

# Betsy Magness Leadership Institute

## Class 40 and Class 41



## Provide BMLI Overview

## Discuss Orientation Week

# Congratulations



**2019/2020  
BMLI Classes  
40 and 41!**

# The WICT BMLI Team



**Maria E. Brennan, CAE**  
President & CEO



**Joanna Dees**  
VP, Educational Programs



**Megan Marksberry**  
Program Manager



**Lillian Andemicael**  
Program Coordinator

# Partnership with CCL



## EXPERIENCE

Four decades in leadership education; we work with 70,000 leaders across 3,000 organizations on a yearly basis.

**FOCUSED EXCLUSIVELY  
ON LEADERSHIP  
EDUCATION**



## EXPERTISE

500 faculty & coaches and nearly two dozen full-time researchers worldwide; network of over 600 leadership coaches

**NOT-FOR-PROFIT  
COMPANY COMMITTED  
TO RESEARCH-BASED  
DEVELOPMENT**



## GLOBAL REACH

Offices on six continents working with clients from more than 160 countries

**BREADTH OF GLOBAL  
UNDERSTANDING**



## REPUTATION

Only organization in the world to Rank Top 10 in the Financial Times Executive Education rankings for 17 consecutive years

**PROVEN AND CUTTING  
EDGE RESULTS THAT  
MATTER**

## Purpose:

**The BMLI experience is designed to elevate women leaders in the cable industry.**

## Learning Outcomes:

- Build a network to strengthen your career and the industry
- Increase self-awareness
- Lead with purpose and confidence
- Strengthen leadership skills (vision, strategic mindset, teambuilding, personal brand, communications and feedback, etc.)
- Increase stamina and resilience
- Develop a leadership plan



# Curriculum



|                                                               |                                                                                                                                                                                                                       |                                                                                     |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>Leading Self<br/>(Session 1)</b>                           | <ul style="list-style-type: none"> <li>• Leadership Assessment</li> <li>• Leadership Exploration</li> <li>• Coaching and Development Plans</li> </ul>                                                                 | <b>Greensboro, NC</b><br><b>Class 40: Sep 29-Oct 4</b><br><b>Class 41: Oct 6-11</b> |
| <b>Navigating Career Challenges<br/>(Session 2)</b>           | <ul style="list-style-type: none"> <li>• Boundary Spanning - COMBINED CLASSES (CCL)</li> <li>• Gender Equity in Workplace (Susan Jin Davis)</li> <li>• Understanding the Career Marketplace (Carlsen Rscs)</li> </ul> | <b>Atlanta, GA</b><br><b>Both Classes:</b><br><b>November 20-21</b>                 |
| <b>Building Personal Brand and Communications (Session 3)</b> | <ul style="list-style-type: none"> <li>• Exec Presentations &amp; Communication (Speakeasy)</li> <li>• Managing Your Leadership Brand (SLLG)</li> </ul>                                                               | <b>Ft. Lauderdale, FL</b><br><b>Both Classes:</b><br><b>January 13-14</b>           |
| <b>Leading Teams Strategically<br/>(Session 4)</b>            | <ul style="list-style-type: none"> <li>• Strategic Mindset (CCL)</li> <li>• High-Performing Teams (Yarbrough Group)</li> </ul>                                                                                        | <b>San Diego, CA</b><br><b>Class 40: March 3-4</b><br><b>Class 41: March 4-5</b>    |
| <b>Leading with Purpose<br/>(Session 5)</b>                   | <ul style="list-style-type: none"> <li>• Envisioning Your Leadership Future (CCL)</li> </ul>                                                                                                                          | <b>Savannah, GA</b><br><b>Class 40: May 18-19</b><br><b>Class 41: May 20-21</b>     |

# Session #1: Orientation



**Sara King**



**LD Bennett**



**Mary Barry**



**Sharon  
McDowell  
Larsen**



**Shelby Henderson**

## Leading Self

- Leadership Assessment
- Leadership Exploration
- Coaching and Development Plans



## Center for Creative Leadership

### Greensboro, NC Campus

Class 40: September 29 - October 4

Class 41: October 6 - 11



# Session #2

## Navigating Career Challenges

- Boundary Spanning (combined classes)
- Gender Equity in the Workplace
- Understanding the Career Marketplace



