



# Delta Sigma Pi Fraternity

## Birmingham LEAD School

### October 5-6, 2018

The sessions below focus on the following tracks:

Career/Professional (CA) Chapter/Fraternal Operations (FO) Personal Development (PD)

## FRIDAY, OCTOBER 5

5:00 p.m.-8:00 p.m.	Check-in/Registration with Delta Sigma Pi	Lobby
9:00 p.m.-12:00 a.m.	<b>Game On!</b> Games/Trivia/Networking	Birmingham III

## SATURDAY, OCTOBER 6

Early	Breakfast on your own	
7:30 a.m.-8:30 a.m.	Check-in/Registration with Delta Sigma Pi (if you checked in Friday, no need to check-in again)	Ballroom Foyer
8:00 a.m.-5:30 p.m.	Visit Leadership Foundation, community service, chapter sales, Fraternal Composite Service and other Delta Sigma Pi service and career partners including OneMain Financial.	Ballroom Foyer
8:30 a.m.-9:30 a.m.	<b>Welcome &amp; Networking</b> Every Business is Building a Restaurant with Mara Zepeda Keynote sponsored by Delta Sigma Pi Leadership Foundation	Birmingham I
9:45 a.m.-10:45 a.m.	<b>Breakout Sessions I</b> <ul style="list-style-type: none"> <li>You Better Check Yourself Before You Wreck Yourself (CA)</li> <li>How to Land Your Dream Job (CA)</li> <li>Recruiting with a Marketing Approach (FO)</li> <li>Managing Stress by Saying, "No!" (PD)</li> </ul>	Birmingham III Birmingham IV Birmingham XI Birmingham XII
11:00 a.m.-12:00 p.m.	<b>Breakout Sessions II</b> <ul style="list-style-type: none"> <li>Design Thinking in Business (CA)</li> <li>Marketing the Brand Called "You" (CA)</li> <li>Member Education: Today, Tomorrow, Always (FO)</li> <li>Leadership Styles – What Type of Leader Are You? (PD)</li> </ul>	Birmingham III Birmingham IV Birmingham XI Birmingham XII
12:00 p.m.	<b>Lunch</b> – Network by meeting someone new! (Meal Ticket Required) Program begins at 12:45 p.m.	Birmingham I



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1:30 p.m.-2:00 p.m.	<b>Regional Awards &amp; Recognition</b> Atlantic Coast-Birmingham III Central Gulf-Birmingham IV Mid-Atlantic-Birmingham I	Mid-South-Birmingham XII South Atlantic-Birmingham I Southeastern-Birmingham XI
2:15 p.m.-3:15 p.m.	<b>Breakout Sessions III</b> <ul style="list-style-type: none"> <li>Alumni Forum: Engaging and Retaining Alumni Involvement (FO)</li> <li>Delta Sigma Pi's Ritual: Performing the Ceremonies (<i>Members only</i>) (FO)</li> <li>M is for Money (PD)</li> <li>Leadership vs. Management (PD)</li> </ul>	Birmingham XI Birmingham XII Birmingham III Birmingham IV
3:30 p.m.-4:30 p.m.	<b>Breakout Sessions IV</b> <ul style="list-style-type: none"> <li>The Future of Purpose-Driven Businesses (CA)</li> <li>Effective Transitions and Goal Setting (FO)</li> <li>Taking Care of Business: Effective Meetings (FO)</li> <li>Risk Management: "That Won't Happen to My Chapter!" (FO)</li> </ul>	Birmingham III Birmingham XI Birmingham XII Birmingham IV
4:45 p.m.-5:30 p.m.	<b>The Grand Finale!</b> Provincial and National Awards and Recognition	Birmingham I
Evening – Late	Networking in Birmingham	

## Keynote: Every Business is Building a Restaurant *with Mara Zepeda, Switchboard*



*We will draw on the lessons we learn from the hospitality industry when it comes to identifying and cultivating our role in business, and creating the environment and circumstances where teams and customers can be nourished and thrive.*

