

**Mastering the Inner Game:  
An SNPA Leadership Academy  
July 29-Aug. 1, 2019  
Poynter Institute, St. Petersburg, Fla.**

All sessions in the Dunlap seminar room unless otherwise noted.

**Monday, July 29**

4:00 p.m. We start at the University of South Florida Business School with Elliott Weiser, who is an expert at focus groups and a media entrepreneur. He will lead all of the participants through a focus group exercise. Participants will get to know each and talk about their common goals and obstacles. We debrief the conversation and learn about focus groups and how they can be used to reach new audiences in your local markets.

6:00 p.m. Drinks and dinner as a group with a conversation with the architects of the Baton Rouge purchase of the New Orleans Times Picayune. How they decided to take over their competitor with print and digital practices. We've invited John D. Georges, owner and CEO.

**Tuesday, July 30**

9:00 a.m. ViewPoynt Feedback: Considering your own view of how you lead and understanding how others see your leadership. Participants will get a 360 review from their colleagues about their leadership and response to change before arriving at Poynter.

10:30 a.m. Break

10:45 a.m. How to handle difficult conversations and internal conflict. Nothing affects a culture more than a leader's ability and willingness to be direct and candid with staff members. Cheryl Carpenter.

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. Neil Brown

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. Poynter Faculty member Kelly McBride, president of the Craig Newmark Center for Ethics.

3:15 p.m. Break

3:30 p.m. Putting together teams that understand content, sales and marketing. What the experts say on coaching and recruiting. Karen Andreas, regional publisher of the North of Boston Media Group.

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

### **Wednesday, July 30**

9:00 a.m. Performance challenge Part 1: 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. Cheryl and Neil

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 and new audiences. Tampa Bay Times executives Bruce Faulmann and Joe DeLuca.

12:15 p.m. Lunch

2:00 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. Rick Edmond, Poynter's media and innovation writer.

3:30 p.m. Break

3:45 p.m. Performance challenge, Part 2: Taking what you've learned about performance management and build a challenge statement for yourself or you company. Neil and Cheryl

5:30 p.m. Wrap up and Adjourn. We'll have dinner together. Our speaker: Rob King, senior vice president of ESPN, who shares how your challenge and frustration with your job can become a positive force for reframing your role in innovation.

### **Thursday, August 1**

9:00 a.m. Individual coaching for each participant from faculty members who have read participants' feedback and reviewed their challenge statements.

9:45 a.m. Time to share your challenge statement and get feedback from your peers.

10:30 a.m. Break

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

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