



# Philadelphia

The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	<b>AUTHENTIC LEADERSHIP FOR WOMEN</b>		
FACULTY	MS. ROBIN GERBER		
LOCATION	Springfield Country Club 400 West Sproul Rd., Springfield, PA 19064 (610) 690-7600	DATE	Wednesday, November 10, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

## TIME TOPICS

15%	<b>Understanding Authenticity</b> • What is authenticity and when do you feel authentic as a leader • Steps for finding and building authenticity
20%	<b>The elements of developing self-knowledge</b> • Tools for personal assessment • Values, principles and ethics
15%	<b>External pressures</b> • Conventional wisdom and expectations • Stereotypes and negative reinforcing feedback
10%	<b>Internal Drivers</b> • Purpose and passion • Defining and accepting your leadership role and style
20%	<b>Self-discipline and taking personal responsibility</b> • The power of persistence • Passing the “mirror” and “cable news” test
20%	<b>Taking the continuous journey</b> • Developing yourself as you develop others • Handling workplace challenges with authenticity

## SEMINAR DESCRIPTION

If you are like many successful leaders you didn't have years of preparation and training before assuming a leadership role. Stepping into unfamiliar leadership territory, you will be tempted to emulate styles and actions of leadership that may hamper, rather than enhance your success. Influential and successful leaders like Eleanor Roosevelt or Washington Post publisher, Katharine Graham, were true to their core values and beliefs. They led through personal conviction, gaining power beyond their formal authority. Participants will examine their personal value propositions, assess their strengths and identify their leadership style. Questions and practice sessions will focus on leadership challenges drawn from participants' experience. Participants will leave this session empowered to be authentic leaders.

## FOR RESERVATIONS

**Joseph Paesani, FSA**  
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**FACULTY**



**MS. ROBIN GERBER** is the author of several books including *Leadership the Eleanor Roosevelt Way: Timeless Strategies from the First Lady of Courage* (Penguin/Portfolio, 2002) and *Katharine Graham: The Leadership Journey of an American Icon* with a foreword by Jim Collins, author of *Good to Great* (Penguin/Portfolio, October, 2005). Her novel *Eleanor vs. Ike* (Harper/Avon, January, 2008) imagines Eleanor Roosevelt as a candidate for President. In early 2009, her biography of Mattel founder and Barbie doll creator Ruth Handler will be published by Harper/Collins. Ms. Gerber's books are used in leadership development courses and corporate programs across the United States. She is also a lawyer and senior faculty for the Gallup Organization, and a senior fellow in Executive Education at the Robert H. Smith School of Business, University of Maryland, College Park. She is a national commentator on women, leadership and politics. Her opinion pieces appear frequently in national newspapers and she writes one of the most popular columns for *Reader's Digest*, "You Be the Judge." She is an inspirational keynote speaker on leadership development, using moving stories from the lives of Eleanor Roosevelt, Katharine Graham and other great leaders to illustrate leadership lessons. Her clients include Bank of America, IBM, Marriott, Legg Mason, JP Morgan/Chase, Freddie Mac, Aetna Information Services, the AARP, Lee Hecht Harrison, Giant Food, The Culinary Institute, West Point, the U.S. Forest Service, the Council for Excellence in Government, The 3rd Quality Conference of the European Union, and many universities, colleges, girls' schools, nonprofits and government agencies. Prior to becoming an author, Ms. Gerber practiced law in Washington, D.C. and worked on Capitol Hill. She has studied and written about leadership development since 1975.

**GUIDE TO PARTICIPANT SELECTION**

SENIOR EXECUTIVE  
(Pres, Exec & Sr. VP)  
EXECUTIVE  
(VP & General Mgr)  
SENIOR MANAGER  
(Div. & Reg. Mgrs)  
MIDDLE MANAGER  
& SUPERINTENDENTS

3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	3	3	3	2	2	2	3	3	3	3	3	3	2
1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	1	1	1	1	2	2	2	2	2	2	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Ping	Pchsg	R&D	Sales	

**APPLICABILITY**

"1" indicates primary target audience  
 "2" indicates a good fit if the level of material is appropriate  
 "3" indicates (in the opinion of the Institute and faculty) limited applicability.

**FOCUS**

PRIMARY

**LEADERSHIP DEVELOPMENT:**

Adaptability, Commitment, Communication, Decisiveness, Developmental Perspective, Empathy, Initiative, Interpersonal Relations, Judgment, Motivation

SECONDARY

**EXECUTING/CONTROLLING/EVALUATING:**

Coordination, Decision Making, Direction, Use of Authority

TERTIARY

**PLANNING/ORGANIZING:**

Developing Specific Plans, Evaluating Alternative Solutions, Problem Identification, Selecting and Organizing Information

**LEVEL**

Introductory  Intermediate  Advanced