**LD Bennett**



**JW Marriott Buckhead  
Atlanta, GA**

**November 20 – 21, 2019**



**Terri Thompson**



**Susan Jin Davis**

# Session #3



**Terri Nimmons**  
Stone Lake  
Leadership Group



**Alesia Latson**  
Stone Lake  
Leadership Group

## Building Personal Brand and Communications

- Executive Presentations & Communication
- Managing Your Leadership Brand



**Pelican Grand Beach Resort**  
**Fort Lauderdale, FL**  
**January 13-14, 2020**



**Paula Hamilton,**  
**M.Ed., CCC-SLP**  
**Speakeasy, Inc.**

# Session 4



**Elaine Yarbrough, PhD**  
The Yarbrough Group

## Leading Teams Strategically

- Strategic Mindset
- High-Performing Teams



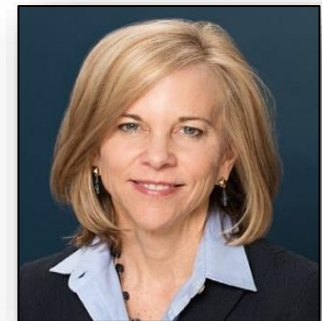
**Rancho Bernardo Inn**  
**San Diego, CA**  
Class 40: March 3-4  
Class 41: March 4-5



**Cindy McLaughlin**  
Center for Creative Leadership



**Lindsay Burr, M.S.**  
The Yarbrough Group



**Sara King, M.S. Ed.**  
Center for Creative Leadership



# Session #5: Graduation



**Sara King, M.S. Ed.**



**LD Bennett, PhD**



**Sharon McDowell  
Larsen, PhD**



**Mary Barry, PhD**

## Leading with Purpose

- Reflecting on Your BMLI Experience
- Envisioning Your Leadership Future



**Perry Lane  
Savannah, GA**  
Class 40: May 18-19  
Class 41: May 20-21

# QUESTIONS & ANSWERS



# Assessments and Pre-Program Work



## For Session 1: Leadership Exploration

*Estimated time to complete: 6 hours*

- Benchmarks for Managers® (self plus others)
- Participant Background Form
- Autobiographical Summary
- Myers Briggs Type Indicator (MBTI®)
- Fundamental Interpersonal Relations Orientation Behavior (FIRO-B®)
- Health and Physical Activity Questionnaire
- Senior Executive Conversation
- Direct Boss Conversation

## For Session 2: Navigating Career Challenges

*Estimated time to complete: 1.5 hours*

- Optional: Implicit Association Test (Self)
- Online course: Battling and Beating Gender Bias

## For Session 3: Brand & Communication

*Estimated time to complete: 4 hours*

- Personal Brand Survey (self plus others)
- Identify Topic for Short Presentation
- Online course: Code Your Life for Confidence
- Optional: Pre course readings/video

## For Session 4: Strategic Leadership

*Estimated time to complete: 20 minutes*

- Influence Style Indicator (Self)

## For Session 5: Leadership Purpose

*Estimated time to complete: At own pace*

- Optional: Revisit MBTI®, FIRO-B®, Health Assessments, Benchmarks for Managers®, Coaching Session, etc.

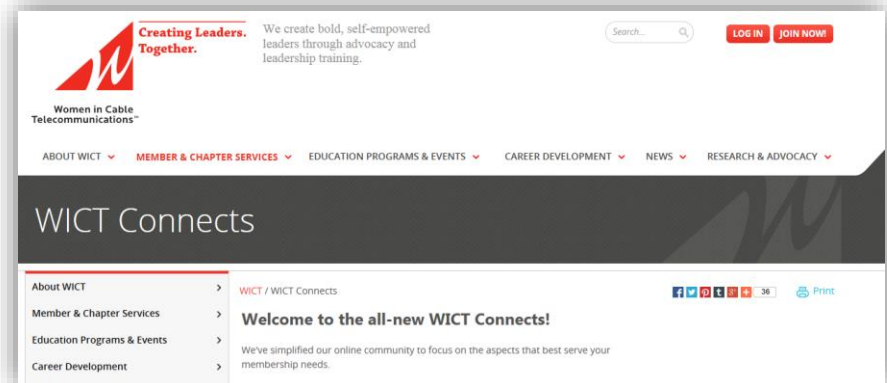


## Your Resource for BMLI Materials and Information

A shared interest group will be created for your class: BMLI Class 40. This is where WICT will post program materials and other information useful to you as you go through the program.

