

SNPA Leadership Academy

**Mastering the Inner Game
Poynter Institute, St. Petersburg, Fla.
July 29-Aug. 1, 2019**

Monday, July 29

Day 1: **LEAD, DON'T LAMENT**

4:00 p.m. Gather at Poynter for opening presentation: The theme will be what one U.S. president called “the vision thing.” We’ll look at the difference between leaders who set a course for themselves and their companies, and those that career from problem to problem.

6:00 p.m. Drinks and dinner as a group w/keynote speaker

Tuesday, July 30

Day 2: **FINDING YOUR INNER GAME – AND VOICE AS A LEADER.**

9:00 a.m. Your ViewPoynt Feedback: Considering your own view of how you lead and understanding how others see your leadership.

10:30 a.m. Break

10:45 a.m. Leadership habits: What you need to know about changing yourself and your organization. Exploring the “red zone” – reconciling the gap between where you want to go and where your team (and your company) may be headed.

12:30 p.m. Working lunch and presentation: “Essentialism: the disciplined pursuit of less” – a program to help you set priorities for yourself, rather than let others set them for you.

1:30 p.m. Ethical Leadership; MeToo and Diversity: Presentations on some of the toughest issues that not only have to be made right, but will hold back your company if not addressed.

3:15 p.m. Break

3:30 p.m. Performance Driven Change Part I: The basics. A look at the principles behind the McKinsey consultants’ program on how leaders who set goals and then change behaviors find more lasting success on initiatives than those that start with top-down decision-driven directives.

5:15 p.m. Wrap up and Adjourn (Evening free, dinner on your own.)

Wednesday, July 30

Day 3 BE A CREATOR – FOR YOUR COMPANY AND YOUR MARKET

9:00 a.m. Putting together teams that understand content, sales and marketing. What the experts say on coaching and recruiting.

10:45 a.m. Group Photo in the Great Hall, then Break

11:00 a.m. The New Entrepreneur: Expand your company’s portfolio by creating enterprises within the larger fold. We’ll explore creative partnerships and best practices.

12:15 p.m. Lunch

2:00 p.m. Performance Driven Change Part II: The Challenge. Write a business challenge for your organization and consider strategies to go after it.

3:30 p.m. Break

3:45 p.m. Believe in a bigger future: the old days are over and we need to embrace new audiences. Case studies on those who have widened the field of vision on how to serve audiences with your great brand, but in new ways.

5:30 p.m. Wrap up and Adjourn. We’ll have dinner together.

Thursday, August 1

Day 4 A NEW KIND OF LEADER FOR A NEW KIND OF COMPANY

9:00 a.m. Setting strategic priorities for your company and yourself going forward. Scrub your “challenges” in small group workshops, led by faculty.

10:30 a.m. Break

10:45 a.m. The Ultimate debrief: common lessons and a discussion about the future of media.

12:15 p.m. Lunch and final thoughts.