

THE EXECUTIVE LEADERSHIP COUNCIL'S
INSTITUTE FOR LEADERSHIP DEVELOPMENT & RESEARCH

is proud to present the

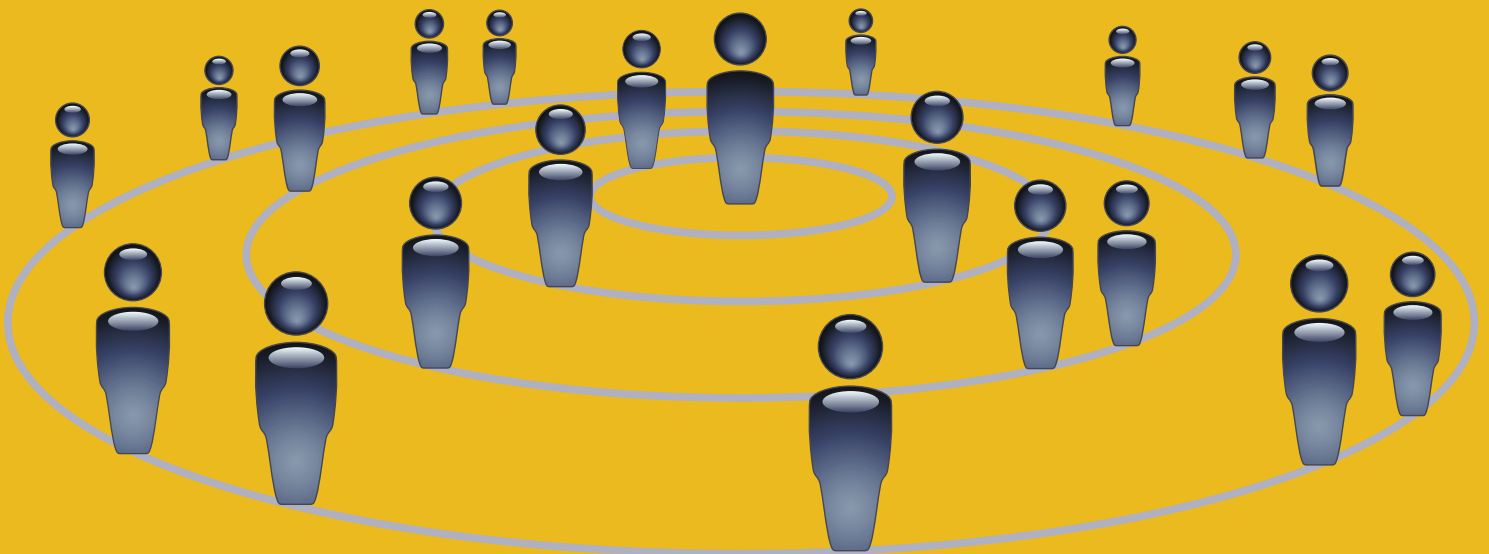
17th Annual Mid-Level Managers' Symposium

Innovation: A Blueprint for Building Your Future

Friday, October 21, 2011

8:00 A.M. – 5:00 P.M.

Gaylord National Harbor Resort & Convention Center • 201 Waterfront Street • National Harbor, MD 20745



SPONSORS:



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Innovation: A Blueprint for Building Your Future

In this new era, it is essential that innovation driven breakthroughs happen to propel business and society forward. Through the introduction and adoption of innovative thinking, potential ground breaking solutions for a progressive and ever-growing world population can successfully emerge. As the future of work shifts and organizations recover after challenging economic times, we find ourselves in uncharted business environments. The increasingly digital workplace is no longer primarily dependent upon workers with strong technical skills, but on leaders who possess creativity, awareness, and cultural adeptness to deliver strong and consistent results. To successfully navigate in your organization, managers have to think differently and be prepared to act beyond their current responsibilities. Innovation is a derivative of necessity and change; therefore it is a core component of all levels of leadership and critical to the on-going success of every organization. The 17th Annual Mid-Level Managers' Symposium will inform and coach participants in making the most of innovation practice by enhancing critical skills and leveraging key concepts in order to understand what it takes to be innovative and deliver extraordinary results.