Use WICT Connects to:

- Connect with fellow classmates
- Download program materials
- Upload photos
- Engage in discussions



You have each been added to WICT Connects. To learn more and begin using it visit [www.wict.org](http://www.wict.org), drop down the menu under Member & Chapter Services and select, WICT Connects. You will see your WICT Connects Groups listed on the page and in the left-hand navigation box.

# Preparing for Your Sessions



## A Few Reminders:

- Come Ready to Learn
- Stay the Full Session
- Bring Layers/Sweaters
- Take Advantage of Fitness Facilities & Activities

## Additional Notes:

- You will experience each of the five sessions with your respective classes. One half-day of the November session will be experienced together with your companion BMLI class.
- Update WICT on any changes in your title, contact information, assistant changes, etc.
- Communications regarding program content and logistics will come from the WICT team.

WICT has worked diligently to select the right hotels and establish room blocks for BMLI.

## A Few Reminders:

- WICT has secured a preferential guest room rate at each location, which is available until the cut-off dates, listed in the Travel Overview document.
- **Book as early as possible.**
- If you book outside of the room block, please let WICT staff know.
- For your orientation session **only**, CCL has made your hotel room reservations for you at the O.Henry Hotel.

<https://www.wict.org/home/bmli-class-40-travel-information/>

# Orientation Week



# Program Schedule



| Monday                                                                          | Tuesday                                                                         | Wednesday                                                                                                       | Thursday                                                                     | Friday                                                              |
|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------|
| 6:05 Health Testing                                                             | 6:05 Fitness at Hotel                                                           | 6:05 Fitness at Hotel                                                                                           | 6:05 Fitness at Hotel                                                        |                                                                     |
| 8:25 Bus Departs for CCL                                                        | 8:25 Bus Departs for CCL                                                        | 8:00 Bus Departs for CCL                                                                                        | 8:00 Bus Departs for CCL                                                     | 8:00 Bus Departs for CCL                                            |
| <ul style="list-style-type: none"> <li>The Context in Which You Lead</li> </ul> | <ul style="list-style-type: none"> <li>Building Effective Networks</li> </ul>   | <ul style="list-style-type: none"> <li>Fit to Lead</li> </ul>                                                   | <ul style="list-style-type: none"> <li>Consolidation and Feedback</li> </ul> | <ul style="list-style-type: none"> <li>Taking It Forward</li> </ul> |
| Lunch                                                                           | Lunch                                                                           | Lunch                                                                                                           | Lunch                                                                        | Close at noon                                                       |
| <ul style="list-style-type: none"> <li>Who You Are as a Leader</li> </ul>       | <ul style="list-style-type: none"> <li>Envisioning the Future as CEO</li> </ul> | <ul style="list-style-type: none"> <li>Putting Learning into Action</li> <li>Your Leadership Journey</li> </ul> | <ul style="list-style-type: none"> <li>Consolidation and Feedback</li> </ul> |                                                                     |
| Group Walk                                                                      | Evening on Your Own                                                             | Evening on Your Own                                                                                             | Dinner at Local Restaurant                                                   |                                                                     |

# Assessment for Development



## Self plus raters:

- Benchmarks for Managers®

## Self only:

- Participant Background Form
- Autobiographical Summary (*special instructions*)
- Myers Briggs Type Indicator® Instrument (MBTI®)
- Fundamental Interpersonal Relations Orientation-Behavior (FIRO-B®)
- Health and Physical Activity Questionnaire

## Meetings to Set:

- Senior Executive Conversation
- Direct Boss Conversation



# Benchmarks for Managers 360®



- **Benchmarks for Managers 360® Assessment**
  - Purpose: To provide you with feedback from a variety of raters regarding strengths, developmental needs and work style.
  - Action: Select raters in 5 categories to provide feedback.
  - Action: Complete your self-assessment (should take no more than one hour)
- You will receive your 360 report in class and will be able to debrief it with your CCL executive coach.

