Developing emerging leaders is the core of the DECA experience. The DECA Emerging Leader Series is our new take on providing a comprehensive leadership program for our members. Its goal is to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation.

Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication, collaboration and creativity and innovation, DECA’s Emerging Leader Series prepares DECA members to be effective leaders in college and careers.
DECA's Emerging Leader Series provides leadership training for the following outcomes at the International Career Development Conference and Emerging Leader Summit.

- **IGNITE**
  Be the ultimate DECA member.

- **ELEVATE**
  Be the ultimate DECA chapter leader.

- **EMPOWER**
  Be the ultimate DECA association leader.

- **ASPIRE**
  Be the ultimate DECA graduate.

- **THRIVE**
  Be the ultimate DECA chapter.
BE THE ULTIMATE DECA MEMBER

FORMERLY LEADERSHIP DEVELOPMENT ACADEMY
Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now’s your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA.

OBJECTIVES

Learn effective leadership and teamwork skills to use as a DECA member.

Leverage the many opportunities available to DECA members.

Demonstrate professionalism and etiquette.

Learn strategies for competitive excellence.

MODULES

THE POLISHED PROFESSIONAL
Through guided discussion and interactive demonstrations, learn the latest trends and guidelines for professional behavior, interactions and appearance as well as your digital brand.

- Professionalism, Digital Etiquette

THE WINNING EDGE
Interactive lectures and simulated competitions are used to illuminate the keys to success in testing, prep time, case study analysis and presentation delivery.

- Competitive Excellence

DECA IDEA MINI CHALLENGE
Teams of DECA members will transform an everyday object into an innovative product. From concept to branding, members will compete to bring the best new idea to market.

- Creative Thinking, Problem Solving

ELEVATOR STATEMENTS
Learn how to articulate key information about DECA and deliver calls to action clearly and conversationally in just 30 to 60 seconds.

- DECA Brand Awareness, Public Speaking

THE CANDIDATE
Learn how to take full advantage of leadership opportunities within your chapter and association. You’ll learn what it takes to serve on a committee, get elected and how to be successful once in office.

- DECA Leadership Roles, Run for Office

DECA DOMINATION
A physically interactive networking competition sets the stage for an exploration of DECA involvement. Learn about the wide array of DECA opportunities and how to leverage these experiences for your college application and/or résumé.

- DECA Programs, Personal Goals

RECOMMENDED FOR FIRST AND SECOND YEAR MEMBERS.
21st CENTURY SKILLS

CRITICAL THINKING AND PROBLEM SOLVING
- Use various types of reasoning as appropriate to the situation
- Interpret information and draw conclusions based on the best analysis
- Reflect critically on learning experiences and processes
- Solve different kinds of non-familiar problems in both conventional and innovative ways

COMMUNICATION
- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions
- Use communication for a range of purposes

COLLABORATION
- Demonstrate ability to work effectively and respectfully with diverse teams
- Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
- Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

CREATIVITY AND INNOVATION
- Use a wide range of idea creation techniques
- Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts
- Develop, implement and communicate new ideas to others effectively
- Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work

AGENDA

SUNDAY
8:30 AM - 10:00 AM
OPENING SESSION
10:00 AM - 11:00 AM
MEET YOUR TEAM
11:00 AM - 12:00 PM
MODULE ROTATION 1
12:00 PM - 1:30 PM
LUNCH ON YOUR OWN
VISIT EXHIBITS
1:30 PM - 2:30 PM
MODULE ROTATION 2
2:30 PM - 3:30 PM
MODULE ROTATION 3

MONDAY
8:30 AM - 10:00 AM
MODULE ROTATION 4
10:00 AM - 11:00 AM
MODULE ROTATION 5
11:00 AM - 12:00 PM
MODULE ROTATION 6
12:00 PM - 1:30 PM
LUNCH ON YOUR OWN
VISIT EXHIBITS
1:30 PM - 2:15 PM
DECA IDEA MINI CHALLENGE
2:30 PM - 3:30 PM
EMERGING LEADER FINALE
IGNITE PRESENTERS

CARLI BRUNNER
Carli has years of sales and marketing experience. She worked for Stryker, a medical device company in Texas and was Stryker’s prestigious Marketing Associate of the Year in 2012. Currently, Carli works in a sales capacity for Salesforce.com, the industry leader in cloud based client relationship management programs.

