RLF IS NEEDED NOW MORE THAN EVER

Enroll Your Top Talent In The
2021 MID-ATLANTIC RLF
Held In Philadelphia, PA

The Mid-Atlantic RLF isn’t just a set of quick workshops, lectures or seminars. The program is:

- A rigorous and highly-experiential “learning lab” fostering long term leadership development through six 2-day in-person sessions unfolding over eight months.
- The cross-fertilization of ideas, experiences and practices to help participants pull from within themselves and each other to blossom in an environment of deep learning.

LEARNING
Deep knowledge is continually cultivated through reading and discussing 25+ books to analyze and absorb a broad spectrum of important leadership principles.

EXPERIENTIAL
Participants are immersed in a rich, highly engaging team environment to practice, network and grow, reaping the benefits of the experiences of everyone in the room.

ADAPTABILITY
Over 9 months, RLF participants become more adept at embracing and adapting to change, as a launching point to innovation, creativity and inspiration.

DISCOVERY
RLF is about discovering one’s self and a sense of mission — to assess and adjust one’s own performance and vulnerabilities to best lead other people and new situations.

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<thead>
<tr>
<th>TRAINING...</th>
<th>DEVELOPMENT...</th>
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<tbody>
<tr>
<td>□ Blends to a norm</td>
<td>□ Encourages reaching beyond the norm</td>
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<td>□ Focuses on technique/content/curriculum</td>
<td>□ Focuses on self-awareness/self-development</td>
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<td>□ Inherently focuses on the present</td>
<td>□ Inherently focuses on the future</td>
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<td>□ Adheres to standards</td>
<td>□ Focuses on maximizing potential</td>
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<td>□ Emphasizes process transactions</td>
<td>□ Emphasizes professional transformation</td>
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<td>□ Focuses on the role</td>
<td>□ Focuses on the person</td>
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<td>□ Maintains status quo</td>
<td>□ Catalyzes innovation and growth</td>
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<td>□ Encourages compliance</td>
<td>□ Encourages distinctiveness</td>
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<td>□ Emphasizes lines of reporting</td>
<td>□ Expands spheres of influence</td>
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<td>□ Focuses on the knowns</td>
<td>□ Explores the unknowns</td>
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<td>□ Places people in a comfort zone</td>
<td>□ Moves people beyond comfort zones</td>
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<td>□ Is finite</td>
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The Regional Leadership Forum — a signature program of SIM — has been producing quality leaders since 1993.

Visit RLFleadership.com/mid-atlantic – rlf
LEADERSHIP FOR LIFE

EXPERT FACILITATORS LEAD THE PROGRAM

The number of facilitators will depend upon the size of the 2021 class. Scheduled facilitators include:

Dr. Madeline Weiss is President of Weiss Associates, Inc., a consulting firm specializing in strategy and change, particularly related to information management and technology. Utilizing her experience of over 30 years in management, organization strategy and change, and information technology, she consults for business, government, universities, and professional organizations. She is Program Director of SIM’s Advanced Practices Council and has been an officer of SIM. Madeline has been an RLF facilitator since 1994. She develops and conducts internal leadership programs for organizations as well.

Dr. George Brenckle has been in working in healthcare information technology for the past 30 years. Most recently, he served as Senior Vice President and CIO of UMass Memorial Healthcare. In this role, he was responsible for all information services, telecommunications, and biomedical engineering support to the health system, and led the health system’s transformation from an organization that was primarily paper-based to one that is primarily electronic. In 2009, the Mass Technology Leadership Council recognized him as CIO of the Year. Computerworld Magazine included him as one of the Top 100 CIO’s nationally for 2013. Dr. Brenckle is married (34 years) and the father of three boys, aged from 27 to 22.

ALL REGISTERED RLF PARTICIPANTS CAN TAKE ADVANTAGE OF THE EXTRA ADDED VALUE OF ONGOING VIRTUAL RLF MEETINGS

ONGOING VIRTUAL MEETINGS ARE IN PROGRESS NOW THROUGH FEB. 2021 IN ADVANCE OF THE START OF THESE IN-PERSON SESSIONS:

MARCH 30-31, 2021 SESSION
“Engage Others By Creating Shared Meaning”
Articulating vision, purpose, meaning
Making presentations to executives
Influencing others using MBTI
Holding crucial conversations
Learning from crucibles
Navigating in a global world
Life mission I

MAY 19-20, 2021 SESSION
“Leading With Integrity”
Saying “no”
Virtual leadership
Risk-taking
Finding your “true north”
Increasing impact through neuroscience knowledge
Improv workshop
Life mission II

JULY 6-7, 2021 SESSION
“Develop Leaders”
Strategy development
Managing up and across
Managing transitions
Increasing emotional intelligence
Handling highly political situations
Lessons from successful CIOs
Dealing with fear
Life mission III

SEPTEMBER 14-15, 2021 SESSION
“Get Results”
Creating high-performance work teams
Influence actions / achieve results
Listening mindfully
Conflict resolution
Working in a diverse environment
Win as much as you can
Life mission IV

NOVEMBER 9-10, 2021 SESSION
“Lifelong Learning”
Mentoring
IT’s role as a business partner
Bringing one’s whole self to work
Growing into possibilities
Encouraging everyone’s contributions
Lessons from successful CIOs
Life mission V

Recent Sponsors Include:

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• Temple University Health System
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• Tompkins Financial Corp
• WIL Research

In-person sessions will be held at the Chubb Hotel & Conference in Lafayette Hill, PA

The RLF fee includes:

• All meetings, materials and activities throughout the eight-month Mid-Atlantic RLF program
• All breakfasts, lunches and refreshments
• Inclusion in a national program learning event for all 2021 RLF graduates
• Individual national SIM membership for each graduate during the 2022 calendar year

The RLF fee is $8,850 for SIM members
or
$9,350 for non-SIM members

An additional $500 Early Registration Discount is also available if paid by January 29, 2021

Please contact:

• Madeline Weiss (madeline.weiss@verizon.net)
• George Brenckle (george.brenckle@gmail.com)
• Mark Griesbaum (mgriesbaum@affinity4ullc.com)

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