The Business Leadership Academy of Tacoma-Pierce County is an opportunity for current and emerging leaders to engage with the business community while developing leadership skills, linking with a mentor, and interacting with exemplary leaders.

We will explore leader development, assess our leadership strengths and weaknesses, learn from leaders that contribute to the vitality of our community, and visit organizations at the heart of our regional business community. During the first session, participants will be able to personalize overall learning objectives for themselves and the 2020 program. Bring your leadership and business community strengths and let us add to them together!

The Business Leadership Academy of Tacoma-Pierce County, sponsored by the Chamber and Pacific Lutheran University, is a regional community leadership program founded in 1978. Hundreds of leaders are alumni of this program and will become your network for learning and connecting.

Leadership Academy Mentor
You will be matched with a mentor who is an alumnus of the program or on the Chamber Board. Together you will build your personalized leader development plan, discuss how best to leverage your experience in the 2020 Business Leadership Academy for career and community leadership success, and plan for the future.

PROGRAM HIGHLIGHTS & BENEFITS
- **Learn leadership skills** and build your personalized leader development plan
- **Engage in assessments** to learn your strengths and opportunities for growth
- **Connect with a designated mentor** who is an alumnus of the program or a member of the Chamber Board
- **Meet exemplary leaders** who impact our business community
- **Interact with other current and emerging leaders** in the 2020 Business Leadership Academy class
- **Tackle a Chamber of Commerce strategic initiative** that benefits our community
- **Increase your knowledge of the region**, leaders, and decision-making processes
- **Access a network of program alumni** to guide individual, business and community problem-solving
- **Visit organizations** that add to the vitality of our region
- **Craft your own Call to Action** for engaging as a leader in our community

DATES
- **Welcome Session**
  January 29, 2020
  8:30am - 4:00pm with lunch
- **Weekly Sessions**
  February 5, 12, 19, 26
  March 4, 11, 18
  8:30am - 11:30am
  Chamber Offices and Pacific Lutheran University
- **Retreat**
  March 26-27
  Alderbrook Resort
  Late afternoon to noon the next day
- **Tacoma Celebration Lunch**
  April 1
- **Alumni Event**
  Summer 2020
Program Overview

January 29: Welcome Session
Overall program design, introductions, beginning to create a personalized leadership development plan, preparing to conduct a leader profile interview, connecting with mentor, and introduction to strategic initiative project. Lunch included.

February 5: The Challenge of Leading
Leaders and leading in organizations. Learning to reflect on our strengths and opportunities for growth. Leading with heart and mind. Leading by example.

February 12: Site Visit
Downtown Tacoma Walking Tour
Visits to businesses and with leaders at the heart of our community.

February 19: Visioning and Focus on the Future
How leaders lead the way in envisioning the future of the organization. Engaging others in exploring what could be and together establish inspiring, attainable visions. The critical importance of respecting and seeking after diverse perspectives.

February 26: Leading Change and Risk Taking
Seeking opportunities for change and appropriate risk taking. The leader as change agent recognizing people and process change issues. Harnessing resistance to change as an opportunity. Leading strategic communication conversations.

March 4: Site Visit
Economic Impact Exploration
Exploring leaders and organizations impacting the economy of our region.

March 11: Motivating and Lifting Others
Understanding what motivates and creating the environment where others choose to be motivated. Effective team leadership. What followership really means and how it energizes at multiple levels. Encouraging the heart and building commitment. Understanding power and influence.

March 18: What Matters Most?
Focusing energies and building leadership skills for what matters most to us, our organizations, and our communities. The courage to lead in difficult times and circumstances. Civility as an essential leader responsibility.

March 26-27: Retreat at Alderbrook Resort
Integrating our leadership learning and reflecting on next steps for our personalized leader development plan. Who am I? Who do I want to be? What’s next? What do I most want to influence and accomplish as a leader? Reporting on community project strategic initiative. The Leader’s Call to Action.

April 1: Celebration Luncheon

Here’s what Leadership Academy Alumni have to say.

“Having the opportunity to be part of the Business Leadership Academy early in my career helped open my eyes to all of the entities working together to make Pierce County a wonderful place to work and live. I was able to see how the private, nonprofit and government sectors work together to accomplish sometimes competing agendas. Hearing from local leaders how they make decisions, particularly decisions affecting large sections of the population, was a fantastic learning opportunity. I still vividly recall the County Executive talking about his dream for a golf course, and here it is reality today.”

Erika Tucci
Community Affairs Manager
Tacoma Public Utilities

“Leadership Academy connected me with key stakeholders and influencers in the community allowing me to build strategic relationships to move myself and my organization forward. Whether I was meeting Sheriff Paul Pastor and Superintendent Carla Santorno, or connecting with my classmates, the connections I made through leadership have been invaluable. Leadership Academy inspired me to not only become a more effective leader myself, but also encouraged me to inspire my colleagues to be more enlightened, catalytic leaders in the business community and the South Sound.”

A.J. Gordon
Chief Financial Officer
SiteCrafting

Leadership Academy Alumni include many community leaders, such as:

Doug Sutherland ..................... 1978
Woodrow Jones ......................... 1987
Judy Rae Jasprica ...................... 1990
Jason Whalen .......................... 1994
Marilyn Strickland .................... 1997
Dan Voelpel ............................ 1999
Marty Campbell ...................... 2005
Andrea Smith .......................... 2007
Bett Simpson-Lucas ................. 2007
Chelsea Levy ......................... 2009
Carla Santorno ...................... 2010
The Business Leadership Academy of Tacoma-Pierce County begins on January 29, 2020, and continues with consecutive Wednesday afternoon sessions until March 20. The program concludes with an overnight retreat on March 26-27, 2020 and a celebration luncheon on April 1, 2020.

Applicant Name ________________________________________________
Job Title ________________________________________________________

Company, ______________________________________________________________________________________

Company Address, ________________________________________________________________________________

City _____________________________ State ___________ Zip __________

Phone _____________________________ Email ____________________________

Supervisor Name ___________________________ Supervisor Title ____________________________

Supervisor Phone ___________________________ Supervisor email ____________________________

Will you be able to fulfill the time commitment?

☐ Yes  ☐ No  ☐ Most of the time

Do you have your employer’s support and understanding of the time required to participate in the Business Leadership Academy of Tacoma-Pierce County?

☐ Yes  ☐ No

Tuition for each participant in the Business Leadership Academy of Tacoma-Pierce County is $1,895 and will be due in full by January 24, 2020. How will your tuition be paid? Will you need a partial scholarship?

Check all that apply

☐ Employer  ☐ Myself  ☐ Scholarship  ☐ Other

I understand, as does my employer, the purpose of the Business Leadership Academy of Tacoma-Pierce County. I also understand completion of this application does not ensure my acceptance into the Class of 2020.

If I am accepted, I agree to attend all sessions, beginning January 29, 2020, concluding with the overnight retreat March 26-27, 2020. I also agree to participate fully in a group project.

Applicant Signature ____________________________________________ Date ____________________________

Employer Signature ____________________________________________ Date ____________________________

Submit to:  
Business Leadership Academy of Tacoma-Pierce County  
Tacoma-Pierce County Chamber  
PO Box 1933, Tacoma, WA 98401-1933.  

Priority deadline for all applicants is January 23, 2020.