to develop your leadership competencies
- A leader determined to advance through a focus on the specialized topics offered in this track

ROUND 1 Breakout Session

Jennifer Zinn **Leading with Courage**
Vice President, Strategic Affairs, Roche Diagnostics

ROUND 2 Breakout Session

Dr. Jamyce Curtis Banks **Maintaining Your Culture and Values in the Workplace**
President & CEO, WIT Consulting, LLC

ROUND 3 Breakout Session

Ondrea McAulay **Beyond Learning Skills: Examining Leadership Character**
Senior Partner, Principal, Progression Partners, LLC and Executive Coach, Integrating Woman Leaders, Inc.

Register Today