

SPOTLIGHT:

Leading Others to Lead Themselves

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- Bring Fusion to Your Organization
- NUSA Wins National Award
- Congratulations to Emergence Graduates





Leading Others to Lead Themselves

Mark McSweeney, Vice President, Association Strategies at Raybourn Group International

Mark McSweeney's definition of leadership is one to remember:

"Leadership is an ability to inspire and positively influence others around you toward a common vision or goal," said the executive director of the Indiana Society of Association Executives. "Good leaders are confident but not arrogant. They are adaptable but not indecisive. They encourage and allow others to grow and are not threatened by others' success. They appreciate the value of the team and know their own success is largely influenced by the strength and cohesiveness of that team.

"Good leaders take responsibility for their actions, learn from their mistakes, and appreciate that continual improvement is a journey and not a destination. Good leaders liberally share their knowledge and expertise for the betterment of the whole, not for self-recognition."

And McSweeney lives this mantra. The Iowa native left the for-profit world 30 years ago and found his "professional home" in association management. He's climbed the ranks to lead educational and networking events for hundreds of thousands of people in a range of professions, industries, societies and social organizations.

Numerous plaques bear his name, but McSweeney is quick to focus on others: "When I have found success, it has been because of the team around me. And little brings me greater professional joy than to see those around me thrive and succeed, even when sometimes that means they leave to pursue their own path. I have always been a believer in encouraging and empowering others and getting out of their way."



Need an easy way to develop your people?

At Shafer Leadership Academy, we believe that growing your people is the best way to increase your impact. So find a program that's right for you. Now is the time to invest in your people. Let's multiply your success with more effective and enthusiastic leaders.

[Find A Program](#)





Raybourn Group International provides expert guidance and innovative, results-focused solutions that exceed expectations.

“**Leadership is an ability to inspire and positively influence others around you towards a common vision.**”

For as much as he invests in others, McSweeney is also focused on his own professional development. When we stop learning, McSweeney said, we stop growing.

“You would be incredibly naïve to think you know everything you need to know to be sustainably effective in your job,” said McSweeney, who serves as Vice President of Association Strategies for the Raybourn Group International. “I will never know it all, but if I want to attempt to continue to be relevant to those around me — to those who rely on me as well as those on whom I rely — I can’t assume that what I learned in the past is enough to carry me through today, or that what I learn today will categorically meet the needs of tomorrow.”

McSweeney said people must be intentional about continual improvement. To do that, McSweeney has turned to Shafer Leadership Academy to provide inclusive leadership development for ISAE professionals and organizations to reach their full potential.

In 2017, SLA engaged ISAE members during the association’s annual conference, which led to nearly 20 tailored workshops for association members across the state. In 2021, during the height of the COVID-19 pandemic, SLA facilitated ISAE’s virtual Strategy Academy, which is the association’s premier mastermind program for strategic thinking, focus and motivation. Participants also gain 20 credits toward the Certified Association Executive (CAE) credential, which is the marker of a committed association professional.

Shafer Leadership Executive Director Mitch Isaacs led the academy’s virtual sessions and met in person in 2022 with two tracks tailored for C-Suite / executives and emerging leaders.

“I greatly enjoyed my two years facilitating Strategy Academy. I met some very insightful and committed association professionals,” said Isaacs, who serves on the ISAE’s professional development committee. “I’ve enjoyed my time with ISAE so much that I jumped at the chance to serve on the professional development committee. I hope to give back to an organization which has given me so many opportunities to do the things I love.”

Isaacs said the partnership allows ISAE members to access a variety of in-person and online keynotes, workshops and group discussions. The most popular SLA offering: Fusion: Leading Multi-Generational Teams.

The program provides a unique opportunity to explore the common challenge of generational differences through an innovative game board.

McSweeney said Fusion and all of SLA’s offerings are relevant and approachable while also being fun and engaging.

“Gamification as a style of interactive learning has stuck with me since first experiencing it through SLA six years ago,” McSweeney recalled. “One of the sessions that Mitch presented was called The Bomb Squad. It was an intense team problem solving gamification exercise that was fun and inspiring to witness as it unfolded. From its process to its outcome was uniquely fun and engaging.”