ALYSSA CHANG
Alyssa understands that the time put in now crafting leadership skills pays off big later! From Hawaii to Virginia, Alyssa considers herself a “local” in many communities, growing up in a military family. Her contagious spirit resonates with students.

JUSTIN LIESENER
Justin serves as the social media coordinator in the brand marketing division of Bombardier Recreational Products (BRP). Justin’s previous experience also includes internships with Brady Corporation in the new product development and marketing departments.

MATT MUELENERS
Matt has combined a message of integrity in leadership with a youthful energy and sense of humor for the past 14 years as a facilitator and speaker. Matt is a former national DECA president and current partner with FOCUS Training.

ANN RICCHIO
Ann has used her passion for fashion to build a sales and marketing career in the field. She has worked for top companies like Armani Exchange, Bon Ton, Elie Tahari, Steve Madden and The Jones Group. With her high energy, she is devoted to making personal connections.

KYLE WILLKOM
Kyle is an energetic and insightful speaker that keeps audiences laughing while learning. He has degrees in marketing and entrepreneurship from Marquette University. His music ability captures the attention of audiences and empowers them to become strong leaders.
BE THE ULTIMATE DECA CHAPTER LEADER
Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now’s your time to elevate your DECA status from member to chapter leader.

OBJECTIVES

Learn effective leadership and teamwork skills to use as a chapter officer.

Understand and communicate the DECA brand as a chapter officer.

Understand the components of an effective chapter program of work.

Learn how chapters and members can most take advantage of DECA’s programs.

Obtain best practices in the areas of communications, membership recruitment, community service, fundraising and more.

MODULES

RISE TO THE CHALLENGE
Begin your journey by taking the new DECA Leadership Styles Inventory to identify your strengths as they relate to DECA.

■ DECA Leadership Styles

RISE INTO POSITION
Learn how to create an officer team using DECA mission-based leadership positions and each position’s role in developing and executing the chapter’s plan and approach for the year.

■ DECA Officer Team Development

RAISING THE BAR
Use the new DECA Goals format to set goals, forecast ranges and monitor effectiveness in reaching these goals. You’ll then learn how to develop a DECA Program of Leadership for your chapter to guide your year’s activities.

■ DECA Goals Model, Program of Leadership, Chapter Campaigns

POWER UP
Experience the power of DECA’s social media in this after hours challenge that will generate buzz, content and good cheer!

■ DECA Social Media

RISE AND SHINE
Motivated motivated, down right DECA-cated! This inspiring session will encourage you to rise, shine and elevate to new heights!

■ Chapter Motivation Techniques

ELEVATE YOUR MESSAGE
Learn how to use a simple “I am DECA” model for helping describe your DECA story.

■ Elevator Pitch, Speaking Core

RISE TO THE TOP
Learn how to formulate a chapter competition team to take your chapter’s competitiveness to the next level. Discover how to make competition preparation a year-long effort that can yield winners at all levels!

■ DECA Competitive Excellence

LIFT OFF
Learn chapter budgeting and the Diamond Fundraising Model which will help develop a funding mix of activities, asks and advocacy to realize chapter fundraising goals.

