



LEADERSHIP FOR LIFE



RLF IS NEEDED NOW MORE THAN EVER!

MID-ATLANTIC RLF PARTICIPANTS COME OUT OF THE PROGRAM WITH INCREASED:

- Spheres of influence
- Self-awareness and self-confidence
- Ability to collaborate and to connect with others in genuine, inspiring ways
- Communication techniques and strategies
- Facilitation skills
- Understanding of business models and global partnership strategies
- Skills in working across boundaries

Enroll Your Top Talent In The 2022 MID-ATLANTIC RLF

Held In Philadelphia, PA

The Mid-Atlantic RLF isn't just a set of quick workshops, lectures or seminars. The program is:

- A rigorous and highly-experiential "learning lab" fostering long term leadership development through six 2-day in-person sessions unfolding over eight months.
- The cross-fertilization of ideas, experiences and practices to help participants pull from within themselves and each other to blossom in an environment of deep learning.



LEARNING

Deep knowledge is continually cultivated through reading and discussing 25+ books to **analyze and absorb a broad spectrum of important leadership principles.**



EXPERIENTIAL

Participants are immersed in a rich, highly engaging team environment to practice, network and grow, **reaping the benefits of the experiences of everyone in the room.**



ADAPTABILITY

Over 9 months, RLF participants become more **adept at embracing and adapting to change, as a launching point to innovation, creativity and inspiration.**

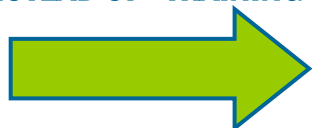


DISCOVERY

RLF is about discovering one's self and a sense of mission — **to assess and adjust one's own performance and vulnerabilities to best lead other people and new situations.**

THE MID-ATLANTIC RLF HAS A PROVEN ABILITY TO DELIVER POWERFUL LEADERSHIP "DEVELOPMENT"

INSTEAD OF "TRAINING"



TRAINING...	DEVELOPMENT...
<input type="checkbox"/> Blends to a norm	<input checked="" type="checkbox"/> Encourages reaching beyond the norm
<input type="checkbox"/> Focuses on technique/content/curriculum	<input checked="" type="checkbox"/> Focuses on self-awareness/self-development
<input type="checkbox"/> Inherently focuses on the present	<input checked="" type="checkbox"/> Inherently focuses on the future
<input type="checkbox"/> Adheres to standards	<input checked="" type="checkbox"/> Focuses on maximizing potential
<input type="checkbox"/> Emphasizes process transactions	<input checked="" type="checkbox"/> Emphasizes professional transformation
<input type="checkbox"/> Focuses on the role	<input checked="" type="checkbox"/> Focuses on the person
<input type="checkbox"/> Maintains status quo	<input checked="" type="checkbox"/> Catalyzes innovation and growth
<input type="checkbox"/> Encourages compliance	<input checked="" type="checkbox"/> Encourages distinctiveness
<input type="checkbox"/> Emphasizes lines of reporting	<input checked="" type="checkbox"/> Expands spheres of influence
<input type="checkbox"/> Focuses on the knowns	<input checked="" type="checkbox"/> Explores the unknowns
<input type="checkbox"/> Places people in a comfort zone	<input checked="" type="checkbox"/> Moves people beyond comfort zones
<input type="checkbox"/> Is finite	<input checked="" type="checkbox"/> Is infinite



Recent Sponsors Include:

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- Ahold
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- Campbell Soup Company
- Carestream Health
- CarMax, Inc.
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- Constellation Brands
- CVS / Aetna
- Dollar Financial Group Inc.
- FEMA
- FINRA
- FRTIB
- Howard Hughes Medical Institute
- Integra LifeSciences Corporation
- International Monetary Fund
- Janssen Research & Development
- Molina Healthcare
- Morgan Lewis
- Mylan
- NASA / Goddard Space Flight Center
- Pfizer
- Smithfield Foods, Inc.
- Temple University Health System
- Thompson Hine LLP
- Tompkins Financial Corp
- WIL Research

Sessions will be held at the Union League Liberty Hill in Lafayette Hill, PA



The RLF fee includes:

- All meetings, materials and activities throughout the eight-month Mid-Atlantic RLF program
- All breakfasts, lunches and refreshments
- Inclusion in a national program learning event for all 2022 RLF graduates
- Individual national SIM membership for each graduate during the 2023 calendar year

The RLF fee is \$8,850 for SIM members

or

\$9,350 for non-SIM members

An additional \$500 Early Registration Discount is also available if paid by December 13, 2021

Please contact:

- Madeline Weiss (madeline.weiss@verizon.net)
- George Brenckle (george.brenckle@gmail.com)
- Margot Carleton (MargotCarleton@gmail.com)

EXPERT FACILITATORS LEAD THE MID-ATLANTIC RLF PROGRAM

The number of facilitators will depend upon the size of the 2022 class. Scheduled facilitators include:



Dr. Madeline Weiss is President of Weiss Associates, Inc., a consulting firm specializing in strategy and change, particularly related to information management and technology. Utilizing her experience of over 30 years in management, organization strategy and change, and information technology, she consults for business, government, universities, and professional organizations. She is Program Director of SIM's Advanced Practices Council and has been an officer of SIM. Madeline has been an RLF facilitator since 1994. She develops and conducts internal leadership programs for organizations as well.



Dr. George Brenckle has been in working in healthcare information technology for the past 30 years. Most recently, he served as Senior Vice President and CIO of UMass Memorial Healthcare. In this role, he was responsible for all information services, telecommunications, and biomedical engineering support to the health system, and led the health system's transformation from an organization that was primarily paper-based to one that is primarily electronic. In 2009, the Mass Technology Leadership Council recognized him as CIO of the Year. Computerworld Magazine included him as one of the Top 100 CIO's nationally for 2013. Dr. Brenckle is married (34 years) and the father of three boys, aged from 27 to 22.

2022 MID-ATLANTIC RLF CURRICULUM

SESSION 1: FEBRUARY 8-9, 2022

"Knowing Yourself & Others"

Learning objectives
Getting to know each other
Adaptive capacity
Successful leadership behaviors
Legacy of leaders
Risks of making assumptions
Seeing in new ways
Support and challenge groups

SESSION 2: MARCH 29-30, 2022

"Engage Others By Creating Shared Meaning"

Articulating vision, purpose, meaning
Making presentations to executives
Influencing others using MBTI
Holding crucial conversations
Learning from crucibles
Navigating in a global world
Life mission I

SESSION 3: MAY 17-18, 2022

"Leading With Integrity"

Saying "no"
Virtual leadership
Risk-taking
Finding your "true north"
Increasing impact through neuroscience knowledge
Improv workshop
Life mission II

SESSION 4: JULY 12-13, 2022

"Develop Leaders"

Strategy development
Managing up and across
Managing transitions
Increasing emotional intelligence
Handling highly political situations
Lessons from successful CIOs
Dealing with fear
Life mission III

SESSION 5: SEPT. 13-14, 2022

"Get Results"

Creating high-performance work teams
Influence actions / achieve results
Listening mindfully
Conflict resolution
Working in a diverse environment
Win as much as you can
Life mission IV

SESSION 6: NOVEMBER 8-9, 2022

"Lifelong Learning"

Mentoring
IT's role as a business partner
Bringing one's whole self to work
Growing into possibilities
Encouraging everyone's contributions
Lessons from successful CIOs
Life mission V

