



**RLF IS NEEDED NOW  
MORE THAN EVER ...  
TO PRODUCE TOP-QUALITY LEADERS  
BEST EQUIPPED FOR TODAY'S WORLD**

## Enroll Your Top Talent In The 2023 MID-ATLANTIC RLF

**Held In Philadelphia, PA**

### 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

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

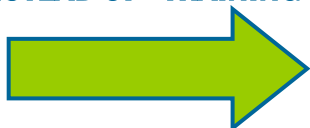
Over 9 months, RLF participants become more **adept at embracing and adapting to change, as a launching point to innovation, creativity and inspiration.**



#### 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"**



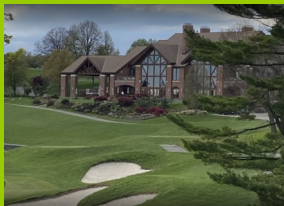
TRAINING...	DEVELOPMENT...
<input type="checkbox"/> Blends to a norm	<input checked="" type="checkbox"/> Encourages reaching beyond the norm
<input type="checkbox"/> Focuses on technique/content/curriculum	<input checked="" type="checkbox"/> Focuses on self-awareness/self-development
<input type="checkbox"/> 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:

- Aon Affinity
- Ahold
- Air Products and Chemicals, Inc.
- Amtrak
- Arkema, Inc.
- Armstrong World Industries, Inc.
- Breakthru Beverages
- Bristol Myers Squibb
- Campbell Soup Company
- Carestream Health
- CarMax, Inc.
- Chubb Group of Insurance Companies
- Computer Aid, Inc.
- 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
- Individual national SIM membership for each graduate in the SIM Chapter of their choice during the 2024 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 XXXXXX, 2023

### VISIT OUR WEBSITE:

[rlfleadership.com/mid-atlantic-rlf](http://rlfleadership.com/mid-atlantic-rlf)

Please contact:

- Madeline Weiss (madeline.weiss@verizon.net)
- George Brenkle (george.brenkle@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 2023 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 Brenkle** 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. Brenkle is married (34 years) and the father of three boys, aged from 27 to 22.

## 2023 MID-ATLANTIC RLF CURRICULUM

### SESSION 1: FEBRUARY 8-9, 2023

#### "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, 2023

#### "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, 2023

#### "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, 2023

#### "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, 2023

#### "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, 2023

#### "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



Cancellation Policy: If cancellation is necessary, notification must occur 30 days prior to program start.