Mara Zepeda is the co-founder and CEO of Switchboard, which provides training and technology to colleges, universities, and independent schools around the world to increase their community members' mobility. She speaks about and leads workshops on education, trust, social networks, and the future of business internationally. Mara has spent her career at the intersection of community building, economic empowerment, and education, directing programs at Harvard University; as a reporter with National Public Radio; and as an alumni board member of her alma mater, Reed College. She is the founding board president of Business for a Better Portland, the city's newest and fastest growing business organization, and XXCelerate, an entrepreneurship program and loan

fund for women entrepreneurs in Oregon to address the inequity in access to financing. She is also a co-founder of Zebra movement, a conference and community that aims to create a more ethical and inclusive startup culture.

## BREAKOUT SESSIONS I

9:45 a.m. – 10:45 a.m.

### **You Better Check Yourself Before You Wreck Yourself with OneMain Financial (CA)**

*Birmingham III*

Relationship building. It's not all about you!

- Why "leave it at the door" is an enemy to successful business
- Understanding the relationship between business and the human element
- All relationships matter, understanding how to manage from the top down
- Why you don't need permission or authority to make this real in any company or context
- How this is the keystone for defining your leadership legacy
- How you treat others, how they respond to you
- Who you lead today could be your boss tomorrow

### **How to Land Your Dream Job with Daniel Botero (CA)**

*Birmingham IV*

Eighty-five percent of students graduate with no job lined up. Don't be part of this statistic! In this interactive workshop, you will learn strategies and techniques to help take away that fear of graduating without a job and instead you'll learn how to land your dream job.

Participants will:

- Learn how landing their dream job is an open book test
- Understand the importance of being intentional with their time while in college
- Discuss strategies on how to master career fairs
- Understand what it takes to get their resume on top of the "yes" pile

### **Recruiting with a Marketing Approach with Madison Whitehouse (FO)**

*Birmingham XI*

Participants will:

- Review and discuss the foundations of marketing
- Learn how to utilize those principles for recruitment success
- Receive recruitment tidbits and ideas

### **Managing Stress by Saying, "No!" with Austin Thigpen (PD)**

*Birmingham XII*

Participants will:

- Learn how to avoid personal over-commitment
- Recommit to following through on their leadership and task commitments
- Understand that it is okay to occasionally say "no"
- Share and gain ways to assertively and professionally say "no"



***Building Business Leaders***  
DELTA SIGMA PI LEADERSHIP FOUNDATION

## BREAKOUT SESSIONS II

11:00 a.m. – 12:00 p.m.

### **Design Thinking in Business with Mara Zepeda (CA)**

*Birmingham III*

It is now common practice to be familiar with the design thinking framework in business. In this interactive workshop, we'll learn the first step: how to listen to and empathize with your customers. We'll share stories of times we were (and were not!) heard and helped, and we'll identify qualitative and quantitative outcomes for measuring success.

### **Marketing the Brand Called "You" with Enterprise (CA)**

*Birmingham IV*

In a world where brand is king and access to information is easy, how much time have you put into developing your own personal brand and marketing it effectively? If you don't brand yourself first, will someone, or something, else do it for you? Ask yourself some questions: What impressions do people have of you? How would they describe you? What do you want to be known for? The answers all play into the brand called "you". The presenter will discuss how to successfully integrate personal and professional information to market yourself by leveraging social media and technology...and good old fashioned personal interaction. Helping you develop a presence that allows you to shine both personally and professionally.

### **Member Education: Today, Tomorrow, Always with Olivia Malice (FO)**

*Birmingham XI*

Participants will:

- Realize your current level of Fraternity knowledge regardless of prior experience
- Identify past experiences that enhance your knowledge level
- Maximize knowledge factors that allow members to help each other
- Identify resources for regular updates to motivate you and others around you

### **Leadership Styles – What Type of Leader Are You? with Velvet Simmons (PD)**

*Birmingham XII*

Leadership is a subject that is talked about a lot in the Fraternity, but we don't often enough stop and think about how each of us approaches leadership. How you approach leadership, how you develop your leadership skills, and what kind of leader you want to become are important decisions. This session will ask you to think about those answers and more as we learn together.