## Feedback Report Prepared for **Pat Sample**

30 June 2015

In addition to your self-ratings, this report includes your ratings from:

|   |                |
|---|----------------|
| 1 | Boss           |
| 1 | Superior       |
| 4 | Peers          |
| 3 | Direct Reports |
| 1 | Others         |

---

10 All Raters

Upper Manager Norm Group

Private Sector

# Rater Types



## Benchmarks for Managers 360® Rater Selection Process

| Rater Type                 | Definition                                                                    | How many individuals should you invite to provide feedback?                                                                                                   |
|----------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Boss</b>                | Person you report directly to                                                 | <b>Must</b> select <b><u>1 rater</u></b>                                                                                                                      |
| <b>Superior</b>            | Person of senior level you may not directly report to                         | Recommend you select <b><u>1 - 2 raters</u></b> (or more)                                                                                                     |
| <b>Peer/<br/>Colleague</b> | Person you work closely with and is at a similar level to you                 | Recommend <b><u>4 - 5 raters</u></b> (or more)<br><i>*3 of more rater responses are required in order to generate specific peer/ colleague report results</i> |
| <b>Direct<br/>Report</b>   | Person who directly reports to you                                            | Recommend <b><u>4 – 5 raters</u></b> (or more)<br><i>*3 of more rater responses are required in order to generate specific peer/ colleague report results</i> |
| <b>Other</b>               | Other individual such as a customer, project team member, board members, etc. | Recommend you select <b><u>3 raters</u></b> (or more)                                                                                                         |

## The best raters for a 360 are usually people who:

- ✓ Interact with you frequently
- ✓ See you use the behaviors being rated
- ✓ Diverse perspectives

# Frequently Asked Questions



- **What is the best way to notify raters to participate?**

Send an email ahead of time

- **What if I have two bosses?**

Designate one person as Boss and one person as Superior.

- **What if I only have two direct reports?**

Think of a former direct report who would be willing to complete the survey.

- **Who should I select for the Other category?**

The Other category is optional. You can choose clients, partners, team members from a specific project team, etc.

# Session 3 Pre-Work



## Branding Rater Guidelines

- This is a confidential, anonymous survey.
- It will take responders 10 to 15 minutes to complete.
- To manage concerns about survey fatigue among your contacts, we recommend informing CCL 360 feedback raters at the outset if you plan to invite them to participate in this separate assessment that will be available in December.

| Rater Type | Definition                                                                                                               | How many? |
|------------|--------------------------------------------------------------------------------------------------------------------------|-----------|
| Internal   | Boss, Superior, Peer, Direct Report                                                                                      | 5-6       |
| External   | Direct report contacts in other business units, clients, or contacts across the industry or community who know your work | 3-4       |

Two Important Meetings to Set:

- **Senior Executive Conversation**
- **Direct Boss Conversation**

Bring notes from these meetings to the program.  
You do not need to send anything in ahead of time.



# Additional Notes



- **Pre-work due date:**
  - Friday, August 23
- **Status of pre-work:**
  - Access the IAS system to see the status of your pre-work, and
  - WICT will contact you to share status of missing data.
- **Length of time for pre-work:**
  - Approximately 6 hours
- **Confidentiality:**
  - Only your CCL coach and training staff will have access to your results.

# Logistics for Orientation Week



- **O.Henry Hotel:** block of rooms reserved
- **Piedmont Triad International Airport:** hotel has a shuttle so no need to rent a car
- **Distance:** hotel is 15 minutes from the airport and 15 minutes from CCL
- **Program opening:** Sunday evening at 6:00 pm at the hotel; drinks and heavy hors d'oeuvres provided
- **Program closing:** Friday at 12:00, book flights **no earlier than 2:00 pm**
- **Business casual to casual dress:** bring layers for classroom
- **Fitness clothes:** morning sessions and Wednesday at CCL
- **Intense week:** prepare your team to take care of things in your absence... **no time for work or conference calls during the day**

# Key Program Contacts



## For BMLI Program:

**Joanna Dees**

WICT VP, Educational Programs

[jdees@wict.org](mailto:jdees@wict.org)

202-827-4778

## For Orientation Pre-work:

**Tess Blakeney**

CCL Client Services Group

[blakeneyt@ccl.org](mailto:blakeneyt@ccl.org)

336-545-2810 option 2

## For Hotel or Logistics Questions:

[events@wict.org](mailto:events@wict.org)

202-827-4789

# QUESTIONS & ANSWERS

