

### A World Class Leadership Development Program Brought to Chattanooga by



**Hunter**MUSEUM  
of American Art



THE UNIVERSITY of TENNESSEE **UT**  
**CHATTANOOGA**  
COLLEGE of BUSINESS



The CLIR program develops breakthrough leadership capabilities and grooms participants to deliver bold results in a complex economy. Participants strengthen creative problem-solving skills, acquire tools for driving innovation in the workplace and learn how to lead high-performing teams.

**Your organization can become a part of it!**

October 3<sup>th</sup>  
Cocktail Reception  
5:30pm – 7:30pm

The Chattanooga business community is invited to attend the 2011 iLead CLIR kickoff event honoring the program's participants and partners. Experts in global leadership will lead a panel discussion on innovative multicultural management in competitive markets.

**Open to the public – \$10**

October 4<sup>th</sup>  
iLead CLIR Day 1  
**The Leader – The Team**

The CLIR program begins with exercises and assessments designed to cultivate participants' self-awareness and knowledge of leadership best practices. Experiential learning then moves on to address the elements of high-performing teams and how participants can unlock the creative potential among colleagues and business partners.

October 5<sup>th</sup>  
iLead CLIR Day 2  
**The Idea – The Do**

Day 2 explores the application of creativity and design thinking principles to enhance ingenuity and innovation in products and services. Participants acquire essential tools for mobilizing strategy, engaging creative thinking and maximizing business results. Gallery exercises encourage participants to apply learning to their own specific business challenges.

# Preparing Chattanooga's Future Business Leaders For Global Opportunities

## The Leader

The iLead CLIR experience enriches personal leadership and self-awareness. Participants learn leadership best practices from the research of Kouzes and Posner. Gallery exercises and instructions teach tools for maximizing personal communication styles and realizing full business leadership potential.

## The Team

Learning focuses on cultivating collaboration and high performance teaming. Participants develop and review the elements of high-performing teams based on the research of Jon Kazenbach. They then evaluate their aptitude for leading multicultural teams by exploring personal results from the Intercultural Effectiveness Survey.

## The Idea

Participants unlock creativity, learn how to develop bold strategies, and understand how "design thinking" principles can motivate their colleagues. We explore how the interpretive skills of creativity and the inspiration of design thinking impact their potential to develop a strategy of uncontested market space.

## The Do

Participants learn how to implement essential tools for mobilizing strategy. They explore the leading research on motivation & change, creative idea generation, and mind mapping as critical tools for activating a strategy for business results.

## Collaborative Instructional Team

The CLIR program is based on the successful iLead program of 2010 and enhanced to provide greater insights on cultivating high-performance teams and creative thinking. The CLIR learning experience brings the best of three key presenting partners together to deliver an innovative leadership development program. The program is enriched by the creative environment provided by the Hunter Museum where the Out of the Vault (OTV) gallery exercises serve as the focal point for experiential learning. Faculty from UTC's College of Business brings expertise from the latest research in the fields of international leadership and strategic thinking. Bridge Consulting provides world class leadership development coaching, business application guidance, and tools for participants to apply creative leadership to their roles and business goals.

## The iLead CLIR Curriculum

This innovative learning experience at the Hunter Museum of American Art uses guest lectures, best practice discussions and Out of the Vault visual art exercises to develop:

- Personal leadership and self-awareness
- Collaboration and high-performance teaming
- Creativity and design thinking skills
- Essential tools for mobilizing strategy

Faculty from Bridge Consulting, UTC College of Business and the Hunter Museum of American Art lead the class through a variety of exercises to help them unlock their creative potential and learn how to convert that potential into innovative, effective, team-oriented business solutions. OTV exercises literally take the participants out of their comfort zones and allow them the opportunity to practice critical business skills in an entirely new context. Participants can use iLead tools and exercises in their work environments to enhance creativity and innovation among their colleagues and business partners.

## Ongoing Leadership Support

After the training, participants are provided a follow-up coaching session to help them evaluate and enhance their implementation of the design thinking concepts and innovative tools introduced during their iLead CLIR experience. iLead alumni events and a dedicated online knowledge sharing tool will also give participants the opportunity to connect with their fellow graduates and share experiences and insights on the CLIR tools and their business effects.

**Early Bird  
Registration  
Before 9/3/11  
\$725**

**Standard  
Registration  
\$825**

15% discount for  
iLead CLIR Partner  
employees and  
members





# CLIR Partnership Opportunities

Members and employees of CLIR Partners can receive over \$200 off registration fees

Standard Registration - \$825

Early Registration - \$725

Early Registration with Partner Discount - \$616



## Corporate Partners

### Corporate Partner Benefits

- 15% discount on all employees or members enrolling in the 2011 iLead CLIR program
- Unlimited employee enrollment in the CLIR JumpStart Webinar
- Placement of organization name and logo on iLead CLIR registration web site
- Placement of organization name and logo on event signage and participant materials
- Inclusion of organization name in all program electronic communications

### Corporate Partner Contribution

- Enrollment of at least 3 employees in the 2011 iLead CLIR program at the discounted rate
- Announcement of the CLIR program on company social media accounts
- Inclusion of CLIR program web link on company's web site

In developing the iLead CLIR program, the collaborating presenters sought to enhance creative leadership talents in the Chattanooga business community. This year your organization can join them in the effort. The 2011 CLIR program offers local companies and nonprofit organizations the opportunity to partner in this professional development program.

Nonprofit organizations can become **CLIR Promotional Partners** at no cost. By simply offering the program information to their members, Promotional Partners receive marketing benefits and a 15% registration discount for all members and employees.

**CLIR Corporate Partners** receive a 15% discount, marketing benefits as well as access to the CLIR JumpStart Webinar. During this online session led by CLIR faculty, an unlimited number of company employees will learn about launching high-performance teams and implementing design thinking principles. This session will serve to support the company's 2011 CLIR participants as they champion the innovative thinking and creativity techniques learned during their CLIR professional development experience.

## Promotional Partners

### Promotional Partner Benefits

- 15% discount on all employees or members enrolling in the 2011 iLead CLIR program
- Placement of organization name and logo on iLead CLIR registration web site
- Placement of organization name and logo on event signage and participant materials
- Inclusion of organization name in all program electronic communications

### Promotional Sponsor Contributions

- Distribution of iLead CLIR electronic flyer to member email distribution lists
- CLIR coordinators provide information about the program at one organizational event or meeting
- Announcement of CLIR program on the organization's social media accounts
- Inclusion of CLIR information and web link on organization's web site