

Leadership Institute Alumni Summit

July 13-15, 2021 - A Virtual Experience

Each session will be active, engaging, fast-paced, high energy and packed with information participants can use immediately.

Sessions

July 13 **Refining Your Leadership Skills** with Eric Herdman

In this session, you will learn to:

- Define and clarify your vision in a way that inspires your team
- Expertly communicate that vision tailoring the message to really connect
- Help them prioritize based on the short-term and long-term vision
- Get them all working toward the same goal to increase their effectiveness exponentially
- Motivate individual team members to achieve your – and their vision.

July 14 **Refining Your Conflict Management** with Laurie Richards

In this session you'll learn:

- Eight primary causes of conflict that can be easily avoided without losing productivity
- A four-step system to plot the course through a conflict while improving the working relationship (or really any relationship)
- Two criteria to consider before creating conflict
- Tips for making conflict work for you and the team.

July 15 **Boosting the Team's Morale** with Laurie Richards

You'll learn to:

- Predict the morale cycle you and your team will encounter – not just through the pandemic but through weather tragedies, market challenges, and personal ups and downs
- Expertly navigate through each stage to boost morale at every level
- Use small – but powerful – techniques at the right time to boost morale at work, at home and in your community.

Your Experts

ERIC HERDMAN

Eric Herdman is an accomplished motivator and facilitator. His audiences respond to his approaches to increase productivity, upgrade performance, strategically position business, and get more from their teams.

He works with individuals, small business professionals, association leaders, and Fortune 100 companies to help them lead themselves and others to achieve results.

Eric's style is engaging, powerful, focused on results, and full of real-life examples that connect with participants. He brings his performance secrets as a business leader and fitness expert as he moves audiences from being busy to being effective. He can help you and your team lead, persevere, endure, and win--- and he'll help you do the same.



LAURIE RICHARDS

Laurie grew up on a farm in South Dakota and has worked with thousands of farmers, executives, sales and marketing professionals, technical experts, and other leaders helping them effectively tell their stories and improve communication at every level.

Known for her practical, interactive, strategic, and entertaining approach, Laurie helps leaders execute outcome-based communication, upgrade customer service, improve customer satisfaction, diminish conflict, and improve everyday communication to directly affect the bottom line.

Her clients span across the business spectrum – from individuals, to small business professionals, to association leaders, to Fortune 100 executives around the world including the National Potato Council and many other agricultural associations, crop protection companies, livestock feed companies, government organizations, and more.



Registration information will be available in March 2021.



*Growing people
who grow potatoes*

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