

MBAAA Education Conference Class Descriptions:

Opening Session 8:45 a.m. – 10:20 a.m.

Choose to be Remarkable: When it comes to qualities such as passion, enthusiasm, energy, and creativity, the majority of the American workforce could be described as "severely lacking." Too many people just go through the motions, viewing work as something they *have* to do rather than something they love to do. This translates into lackluster performance, lost opportunities, and a staggering loss of profits. So how does a team leader turn a business-as-usual team into a remarkable one? Addressing the three dimensions of culture, values, beliefs, and behaviors-- This seminar introduces attendees to the Four Maxims of Value Creation: creativity, positivity, sustainability, and responsibility. It shows leaders the most effective ways to cultivate these qualities in their team members and how to craft a corporate culture where people can thrive.

10:30 a.m. – Noon

Accountability; Is Not a Dirty Word: Clarity and unity are both necessary for there to be productivity. If either is missing then teams will flounder for lack of momentum and direction. In this seminar attendees will learn to give their team ownership of the process and be responsible for the results, while also noting that when individuals are allowed to assume ownership of their work, it becomes personal and emotionally rewarding for all.

2:45 p.m. – 4:15 p.m.

Relationomics; Business Powered by Relationships: Relationships are at the core of our lives. They shape and refine our character. They influence our worldview. They're not just important to us as human beings - they're crucial. So it should come as no surprise that healthy relationships are the heart of a successful business or organization. And yet, many organizational cultures do not promote healthy relationships. Those that do find that they enjoy greater effectiveness, reputation, and loyalty. Dr. Randy Ross lays out the principles and practices that will help develop and sustain the kind of relationships that can build their business and energize their team.