McSweeney said he envisions the strong partnership between ISAE and SLA to continue as both organizations innovate and adapt. Isaacs said the two are in alignment with their focus on balance, engagement and tailored experiences.

“In my experience, association professionals are eager for development both for themselves and for those they serve,” Isaacs added. “Shafer Leadership Academy is well suited to help association professionals plan educational experiences that provide deep impact and real value for themselves and their members.”

Go to isae.org to learn more about the ISAE and its work to empower Indiana associations and professionals. Find a program and learn more about Shafer Leadership Academy at shaferleadership.com.

Build confident leaders.

Explore custom leadership development and training

Shafer Leadership Academy offers customized sessions of many of our popular workshops and seminars. These custom programs can be delivered virtually, in-person, or hybrid to accommodate your team’s learning requirements.

Neighborhoods USA Team Wins National Award

by Michelle Kinsey, Communications Manager,
Ball State University Office of Community Engagement

The Muncie team that traveled to the Neighborhoods USA (NUSA) Conference returned with an award, great feedback, and some wonderful neighborhood ideas.

The 48th annual conference, which brings together people/organizations committed to building and strengthening neighborhoods, was held in El Paso, Texas, May 24-27.

The team featured Heather Williams, Ball State Office of Community Engagement associate director and manager of the Building Better Communities Initiative; Krista Flynn, OCE program coordinator, and MAP member; Megan "Mo" Orbin of MAP; Mitch Isaacs (executive director of Shafer Leadership Academy, MAP board president), and Dustin Clark (City of Muncie).

They placed fifth in Regional Best Neighborhood Program in the Social Revitalization/Neighborliness category for the IDEA Conference, which brings together leaders representing Muncie's neighborhoods to develop and strengthen community-building skills.

"I learned that we are a part of a vast national effort to revitalize communities at the grassroots level. It's not just Muncie that seeks to engage residents, it's a movement happening across the county," Mitch said. "Judges and NUSA board members both commented on our passion for the IDEA Conference. They could tell we love the conference and believe in the impact it has on neighborhood leaders!"



NUSA team members from left to right: Heather Williams, Krista Flynn, Megan Orbin, Mitch Isaacs, and Dustin Clark.

“It’s not just Muncie that seeks to engage residents, it’s a movement happening across the country.”

Williams, Flynn, and Orbin also presented “Neighborhoods ARP Funding: Participatory Budgeting in Action” at the conference.

A description of the presentation from the NUSA program described it this way: “The City of Muncie, IN, allocated \$1 million to help combat the effects of COVID-19 within Muncie’s neighborhoods. The process that developed to ensure the equitable distribution of those funds focused on residents’ voices and meeting the needs of each individual neighborhood association.”

Krista said it was “exciting to share how Muncie is utilizing the ARP funds.” “Several folks from our session stayed after to ask more in-depth questions on how they can do the same in their community,” she added.

Neighborhoods, USA (NUSA) is a national, non-profit organization committed to building and strengthening neighborhood organizations. Created in 1975 to share information and experiences used to build stronger communities, NUSA continues to encourage networking and information-sharing to facilitate the development of partnerships among neighborhood organizations, government, and the private sector for the ultimate goal of strengthening every neighborhood.

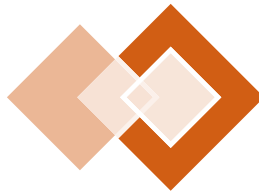
Bring Fusion to Your Organization!

Using our innovative, and proprietary, Generational Game Board, participants will explore the various social, political, and economic influences that shaped the working attitudes of the Greatest Generation, Baby Boomers, Generational X, Millennials and now Generation Z. Our game creates interesting, and informative, conversation among participants from various generations.

This workshop will equip participants to be more effective communicators and leaders through understanding the various generations in the workplace today. Our goal is to create "win-win" solutions that promote inter-generational understanding and result in positive workplaces and communities.

Fusion Travels!

In fact, we typically facilitate 10 – 12 presentations per year across the state of Indiana and beyond. Fusion is great for individual organizations, summits, or conferences.



