



CSAC Institute for Excellence in County Government
in Partnership with the Goldman School of Public Policy, University of California, Berkeley
presents the

2014 Executive Leadership Symposium

**A challenging leadership practices seminar for County Supervisors
and County Administrative and Executive Officers**

FACULTY

John M. Bryson and Barbara C. Crosby

Hubert H. Humphrey School of Public Affairs, University of Minnesota



“Nothing I can think of will prepare you better for what lies ahead for local community leaders than this Symposium. But please, if you take this course, be prepared to work hard and have some of your long-held assumptions challenged.”

Mike McGowan
Supervisor, Yolo County

San Jose, CA
**Thursday, February 27th –
Saturday, March 1st 2014**

The 2014 Executive Leadership Symposium

The CSAC Institute Executive Leadership Symposium is an intensive, three-day residential leadership development seminar designed exclusively for County Supervisors and County Administrative and Executive Officers.

Participants in this unique continuing education opportunity should expect:

To be challenged to re-evaluate current leadership practices and expand leadership capacity.

A practical approach with tools and techniques to analyze, communicate and advance the public value of their county's work.

To engage in strategies to maximize the public value of the work they do through integrative leadership practices.

COURSE OVERVIEW

Day 1 (Thursday)

- ✦ *Introduction to Integrative Leadership* – Effective integrative leaders deploy multiple tools and resources to foster collective action across boundaries to advance the common good and fuel change that addresses the grand challenges of our time.
- ✦ *Integrative Leadership Practices in Action* – Hennepin County (MN) case study examines practices: integrating intuition, reason and imagination in decisions; strategic relationships; leveraging opportunity; hosting dialogue; inclusive decision-making; assessing outcomes; and ethical behavior.
- ✦ *Cognitive Mapping* – Create individual strategy maps.
- ✦ *Exploring "Public Value"* – Examine what constituents and you value, and creation of public value.

"This course provided personal insights and a new growth spurt that will stay with me indefinitely. I hope I can stay this motivated as the months go by."

Carmel Angelo
CEO, Mendocino County

Day 2 (Friday)

- ✦ *Cross-Boundary, Cross-Sector Collaboration* – Bring diverse groups and organizations together in semi-permanent ways – and typically across sector boundaries – to remedy complex public problems and achieve the common good
- ✦ *Diagnosing Your Challenge* – Participants assess their opportunities; the integrative leadership practices and strategies to overcome barriers

- ✦ *Framing Issues* – Crafting public value which appeals to multiple stakeholders.

Day 3 (Saturday)

- ✦ *Strategies for Creating Public Value* – Action-oriented strategy mapping around issues and barriers.
- ✦ *Action Planning* – Applying Adaptive Leadership tools to their work.
- ✦ *Peer Coaching* – Support to move forward.

"This has been a fabulous experience. Wish we could have more time. Sincerely appreciate CSAC making this opportunity available."

Karen Mitchoff
District 4 Supervisor,
Contra Costa County

FACULTY

JOHN M. BRYSON

John M. Bryson is McKnight Presidential Professor of Planning and Public Affairs at the Hubert H. Humphrey School of Public Affairs at the University of Minnesota. He works in the areas of leadership, strategic management, and the design of organizational and community change processes. He wrote the best-selling and award-winning, *Strategic Planning for Public and Nonprofit Organizations* (2011), and co-wrote with Barbara C. Crosby the award-winning *Leadership for the Common Good* (2005).



Prof. Bryson has received many awards for his work, including four best book awards, the General Electric Award for Outstanding Research in Strategic Planning, and the Charles H. Levine Memorial Award for Excellence in Public Administration given jointly by the American Society for Public Administration and the National Association of Schools of Public Affairs and Administration. In 2011 he received the Dwight Waldo Award from the American Society for Public Administration for outstanding contributions to the professional literature of public administration over an extended scholarly career of at least 25 years. He holds a doctorate and master of science in urban and regional planning and a master of arts in public policy and administration, all from the University of Wisconsin.

BARBARA C. CROSBY

Barbara C. Crosby is associate professor at the Hubert H. Humphrey Institute of Public Affairs and former academic co-director of the Center for Integrative Leadership at the

University of Minnesota. She is a fellow of the Leadership Trust in the UK. Dr. Crosby has taught and written extensively about leadership and public policy, integrative leadership, cross-sector collaboration, women in leadership, media and public policy, and strategic planning. She is the author of *Leadership for Global Citizenship* (1999) and co-author with John M. Bryson of *Leadership for the Common Good: Tackling Public Problems in a Shared-Power World* (2005).