■ Fundraising Showcase

RECOMMENDED FOR UPCOMING CHAPTER LEADERS AND OFFICERS
AGENDA

SUNDAY
8:30 AM - 10:00 AM
RISE TO THE CHALLENGE

10:00 AM - 11:45 AM
RISE INTO POSITION

11:45 AM - 1:00 PM
LUNCH ON YOUR OWN
VISIT EXHIBITS

1:00 PM - 3:00 PM
RAISING THE BAR

3:00 PM - 3:30 PM
POWER UP

MONDAY
8:30 AM - 9:00 AM
RISE AND SHINE

9:00 AM - 10:00 AM
ELEVATE YOUR MESSAGE

10:00 AM - 11:30 AM
RISE TO THE TOP

11:30 AM - 12:45 PM
LUNCH ON YOUR OWN
VISIT EXHIBITS

12:45 PM - 1:45 PM
LIFT OFF

1:45 PM - 2:15 PM
STRATOSPHERIC SUCCESS

2:30 PM - 3:30 PM
EMERGING LEADER FINALE

21ST CENTURY SKILLS

CRITICAL THINKING AND PROBLEM SOLVING

• Use various types of reasoning as appropriate to the situation
• Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
• Interpret information and draw conclusions based on the best analysis

COMMUNICATION

• Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
• Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions
• Use communication for a range of purposes
• Utilize multiple media and technologies, and know how to judge their effectiveness a priori as well as assess their impact

COLLABORATION

• Demonstrate ability to work effectively and respectfully with diverse teams
• Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
• Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

CREATIVITY AND INNOVATION

• Use a wide range of idea creation techniques
• Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts
• Develop, implement and communicate new ideas to others effectively
• Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur
RYAN UNDERWOOD

For nearly 25 years, Ryan has utilized his gift of understanding how strategy, leadership and ideas come together to create innovation and positive impact. Ryan is passionate about education and youth. He’s helped lead state and national progress and support for Career Technical Education, education reform, and DECA. Ryan has been invited as a thought leader, organizer and panelist at education initiatives such as America’s Promise GradNation, NBC Education Nation and The Aspen Institute’s National Education Summit. He is the CEO of TRI Leadership.

BRYANT COLLIER

Style, swag and bringing the joy of leadership to all. That’s what you can expect from Bryant and his bowtie. Bryant is a past national speaking champion and uses his voice and his bachelors and graduate studies in leadership to help aspiring leaders find their own voice—and use it to bring joy and goodness to the world.

AMY GALLIMORE

Known for being the “fastest talking Southerner you will ever meet,” Amy hails from Tennessee where her high impact trainings highlight the powerful benefits of humor and the many ways laughter contributes to positive leadership. Drawing from her Southern roots, her upbeat and inspiring messages, combined with her love of storytelling, create an unforgettable experience for audiences.

PATRICK GRADY

Patrick brings nearly three decades of presentation and leadership expertise as a former teacher, association executive, entrepreneur and professional speaker. Patrick is dedicated to helping others improve through the use of each person’s individual talents, skills, abilities, and mental attitude. Patrick’s messages provide individuals with numerous keys to successful living and leading.
As an association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.

**OBJECTIVES**

Learn effective leadership and teamwork skills to use as an association officer.

Understand and communicate the DECA brand as an association officer.

Develop a systemic communications plan as an association officer.

Understand the components of an effective association program of work.

Learn how to empower chapters to engage all DECA members.

**MODULES**

**EMPOWER DECA**
Get a refresher on all things DECA so you can know the brand, be the brand and share the brand.
- DECA Brand

**EMPOWER KNOWLEDGE**
Knowledge is power! Test your DECA knowledge and wits to examine your core understanding of DECA. Then learn how you can improve your knowledge in targeted areas.
- Emerging Leader Assessment

**EMPOWER SUCCESS STORIES**
Effective officers command knowledge of DECA combined with a compelling ability to share, promote and foster engagement. Learn the art of storytelling, how to host any room and how to connect others to the world of DECA.
- DECA Story Telling

**EMPOWER COMMUNICATIONS**
Learn the Core 4 components of effective communications on stage, in workshops, through digital communications and interpersonal promotions.
- Communications Skills

