



## The 2016-2017 NAC Regional Seminars

# Leadership Counts

**Coming to the 2016 Mid-Atlantic NATO Cinema Show & Tell!**

The series will fit into every level of management and every segment of business as it will study the characteristics of a true LEADER. Participants will also develop skills that are required of every successful LEADER, including the ability to motivate and effectively shape other's convictions and actions.

This Two Hour Seminar will investigate all dimensions of a good LEADER and the behavioral science behind leading in the workplace. This forum will be an asset for every channel of business and every level of management as it helps invigorate the mindset of any individual in a working environment.

Larry Etter, CCM NAC's Director of Education and Senior Vice President of Malco Theatres will once again be the instructor. Etter has over three decades of professional experience in the food and beverage industry.

### **Supporting Regional Sponsor**

The Promotion In Motion Companies, Inc.



### **Location and Date**

*May 11, 2016*

10:30 AM - Noon

**Waterford at Springfield  
Springfield, VA**

***Held as part of the Mid-Atlantic NATO  
Cinema Show & Tell program!***

### **National Seminar Scholarship Supporters**

ConAgra, CCSI, Gold Medal, Hershey's, Nestle, Royal Corporation, Ricos Products, Tri State Theater Owners, Weaver Popcorn





# Leadership Counts Prospectus NAC Regional Seminar Series 2016-17

After studying the models of five different authors on the qualities of leadership, this seminar will outline what each individual can do to build a better team. This forum is an asset for every channel of business and every level of management as it helps invigorate the mindset of any individual in a working environment.

These are the topics the lecture will cover:

*What are the dimensions of a good leader and the behavioral science behind leading in the workplace?*

*The 3 primary questions every employee wants to know?*

*The two segments of leadership – Core Leadership Skills, and the Adaptive Skills*

*And the topic that is now one every business persons tongue – Emotional Intelligence?*

*How can managers and executive understand what makes a manager/employee a leader?*

These principles that have been used by the US Navy Seals in their preparation for action in the field. Included will be the studies by David Goldberg, and Dr. Cathy Greenberg that define leadership with the essential ingredient of Emotional Intelligence as well as Lee Iocca's the message that all Leaders must have the 7 C's.



Each student will be given the option to take their own leadership exam to find what category of leadership they fall into. (more popularly known as the 360 dimension test)

Every participant will receive a special marker that will quantify the practice and continued education toward improved leadership skills.

**This promises to be a great experience!**