A frequent speaker at conferences and workshops, she has conducted training for senior managers of nonprofit, business and government organizations in the United States, the United Kingdom, Poland and Ukraine. She is a former gubernatorial press secretary and speech writer. She also has been a newspaper reporter and editor. Dr. Crosby has a B.A. in political science from Vanderbilt University and an M.A. in journalism and mass communication from the University of Wisconsin-Madison. Her Ph.D. is in leadership studies from the Union Institute and University.

DATES AND LOCATION

The Symposium will be held Thursday, February 27, through lunch on Saturday, March 1, at the Hayes Conference Center in San Jose. Classes will begin at 1:00 on Thursday and conclude with lunch on Saturday. The Symposium includes a Thursday evening session.

The Hayes is a residential conference center designed for intensive learning experiences. The center features outstanding conference facilities, lodging and meals. All meals and breaks are included in the lodging costs. The Hayes Center is easily accessible from the San Jose Airport and San Jose Diridon Train Station (Amtrak, Capital Corridor and CalTrain).



COST

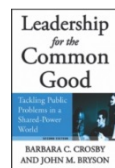
The costs for the faculty and course materials have been generously underwritten by the Symposium's sponsors. Participants are responsible for a nominal registration fee and their own lodging and meals.

Registration \$100/person
 Lodging and Meals \$348 + tax
(includes two nights lodging, all meals and breaks, wireless Internet access, parking and fitness facilities)

Details on reservations for the Hayes Center will be sent to all those accepted for the Symposium. The registration fee must accompany the application. The fee is refundable up to 30 days prior to the Symposium.

"I enjoyed the Symposium very much. Some aspects were outside of the participants' comfort zone but provided tremendous value. I will challenge myself more because of what I learned."

Vito Chiesa
 District 2 Supervisor,
 Stanislaus County



Participants receive all course materials, including the award-winning book by Barbara Crosby and John Bryson.

APPLICATION PROCESS

The Leadership Symposium is limited to 55 participants. Only County Supervisors and County Administrators/ Executives are eligible to apply.

To apply for the Symposium, complete the application and submit it with the \$100 registration fee to:

CSAC Institute Leadership Symposium
 CSAC Institute
 1100 K Street, Suite 101
 Sacramento, CA 95814

An online version of the form can be found at www.csacinstitute.org. A limited number of **Scholarships** are available to cover the Symposium and expenses. Contact Bill Chiat for information.

Deadline for applications is **Wednesday, November 27, 2013**. Participants will be notified of their acceptance by Friday, December 6.

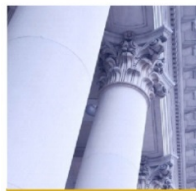
If applications exceed available seats, preference will be given to those who have earned their Credential from CSAC Institute, have attended or served on the Institute faculty or have otherwise demonstrated a commitment to continuing education.

For additional information please contact CSAC Institute Dean Bill Chiat at 916/650-8122 or bchiat@counties.org.



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www.csacinstitute.org

Thursday, February 27th to Saturday, March 1st 2014 ♦ San Jose



A Foundation of Leadership



Hallmarks of effective county elected officials and senior executives

LEADERSHIP COMPETENCIES

Personal Literacy

- Trustworthiness
- Respect
- Responsibility
- Fairness
- Compassion

Strategy

- Strategic planning
- Adaptive change
- Shared vision
- Appreciate possibilities
- Future generations

Relationship Dexterity

- Coalition building
- Facilitate dialogue
- Appreciate differences
- Manage conflict

Advocacy

- Service to community
- Value to county
- Community needs

KNOWLEDGE COMPETENCIES

Governance

- State and local relations
- County roles and powers
- Finances
- Decision-making

Policy

- Social and human services
- Public safety
- Land use
- Environmental protection

Administration

- Personnel and employee relations
- Performance assessment
- Customer service
- Accountability

Stewardship

- Financial and human resources
- Meeting management
- Communication
- Media relations
- Crisis management

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www.csacinstitute.org

ABOUT THE CSAC INSTITUTE

The **California State Association of Counties (CSAC)** is the voice of California's 58 counties at the state and federal level. The Association's long-term objective is to significantly improve the fiscal health of all California counties – from Alpine County with a little more than 1,200 people to Los Angeles County with more than 10 million – so they can adequately meet the demand for vital public programs and services. CSAC also places a strong emphasis on educating the public about the value and need for county programs and services.

The **CSAC Institute for Excellence in County Government** is a professional, practical continuing education program for county elected officials and senior staff. The experience is designed to expand the capacity and capability of county elected officials and senior managers to provide extraordinary services to their communities. The Institute was established in 2008 and is a program of the California State Association of Counties.

For details on current classes and registration please visit www.csacinstitute.org.