FUSION

LEADING MULTI-GENERATIONAL TEAMS

Key Takeways:

- An appreciation of each of the major generational groups active in the workplace today
- An overview of the challenges and opportunities multi-generational teams present
- Insights regarding the world views, needs, and skill sets of various generations
- An understanding of how to facilitate effective collaboration among multi-generational group members

Ready to Learn More?

Schedule A Call!



Congratulations Emergence Graduates!

Emergence: Personal Foundations of Effective Leadership is our core leadership program. It is an eight-week, highly interactive and engaging training opportunity ideal for emerging or experienced leaders seeking to enhance their leadership capabilities. At the end of the program, participants can expect to be better equipped to lead the change they want to see in the businesses, not-for-profits, civic groups, and communities they represent. Congratulations to our most recent graduates!

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Upcoming Events

Shafer Leadership sessions are led by facilitators who guide participants to learn in community together around a leadership development topic.

Facilitation is different than lecturing, webinar, or presentation style format.

July

THU
06

A Journey Towards Self Compassion: Calming Your Inner Critic

In this session, explore feelings of imposter syndrome and moving towards self-acceptance as “humble realists.”

Virtual Early Riser



Elis Wasserman

August

THU
03

Habit Change

Identify a habit to change, how to change this habit, while also participating in reflection and accountability for your habit change.

Virtual Early Riser



Laura Nicolaisen

TUE
11

Leading Up When You Are Not in Charge

Everyone is a leader, but not everyone leads from the top. When you actively lead up you are supporting the leaders in your company.

In-Person Lunch & Learn



E. Jake Gamble

TUE
10

The Joy of Movement in Team Building

This session will focus on taking care of ourselves through movement practices and how they can be utilized to foster more resilient teams.

In-Person Lunch & Learn



Sanovia Garrett

TUE
18

Breakfast Of Leadership Champions

This interactive session explores what great leaders have on their metaphorical breakfast tray to reach “championship levels” in leadership.

Coffee Talk



Mark Demchak

TUE
15

Leadership Obstacles

Participants will discuss obstacles faced in their roles and will discuss ways of overcoming and dealing with them.

Coffee Talk



Jamelle Godlewski

WED
19

Leaders Are Inclusive: Fostering A Welcoming Workplace

This session will address best practices in fostering inclusive environments, both at a team and corporate level.

Virtual Workshop



Laura Holt

WED
23

Find Time, Recharge Your Energy, & Resolve Conflict

Understanding your default conflict style can show you how to make the most of each situation.

Virtual Workshop



Susan Rozzi



Register Today for Free!

www.shaferleadership.com/calendar/

September

THU
07

Living & Working With Passion and Purpose

Instead of looking for external cues, Halle helps participants uncover what truly inspires them!

Virtual Early Riser



Halle Simpson

TUE
12

Movement: Leadership Principles Through Tango

In a truly unique leadership development program, David and Michele will break down tools for effective leadership using Argentine Tango as a teaching tool.

In-Person Lunch & Learn



Michele Owen & David Fennig

TUE
19

Coaching Without A Whistle

In this session, you will learn to coach employees to their strengths and weaknesses through constructive feedback.

Coffee Talk



James Joseph

THU
21

A Better Way to Manage Your Day

Participants will learn simple tips and techniques to get the most out of their day, every day.

In-Person Workshop



Janet Jackson

WED
27

"Firefly" Service: Creating Extraordinary Moments

This workshop explores the impact of going above and beyond, and offers practical strategies to gain a loyal client and employee base.

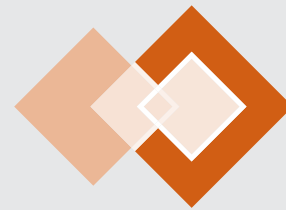
Virtual Workshop



Erika Petrelli Bayh

THU
28

Featured Program



FUSION

LEADING MULTI-GENERATIONAL TEAMS

August 18, 2023
9am - 4pm

Standard tuition is ~~\$250~~ per participant.

Thanks to our generous sponsor, this session costs only \$82.50!

Lunch is included.

Academy Members may attend for free.

Innovation Connector

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EXECUTIVE



PROGRAM