Symposium Format:

The Mid-Level Manager's Symposium (MLMS) provides an opportunity for managers to learn and network in professionally safe settings. In the MLMS, participants interact with leading experts in business and education who are there to help participants achieve greater levels of success and recognition. These experts offer candid and unflinching personal stories about their leadership journeys. Participants also exchange ideas with senior executives and peer managers during breakout workshop sessions and the networking lunch. Each year, this annual conference attracts more than 1,000 managers and executives from more than 200 companies.

The MLMS helps participants understand:

- that the future is going to be quite different and that mid-level managers have to be prepared;
- that the economy is changing and so is the definition of success;
- how to be more strategic in managing their careers;
- how to acquire new skills;
- how to discover points where they can consider doing things differently;
- how to take a multidimensional view of one's career and the steps that can be taken to enhance it.

This year's symposium is a one-day professional development seminar designed to help ambitious mid-level managers consider ways to advance their careers. The symposium will showcase six critical areas of development mid-level managers need to examine in the current business landscape:

• **Adversaries or Bedfellows: Six Sigma and Innovation**

Substantial quality and process improvements are being realized in all aspects of business. Six-Sigma is a comprehensive business management strategy and method which uses a set of statistically based quality management methods that when applied correctly creates a special cadre or infrastructure of people within the organization who are experts in applying and sharing these methods. Over the past several decades many organizations have adopted this methodology to enhance and improve their competitiveness. The fundamental basis for its success is the ability to identify and reduce errors, waste, and defects. And then to apply those new and verifiable approaches to eliminate non-value added activities to improve a company's customer base and products.

• **Being Innovative When Your Department Isn't**

Imagine if every person in your department came to work with the belief that their ideas could have an imprint on the future of the organization. Stop imagining and put your ideas into action. Some lines of business exist for ongoing operations and the thought and novelty of incorporating innovation is a foreign concept. Innovation is the responsibility of every leader at every level. Achieving sustained improvement requires commitment from the entire organization. Be inspired to improve your team's performance and help cultivate an environment that fosters innovation and creative leadership.

• **Implementation: The Other Side of Innovation**

It's not enough to have a great idea these days. Many corporations have more ideas than they can develop and push forward to market, and far too many of those promising ideas never become anything more than words on paper. The true innovation challenge isn't coming up with the idea; it's the processes that follow: execution, implementation and delivery. From its inception to its transformation into something useful, much more than the generation of a creative idea is required. The insightful idea must be further shaped and articulated, nurtured, developed, and put into action to make a genuine difference, resulting in better or altered business processes within the organization to contribute to positive changes in the products and services provided to consumers. Creating an idea is inventive. Creating a lasting impact is innovative.

• **Innovating Your Personal Brand**

Would you invest in you? Before you answer "yes", it may be more difficult to answer if done objectively. Regardless of whether you are trying to develop a new product, process, or image, every successful manager must incorporate some degree of practice of innovation into his or her leadership repertoire. You represent the greatest brand of all - - yourself. Regardless of your title or level in your organization, you must see yourself as a world class brand. How others experience you speaks directly to your distinctive label and everything about you - from how you think, act, walk, and talk - reflects that perception. Whether you're reinventing or simply reinvesting, you have to make the commitment to grow your brand. It can be helpful to take a step back and try to examine your current landscape. This session will help jumpstart the process of thinking innovatively about what sets you apart from everyone else and where you should focus your efforts.

• **Positioning Strategic Mentors: Strategies for Minimizing Risk**

Not every great idea makes it to market. Conservatism tends to dominate in many large organizations. Not because organizations are inherently biased against innovation, but rather organizations are typically oriented towards stability. Initially, the odds are stacked against most innovative ideas. But having a positive, persuasive, and collaborative leadership style can significantly minimize the risk associated with your new idea. Identifying key stakeholders—those individuals who will be the most affected by your actions or whose support you will need is a critical early step to successfully implementing your new idea. Strategically positioned mentors can also go a very long way towards helping you understand and overcome resisters. Collect the information which your strategic mentors will find useful and persuasive; marshal your arguments and try to pre-sell your conclusions, recommendations, and innovative solutions.