**EMPOWER FANS**
Strategize to increase your social media presence and generate buzz through a unique challenge.
- Social Media

**EMPOWER MISSION**
Putting practice into action to empower the mission requires a plan. Begin creating your strategic communications plan by setting team objectives. You’ll also learn the new DECA Crazy 8 essentials: activate, advocate, appreciate, celebrate, collaborate, initiate, innovate and motivate.
- Goal Setting

**EMPOWER STRATEGY**
Work together to set communication plans to empower DECA with specific actions aligned with communication tools to advance DECA’s strategy.
- Association Strategic Plan

**EMPOWER CHAPTERS**
Get an overview of a new toolkit of chapter leadership strategies designed to help you empower chapters to reach their potential.
- Chapter Leadership Tools

**LIMITED TO INCOMING CHARTERED ASSOCIATION OFFICERS**
AGENDA

SUNDAY

8:30 AM – 9:30 AM
EMPOWER DECA

9:30 AM – 10:30 AM
EMPOWER KNOWLEDGE (PART 1)

10:30 AM – 11:30 AM
EMPOWER SUCCESS STORIES

11:30 AM – 12:45 PM
LUNCH ON YOUR OWN
VISIT EXHIBITS

12:45 PM – 2:00 PM
EMPOWER COMMUNICATIONS

2:00 PM – 2:30 PM
EMPOWER CHAPTERS

2:30 – 3:00 PM
EMPOWER FANS

3:00 – 3:30 PM
EMPOWER LEADERSHIP

MONDAY

8:30 AM – 9:00 AM
EMPOWER DECA

9:00 AM – 9:30 AM
EMPOWER KNOWLEDGE (PART 2)

9:30 AM – 11:30 AM
EMPOWER MISSION

11:30 AM – 12:45 PM
LUNCH ON YOUR OWN
VISIT EXHIBITS

12:45 PM – 2:00 PM
EMPOWER STRATEGY

2:00 PM – 2:30 PM
EMPOWER FANS

2:30 PM – 3:30 PM
EMERGING LEADER FINALE

21ST CENTURY SKILLS

CRITICAL THINKING AND PROBLEM SOLVING
• Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
• Synthesize and make connections between information and arguments
• Interpret information and draw conclusions based on the best analysis
• Reflect critically on learning experiences and processes

COMMUNICATION
• Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
• Use communication for a range of purposes
• Utilize multiple media and technologies, and know how to judge their effectiveness a priori as well as assess their impact

COLLABORATION
• Demonstrate ability to work effectively and respectfully with diverse teams
• Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
• Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

CREATIVITY AND INNOVATION
• Develop, implement and communicate new ideas to others effectively
• Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
• Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas
RYAN UNDERWOOD

For nearly 25 years, Ryan has utilized his gift of understanding how strategy, leadership and ideas come together to create innovation and positive impact. Ryan is passionate about education and youth. He’s helped lead state and national progress and support for Career Technical Education, education reform, and DECA. Ryan has been invited as a thought leader, organizer and panelist at education initiatives such as America’s Promise GradNation, NBC Education Nation and The Aspen Institute’s National Education Summit. He is the CEO of TRI Leadership.

JULIE MARIE CARRIER

Julie is a go-to speaker and award-winning author for students on leadership, character and confidence. Following her recognition as one of the Top 50 Student Leaders in the Nation, Julie became a senior management consultant for leadership development at the Pentagon. Julie has contributed to New York Times best sellers and received an Emmy-nomination for her work on MTV’s positive goal achievement show for students.

AMY GALLIMORE

Known for being the “fastest talking Southerner you will ever meet,” Amy hails from Tennessee where her high impact trainings highlight the powerful benefits of humor and the many ways laughter contributes to positive leadership. Drawing from her Southern roots, her upbeat and inspiring messages, combined with her love of storytelling, create an unforgettable experience for audiences.

