

Launch For Leaders Course Agenda

DAY // 01

Welcome/Objectives/Introductions	9:00 – 9:15
What Great Agency Leaders Do	9:15 – 9:30
Read Case: Section 1	9:30 – 10:00
Case Review: Section 1: What's happened so far?	10:00 – 10:30
Break	10:30 – 10:45
DiSC for Leaders Debrief	10:45 – 12:30
Lunch	12:30 – 1:30
Team Breakout – Read Case Section 2: What's working/not working and why?	1:30 – 2:30
Team Presentations/Discussion	2:30 – 3:30
Break	3:30 – 3:45
Read Case: Part 3	3:45 – 4:00
Team Breakout: Prepare an analysis of Simcox's leadership	4:00 – 4:30
Team Presentations & Discussion	4:30 – 5:30

DAY 1102

Welcome/Objectives/Introductions	9:00 – 9:15
Read Case: Section 4	9:15 – 9:30
Team Breakout: Develop presentation for Sneed, Rumba & Jones on how to move the business in the right direction	9:30 – 10:45
Break	10:45 – 11:00
Team Presentations	11:00 – 12:30
Lunch	12:00 – 12:30
Hiring/Building A High Performance Team	12:30 – 1:00
Driving Agency Profitability	1:00 – 1:30
Communicating/Listening /EQ As Leaders	1:30 – 2:00
Break	2:00 – 2:30
Driving Growth For An Agency	2:30 – 3:00
Selling Transformational Ideas To Clients	3:00 – 3:30
Feedback/Difficult Conversations/Conflict	3:30 – 4:00
Key Lessons Learned/Action Planning/Accountability	4:00 – 5:00
Adjourn	5:00