# SAVE THE DATE

Join us **March 1-3, 2019** for the  
2019 Southern LEAD Provincial Conference and Council Meeting &  
Elliott Ferguson Career Achievement Award Banquet in Atlanta  
Register today at **[dsp.org/LEAD](http://dsp.org/LEAD)**

## BREAKOUT SESSIONS III

2:15 p.m. – 3:15 p.m.

### **Alumni Forum: Engaging and Retaining Alumni Involvement with Mitch Simmons (FO)**

*Birmingham XI*

Gather with other alumni, representing a number of alumni chapters, to discuss best practices for engaging and retaining alumni and how to keep Deltasigs involved after the collegiate experience.

### **Delta Sigma Pi's Ritual – Performing the Ceremonies (*Members Only*) with Shane Borden (FO)**

*Birmingham XII*

Each time members participate in Delta Sigma Pi's Ritual it gives them an opportunity to reaffirm their commitment to the Fraternity. The Initiation Ritual is a time for new brothers to learn more about the Fraternity and its history. This session will focus on the various ritual ceremonies and how to perform each ceremony to optimize the ritual experience.

### **M is for Money with OneMain Financial (PD)**

*Birmingham III*

When people think about their personal finances, they may associate it with words like: boring, confusing and difficult. But why does it have to be such a headache? Deltasig partner OneMain Financial will help you explore the following:

- Myths about personal finance.
- How to manage your student loan or credit card debt.
- Ways to maintain a good credit score before and after graduation.
- Things to consider regarding finances when you graduate and much more!

### **Leadership vs. Management with Katrina Reeves (PD)**

*Birmingham IV*

Participants will:

- Be able to discuss the differences between managers and leaders
- Be able to explain one leadership style in depth to others and compare six leadership styles to one another
- Learn to identify at least one leadership style in which you're not naturally good at and locate someone you know personally who can help you grow in that area



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## BREAKOUT SESSIONS IV

3:30 p.m. – 4:30 p.m.

### **The Future of Purpose-Driven Businesses with Mara Zepeda (CA)**

*Birmingham III*

A new era of socially conscious business is upon us – one that favors both doing good and doing well. Learn how a blog post would go on to inspire an international movement of thousands of founders and investors committed to pursuing both profit and purpose, as well as the new finance instruments and corporate structures that will help these companies succeed.

### **Effective Transitions and Goal Setting with Sarah Barry (FO)**

*Birmingham XI*

Participants will:

- Understand the value and importance of proper officer transition and individual officer goal setting.
- Obtain tools and information which will make transition and goal setting more effective.
- Be empowered to properly prepare for the upcoming officer transition and be able to guide the incoming officers in goal setting.

### **Taking Care of Business: Effective Meetings with Melissa Garcia (FO)**

*Birmingham XII*

Participants will:

- Understand the importance of planning before running meetings
- Discuss the role of the leader and the role of meetings in business
- Understand the importance of running effective meetings
- Be empowered to run effective meetings, delegate effectively, and ensure thorough meeting minutes

### **Risk Management: “That Won’t Happen to My Chapter!” with Meghan Hill (FO)**

*Birmingham IV*

Risk management is not an afterthought, it is a practice – a commitment to keeping yourself and those around you safe. As brothers we have a commitment to each other. As a brotherhood, our actions need to reflect a desire to protect the Fraternity and its existence. In this session, we will look at a few real life examples of what can occur when risk management is not practiced. Sadly, examples such as those provided occur every year and happen to those who never expect it. Perhaps this session will not eliminate the thought “That won’t happen to my chapter!” but at least you will be better prepared to handle and address those difficult situations.



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### **Got 3 Minutes?**

Take the online survey to give us your feedback on the Birmingham LEAD School. You’ll receive an email from Survey Monkey a few days after the event.