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BE THE ULTIMATE
DECA GRADUATE
As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.

### OBJECTIVES

- Learn how to set, manage and achieve personal goals.
- Identify strategies for college and career success.
- Network with corporate executives to learn about their path to success.
- Leverage your DECA experience for college and career success.

### MODULES

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXECUTIVE MENTOR PROGRAM</strong></td>
<td>Interact in small groups with high-profile executives from DECA’s National Advisory Board representing some of the finest companies. Learn about their career path, ask them questions and get solid career advice.</td>
</tr>
<tr>
<td><strong>PATH TO SUCCESS</strong></td>
<td>Explore the extensive range of career options available in your future. Learn about various career interest inventory tools and career mapping strategies. Define your direction for your college and career path with a personal mission statement.</td>
</tr>
<tr>
<td><strong>MONEY MATTERS</strong></td>
<td>Through hands-on demonstrations and interactive discussion, gain a firm grasp on the principles of personal finance. With an understanding of budgeting, credit and financial aid, you’ll be better prepared to make wise financial decisions.</td>
</tr>
<tr>
<td><strong>COLLEGE MATTERS</strong></td>
<td>Success in college isn’t simply about academic skills. Gain the know-how you need to avoid common pitfalls of freshman year: overworking, poor decision making, isolation and more.</td>
</tr>
</tbody>
</table>

### GETTING IN THE DOOR

- Learn strategies to find a career that will be the perfect fit for you. You’ll receive proven techniques for the application process and tips for writing solid résumés.
- Career Search, Résumé Writing

### MAKE AN IMPRESSION

- To make college and career plans a reality, you need to be skillful at making a strong impression. Through a live simulation, practice key skills for navigating career fairs as well as interviews. Learn how to articulate your DECA experience in job interviews, résumés and internships.
- Interviewing Techniques, Leveraging Your DECA Experience

### FIND A MENTOR

- After experiencing the Executive Mentor Program, learn the value of mentoring and coaching skills in the corporate environment and why it’s necessary to find a mentor you can trust in both college and your career.
- Mentoring

**LIMITED TO GRADUATING SENIORS**
21ST CENTURY SKILLS

CRITICAL THINKING AND PROBLEM SOLVING
• Use various types of reasoning as appropriate to the situation
• Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
• Reflect critically on learning experiences and processes
• Identify and ask significant questions that clarify various points of view and lead to better solutions

COMMUNICATION
• Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
• Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions
• Use communication for a range of purposes

COLLABORATION
• Demonstrate ability to work effectively and respectfully with diverse teams
• Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
• Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

CREATIVITY AND INNOVATION
• Use a wide range of idea creation techniques
• Create new and worthwhile ideas
• Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts
• Develop, implement and communicate new ideas to others effectively
MELISSA GOLTRA
Melissa devotes her energy to inventing original leadership programming, developing the talents of upcoming trainers and directing and inspiring the growth of FOCUS Training. Melissa’s professional experience includes small business ownership, media sales and service as leadership specialist at DECA Inc.

AJ WATSON
AJ is committed to creating a legacy of leadership and professionalism. His professional career includes work in finance, sales and talent management for Fortune 200 companies, educational non-profits and political campaigns. He has led several projects including a company-wide diversity symposium and candidate events with former President Bill Clinton and pop star Will.i.am. He is active in the community, volunteering and delivering financial literacy seminars to youth.

SARA ZWIEFELHOFER
Sara’s extensive leadership experience, unique talents and creative mind help her translate difficult leadership concepts to audiences in fun and interactive ways. Currently, Sara develops training and leadership development tools at Kohl’s Manhattan Design Office in New York City. She has more than 10 years of professional speaking and training experience.
Now it’s time to thrive with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills. You’ll even have a chance to thrive in LeaderQuest, a high-intensity scavenger hunt team-building challenge.

