



Session B

Leadership and Team Building



Wednesday, June 5, 2019 ● Hotel Marshfield

Effective leadership is key to growing your team members and creating a cohesive organization that performs at its best. Leadership is founded in communication and understanding. By understanding your strengths, learning the strengths of your individual team members and using effective communication, your team can be stronger and more cohesive. This workshop will explore the foundation of successful leadership, including a deep dive into the dynamics of leadership and how you as a leader can develop your team members regardless of where they are on their professional paths.

What you'll learn

- Key leadership principles along with tools and techniques to engage your team members
- Increased understanding of your own leadership skills and how to grow your teams by maximizing existing skills
- Techniques to effectively manage conflict
- Ways and when to delegate responsibilities to and across team members to create a more efficient team and enhance professional growth

The day's schedule

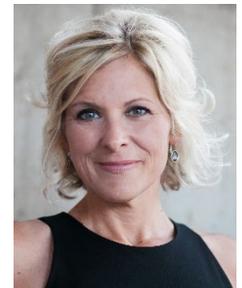
- Registration and continental breakfast at 8:30 a.m.
- Training begins at 9 a.m. and concludes by 4 p.m.
- Lunch and afternoon refreshments are provided

About the instructor

Dana Zurbuchen has been an entrepreneur for 20 years, having grown her start-up marketing company to a seven-figure organization in a few short years. She has worked with some of the largest brands in the region while managing and growing her own evolving team.

Dana is a speaker and trainer, certified coach and marketing strategist. Her experience blends practical business savvy with old-fashioned know how. Her straightforward style helps leaders elevate their organizations and create more effective teams.

Dana is a former instructor at the University of Wisconsin Madison – Department of Continuing Studies. She earned a Bachelor of Business Administration in Marketing from the University of Wisconsin Whitewater and attained an Associate Certified Coach designation from the International Coach Federation.



Location and hotel accommodations

Hotel Marshfield
2700 S. Central Avenue
Marshfield, WI 54449
Phone: 1-855-583-2700

A room block has been reserved for the seminar. To reserve a room with the rate of \$82/single. Please reference the MEUW Training Program and reserve no later than May 22.

Register online at meuw.org
Deadline: May 31

\$275 for MEUW members



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