

Leadercast  Flint & Genesee

ARCHITECTS OF TOMORROW

May 6, 2016 Simulcast LIVE

Join over 100,000 Leaders for the largest one-day
leadership event in the world.

flintandgenesee.org/leadercast

Leadercast Live

Leadercast Live is the largest one-day leadership event in the world. Broadcast live from Atlanta to hundreds of locations around the world each year, Leadercast brings together some of the most recognized and respected global leaders to create a leadership experience unlike any other.

Architects of Tomorrow

At Leadercast Live 2016, we'll explore what it means to be a visionary leader by looking at three unique perspectives that an "Architect of Tomorrow" must explore. Visionary leaders have the ability to see a preferred future, operate in the present, and utilize the resources around them to architect a clear path to a new destination. They work tirelessly to empower those around them to bring a vision to life.

Architects of Tomorrow imagine a future that is rich and full of hope. A future where problems are solved, questions are answered, confusion gives way to clarity.

In it's simplest form, leadership looks like creating and casting a compelling vision and mobilizing individuals to fulfill that vision. That is the role of the Architect... they design the path, they communicate the directions clearly, and they lead their team towards that preferred future with little deviation.

Today is better because of the visionary leaders of yesterday, and the future will be brighter because of the Architects of Tomorrow.

**Join us in 2016 as we hear from world reknown
leaders and build a community that is architecting
a new tomorrow.**

1#: Eyes to See Tomorrow

Creativity & Innovation

Executing a vision starts with seeing the world differently. A vision is simply a mental picture of what could be, fueled by a passion that it should be. In the first session you will hear from leaders on how you can recognize trends, needs, and opportunities that spark a prospect for change.

2#: A Voice to Share Tomorrow

Communication & Creating a Shared Vision

Many great visions stop with an idea. One of the largest challenges is getting that vision to stick. Unfortunately, vision leaks. This session will address the key elements that will increase your ability to articulate and communicate your vision effectively.

3#: A Heart to Inspire Tomorrow

Engaging & Motivating

A vision is most powerful when those around you not only understand the direction, but also embrace and personalize the mission. Session three will provide tools to motivate others to pursue your vision.

4#: Feet to Lead Tomorrow

Mobilizing a Team & Progress Without Deviation

Organizing a team and putting a plan in place to execute your vision is the final critical step to achieving a preferred future. Leaders in session four will share their successes and failures in executing their visions, providing practical strategies to mobilize small and large organizations to be successful.

Our 2016 Speakers Include:



Kat Cole

Group President at FOCUS Brands

Kat is responsible for building FOCUS Brands revenues and profits through global licensing, manufacturing, and ecommerce. Previously, she was President of Cinnabon, Inc. accountable for leading and growing the multichannel brand team that drove record comp sales growth, brand expansion and franchise evolution during her tenure.



Nick Saban

Head Football Coach at The University of Alabama

University of Alabama head football coach, Nick Saban, is in his ninth season with the Crimson Tide. Saban has compiled an 86-17 record at Alabama while leading the Tide to five SEC Western Division championships, three conference titles and three national championships. Saban's leadership and vision over the years has generated six conference championship teams (1990 Mid-American, 2001, 2003, 2009, 2012 and 2014 SEC) and 16 of his 19 teams have played in postseason bowl games.



Dr. Henry Cloud

Acclaimed Leadership Expert, Clinical Psychologist, and Best-Selling Author

Dr. Cloud is an acclaimed leadership expert, psychologist, and best-selling author. He draws on his extensive experience in business, leadership consulting, and clinical psychology, to impart practical and effective advice for improving leadership skills and business performance. Dr. Cloud is a New York Times bestselling author, and his over 45 books have sold over 11 million copies. Success Magazine named Dr. Cloud in the top 25 of 2014's most influential leaders in personal growth and development. He is a frequent contributor to CNN, Fox News Channel, and other national media outlets.



Andy Stanley

Leadership Author & Communicator

Andy Stanley literally wrote the book on "Making Vision Stick" and is skilled at equipping people to be visionary leaders. As host of Your Move with Andy Stanley, with 5 million messages consumed each month through television and podcast, and author of 20-plus books including Ask It, How to Be Rich, Deep & Wide, Visioneering, and Next Generation Leader, he is considered one of the most influential living pastors in America.



Chris Baréz-Brown
Author & Creativity Guru

Best selling author, speaker and creativity guru, Chris Baréz-Brown, has been unleashing the creative potential of worldwide organizations including Unilever, Nike, and Diageo for years. He is a master of metamorphosis, challenging and transforming businesses through embedding Creative Leadership as part of the DNA of the culture.