### OBJECTIVES

- Develop networking techniques.
- Identify leadership styles and team dynamics.
- Develop critical thinking and problem solving skills.
- Employ communications and collaboration skills.

### MODULES

#### BEYOND THE SOCIAL NETWORK

It’s not what you know and it’s not who you know… it’s who knows you. Learn how to build and maintain a powerful personal and professional network. From handshakes and business cards to LinkedIn and Twitter, be prepared to leverage your relationships for current and future success.

- Networking Techniques
- Personal Mission

#### IT’S JUST BUSINESS… GET PERSONAL

Learn how to ensure actions exceed expectations when in a leadership role. Through this simulation, learn how to build trust-based relationships that help a team achieve synergy.

- Relationship Building Skills
- Trust-Based Leadership

#### STYLES OF SUCCESS

Gain a deeper understanding of your personal leadership style and learn how to tap into your strengths. Learn about other leadership styles and how to interact with those who have a style different from your own.

- Leadership Styles
- Team Dynamics

#### ILEAD CHANGE

Innovate or die! Leaders in business know that change is inevitable and it’s better to lead change than become a victim of it. Learn how to use Kotter’s “Leading Change” model and the “Switch” method so you can lead change within your DECA chapter and beyond.

- Critical Thinking
- Problem Solving
- Innovation

#### PERSONAL BRANDING

What does your brand say about you? From your Facebook page, to the way you dress, to the words you choose, everyday you are promoting your personal brand. Improve your ability to use your brand to get results.

- Personal Brand
- Social Media Strategy

#### ONE DAY MBA

Are you destined for the big corner office upstairs? Future CEOs, business owners and DECA leaders need the right skills to succeed in the 21st century. This session will challenge teams with a series of interactive case studies that reflect the strategic puzzles faced by modern business leaders. Will your team come out on top?

- Team Work
- Problem Solving

### LIMITED TO

**CHARTERS THAT HAVE EARNED THRIVE LEVEL THROUGH CHAPTER CAMPAIGNS**
AGENDA

SUNDAY
8:30 AM - 10:00 AM
OPENING SESSION

10:00 AM - 11:30 AM
BEYOND THE SOCIAL NETWORK

11:30 AM - 1:00 PM
LUNCH ON YOUR OWN
VISIT EXHIBITS

1:00 PM - 3:30 PM
MODULE ROTATION 1

MONDAY
8:30 AM - 11:00 AM
MODULE ROTATION 2

11:00 AM - 12:30 PM
LUNCH ON YOUR OWN
VISIT EXHIBITS

12:30 PM - 2:15 PM
MODULE ROTATION 3

2:30 PM - 3:30 PM
EMERGING LEADER FINALE

21ST CENTURY SKILLS

CRITICAL THINKING AND PROBLEM SOLVING
• Use various types of reasoning as appropriate to the situation
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• Use a wide range of idea creation techniques
• Develop, implement and communicate new ideas to others effectively
• Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
• Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur
TODD GERHLMANN

Todd has been training and speaking for over 20 years. His professional experience includes account management and sales for a Fortune 500 company, small business ownership and service as a leadership specialist at DECA Inc. His experience, quick wit and lively spirit make him a much sought-after trainer, consultant and speaker. Todd is a former national DECA president and current partner of FOCUS Training.

CHRISTINE O’NEIL

Christine uses her wealth of training and speaking experience she gained while she served DECA on the local, association and international levels. Her enthusiasm, passion and drive for success is an invaluable tool when facilitating leadership development programming for student leaders. Christine was awarded the Ernst & Young Wisconsin Young Entrepreneur Award for her startup, Pumpkins with Perspective.

LATRELL ARMSTRONG

Latrell spends over 150 days on the road each year working with high school and collegiate student leaders across the country. Previously, Latrell held positions at FEDEX Trade Networks in their Training and Development Division in Memphis, Tenn., and at Barry University in Miami, Fla.