• **Thinking Differently About How You Think**

The corporate environment is intensely competitive and the stakes are high. If we don't harness our full potential, then we stifle progress and inhibit future discoveries that can lead to amazing possibilities. The mind is the greatest and most dynamic tool you have, and you power it. For true innovation to unfold, it is necessary for you to take a different approach to conceiving and processing information, perceiving ideas, and making decisions. Whether you're focusing your ideation on specific industry problems, corporate challenges, or customer issues, it's perfectly acceptable to leave your comfort zone and think outside the box. You'd be surprised at how pursuing these unfamiliar experiences force you to generate new ideas and solve problems creatively. As leaders, it is up to each of you to contribute to making improvements which can provide your organization and the others around you with the intellectual and emotional energy that can propel you from where you are to where you want to be. Embrace innovation and uncover principles that can be applied to unleash your potential.

Register online at www.elcinfo.com/mlms.html



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The PepsiCo Foundation is the proud founder and lead sponsor of the Mid-Level Managers' Symposium for the 17th consecutive year. We view this as the premier leadership development program for high-achieving people of color. We believe that you will gain enormously from the experiences of the senior business executives, academic leaders, and peers you will meet.



The Principal Financial Group has been a member of The Executive Leadership Council since 2001 and is pleased to be a sponsor of the Mid-Level Managers' Symposium for a 7th year. We congratulate The Council for making this valuable program available.



The ING Foundation is honored to sponsor this year's Mid-Level Managers' Symposium. We support The Executive Leadership Council's commitment to developing African American business leaders and are proud to be affiliated with this prestigious program.

Who should attend:

- All mid-level managers aspiring to the next level of leadership within their organizations.
- Those with at least five years management experience in a corporate or business setting.

Symposium Fees & Deadline:

	ELC Member Companies	Non-Member Companies
General Registration	\$500	\$600
Late Registration <i>(after September 6th)</i>	\$675	\$775
No refunds for cancellations, however, we can substitute participants with a 10% administration fee		

Registration:

Individuals may register online at www.elcinfo.com/mlms.html

Group Registration Process:

1. Call 1.888.551.9366 (Monday – Friday, 9a.m. - 5p.m. EST).
2. Receive invoice and send payment (via check or credit card).

For group registration, please make checks payable to:

The Executive Leadership Council
ATTN: Nichele Lucas
17th Annual Mid-Level Managers' Symposium
1001 North Fairfax Street, Suite 300
Alexandria, VA 22314

3. Forward attendee names to Nichele Lucas at nlucas@elcinfo.com.
4. Receive group registration code and distribute to each attendee.

Attendees use code to complete online registrations at www.elcinfo.com/mlms.html

Organizations that send 50 to 99 participants to the annual Mid-Level Managers' Symposium will receive a 10 percent discount on the group registration fee.

Organizations that send 100 or more participants to the annual Mid-Level Managers' Symposium will receive a 15 percent discount on the group registration fee.

*The ELC must receive the company check before 9/26/2011; otherwise, at the registration desk, attendees will need to present a credit card for payment before they will receive conference materials.



1001 N. Fairfax Street • Suite 300
Alexandria, VA 22314

*If you have any additional questions or concerns
please contact the ELC Institute at:*

+1.703.706.5200 (office) | +1.703.535.6830 (fax)

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Reach Successful Minority Executives THROUGH ADVERTISING

This year, the Institute for Leadership Development & Research will make available a limited number of opportunities for organizations to place advertisements in the 2011 Mid-Level Managers' Symposium (MLMS) Program Book. The MLMS Program Book is distributed to nearly 1,000 program attendees, dozens of attending ELC Member senior executives, and program speakers. In 2010, 84% of the MLMS attendees earned \$100,000 or more and 25% earned \$200,000 or more. Half of the attendees were women; nearly 51% have a master's degree and 97% have a least a bachelor's degree.

The deadline to submit your advertisement is August 15, 2011. All advertisement content must, in some way, reflect your organization's commitment to leadership development and/or diversity. For more information or to place an ad in this year's MLMS Program Book, please contact Damon Williams at (703) 706-5216 or dwilliams@elcinfo.com.