James Brown
Network Broadcaster Company: CBS Sports & News

James Brown is a three-time Emmy award winning network broadcaster and in 2010 was named SI.com's "Best Studio Host of the Decade". He is the host of "The NFL Today" on CBS and Super Bowl 50, host of "Thursday Night Football" on CBS and Special Correspondent for CBS News, contributing to various programs including "60 Minutes". For many years, James has been recognized as a leader in his field, both in front of and behind the camera.



Steve Wozniak
Co-Founder of Apple

A Silicon Valley icon and philanthropist for more than 30 years, Steve Wozniak has helped shape the computing industry with his design of Apple's first line of products, the Apple I and II, and influenced the popular Macintosh. In 1976, Wozniak and Steve Jobs founded Apple Computer, Inc. with Wozniak's Apple I personal computer. For his achievements at Apple Computer, Wozniak was awarded the National Medal of Technology by the President of the United States in 1985, the highest honor bestowed on America's leading innovators.



Rorke Denver
U.S. Navy SEAL & Author

Commander Rorke T. Denver has run every phase of training for the U.S. Navy SEALs and led special-forces missions in the Middle East, Africa, Latin America and other international hot spots. He starred in the hit film Act of Valor, which is based on true SEAL adventures. His NY Times Bestseller, Damn Few: Making the Modern SEAL Warrior, takes you inside his personal story and the fascinating, demanding SEAL training program he oversaw.



Tripp Crosby
Comedian & Director

Tripp Crosby is widely known as the taller half of Tripp and Tyler, a world famous YouTube sketch comedy duo with over 50 million views. Tripp is a film director and was recently selected as part of the Saatchi & Saatchi New Director Showcase at the Cannes International Film Festival. Tripp also directs broadcast commercials and other forms of branded content.

What to Expect

Interactive Experience

Gain insights from leaders on stage, engage in activities around the arena and on your mobile device.

Practical Guidance

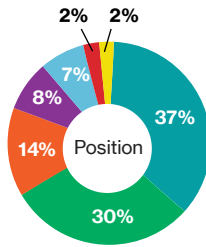
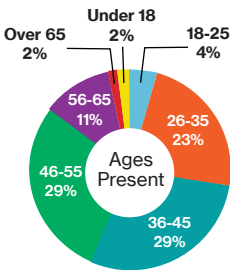
Gain a diverse perspective on how to cast a vision, clearly communicate it and deliver it to completion.

Useful Tools

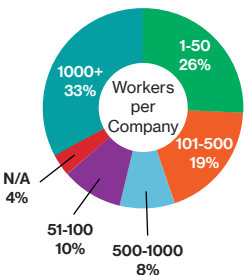
Obtain key actions and tools for you to use following the event to enhance your leadership.



Who Attends Leadercast?



- Team Member/ Professional/ Consultant
- Middle Manager
- Director/ Vice President
- Owner/Principal
- Senior Executive
- CEO/ President
- Student



Industries Present

- Healthcare
- Manufacturing
- Retail
- Education
- Government/ Public Service
- Insurance/ Finance/ Accounting
- Religious Organization
- Technology

- Chamber of Commerce
- Non-Profit
- Professional Services
- Energy and Utilities
- Hospitality
- Transportation
- Media and Entertainment

Personal Growth

Dedicate a full day to focus on your personal and professional growth without any other distractions.

Networking Opportunities

Network with other leaders on site in Atlanta and virtually through the event app.

Continuing Education (CEUs)

Earn continuing education credits in the fields of nursing and HR. General CEU credits are also available.



Statistics



1

largest one-day leadership event in the world



6,000

livesite attendees



120,000

viewers worldwide

Companies Attended



Leadercast Flint & Genesee

LIVE simulcast brought to you by the
Flint & Genesee Chamber of Commerce Young Professionals

Become a local sponsor!

Contact Amber Taylor at 810.609.1427 or ataylor@flintandgenesee.org

Presenting Sponsor - \$2,000

- 5 event tickets
- Company name as part of the event title
- Inclusion of approved brochures/collateral marketing materials/giveaways in attendee welcome packet
- Exhibitor table
- Logo on all event promotion
- Mention as local sponsor in press releases/communications
- Mention from stage twice during the event
- Opportunity to welcome and address the audience

Silver Sponsor - \$1,000

- 2 event tickets
- Inclusion of approved brochures/collateral marketing materials/giveaways in attendee welcome packet
- Exhibitor table
- Logo on promotional pieces
- Mention from stage during event

Bronze Sponsor - \$500

- 1 event tickets
- Inclusion of approved brochures/collateral marketing materials/giveaways in attendee welcome packet
- Exhibitor table
- Logo on promotional pieces

For more information, visit flintandgenesee.org/leadercast