



LEADERSHIP ALAMEDA

Building Stronger Community Through
Connections



2022



WHAT IS LEADERSHIP ALAMEDA?

The Alameda Chamber of Commerce is pleased to announce the launch of its Leadership Alameda program, which is designed to introduce an annual class of participants to major facets of the community through an informative and interactive, professional development program.

Leadership Alameda's participants partake in a series of educational sessions, tours and conversations with community leaders in various industries. Topics include:

- government affairs
- education
- law enforcement/first response/public safety
- healthcare, wellness, and aging
- business & economic development
- diversity and inclusion
- the arts, leisure, and tourism
- the environment
- nonprofit and social services organizations
- transportation and housing.

In each session, participants take a deep dive into these areas so that they may see and experience their community anew. The hands-on learning provides exposure to each area and the leaders shaping these programs. The participants will also create a class project to help improve Alameda and further their interaction with one another. Working with organizers, the class project will focus on "giving back" in some way and will be decided annually by each class.



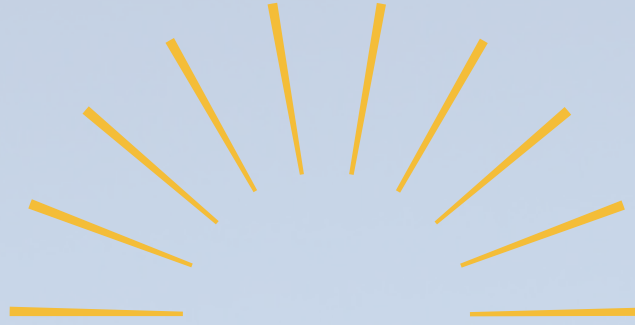
WHO SHOULD CONSIDER APPLYING FOR LEADERSHIP ALAMEDA?

Adults of all ages with an interest in business leadership development or community leadership are encouraged to apply. We're looking for individuals from various backgrounds who want to be an advocate for the business community. People from all industries (public and private sector, for-profit and non-profit) and all backgrounds and experience levels are welcome.

Ideal candidates have a strong desire to:

- examine how leaders in our main segments work together to perpetuate and advance the Alameda community.
- develop and build leadership skills in themselves and others.
- serve as community stewards.
- build a diverse long-term network of colleagues.
- promote the organization they represent.
- engage in meaningful discussions with established leaders.
- go behind-the-scenes at key institutions in Alameda.
- contribute to the community after graduation.

Leadership Alameda is an excellent resource for professional development.



LEADERSHIP ALAMEDA MISSION

Leadership Alameda bridges the gap between industries, organizations, and government by creating a platform from which they can strengthen their efforts to work together, improve understanding, and participate in meaningful conversations about the future of the community. The program acts to identify, nurture, and connect existing and future community leaders, increasing their knowledge of the community, targeting areas for growth and development, creating impactful discussions about the future, and ultimately enhancing their individual effectiveness.

LEADERSHIP ALAMEDA VISION

Leadership Alameda will be a catalyst to bring current and future leaders together for better understanding and a brighter today and tomorrow.

PROGRAM GOALS

- Create and expand a base of knowledgeable citizens and leaders – building a “pipeline” of informed individuals for civic and community engagement.
- Prompt broader citizen involvement by providing a forum for educated debate and an opportunity for participants to strengthen their leadership skills.
- Facilitate meetings with key community leaders to learn about their programs and services.
- Uncover the critical issues facing our community.
- Provide networking opportunities with key community leaders, class members, and graduates of the Leadership program.

PARTICIPANT MIX:

Leadership Alameda will strive to bring together a diverse and talented group for each class. Class size will be set at between 15 and 20 participants and people will be selected from a wide range of sectors and industries in the community.

DURATION:

6-month program beginning in January 2022

PARTICIPATION:

In addition to the meetings and post-meeting social hour (social hour is optional but highly encouraged), students should count on attending:

- Opening Leadership Skills Training Kickoff (half day, 9 a.m. – 12 p.m.): This learning session incorporates teaching on professional development/networking for leaders/effective presentations & public speaking and allows students to get to know one another before the program sessions.
- 2 Public Meetings in keeping with curriculum (such as: City Council or Planning Commission Meeting).
- Class Project Meetings: each class decides on a class project that will require additional time outside of regular class sessions to plan and implement the project.

TUITION:

The cost of this program is \$1,000 (and a non-refundable \$100 application fee) and includes all sessions, learning materials, and meals during the sessions. Participants will also receive a class photo. Scholarships may be available to individuals who demonstrate a financial need.

Note: Participants must commit to attending at least 8 of the 9 sessions in order to graduate from Leadership Alameda. If a participant misses more than 1 day's programming, they may choose to complete the program by participating in the session(s) they missed in a future year (within 2 years of their original scheduled graduation date).



PARTICIPANT SKILL DEVELOPMENT

Participants can expect to learn the following things and improve in these areas:

- Presentation and communication skills
- Team building
- Group dynamics
- Consensus building
- Leadership skills
- Conflict resolution
- Change and transition
- Working with diverse groups
- Emotional Intelligence (EQ)

Plus, they will:

- Develop a greater knowledge of the region, our history, and our leaders.
- Build an informed network of diverse colleagues for individual, business, and community problem solving.
- Refine values and their personal mission.
- Network with other dedicated professionals who can help with business solutions.
- Develop a knowledge of regional issues that can be used for greater organizational effectiveness.
- Gain exposure to community leaders who are committed to the future of Alameda and the Bay Area.
- Have an opportunity to position their business as an organization that is committed to its community and quality of life issues.



BENEFITS TO BUSINESS

There are many benefits to your business and encouraging your employees to be a part of the Leadership program. The program provides excellent training, makes your employee feel valued by your business, and can help provide additional challenges for high-performers.

Through employee participation, your business will benefit by:

- Creating stronger, more aware leaders.
- Making valuable business connections with Alameda's top corporations.
- Meeting fellow community leaders, establishing connections, and expanding their circle of influence.
- Establishing relationships that will provide new opportunities to serve the community and deal firsthand with local issues; helping your company to get more involved.

SESSIONS:

The following is a draft schedule of possible topics that the leadership class will learn about. Each class will be taught by a community leader(s)/professional(s) in the subject area. Whenever possible, they will be taught on location (CDC guidelines observed) through experiential learning, focusing equally on intellectual content and the emotional process of learning for greatest impact. The Program reserves the right to combine sessions or alter the schedule below as necessary.

One: Government Affairs

Learn the intricacies of local government and how to best work with the representatives and elected officials. Discover how to address and work with the media.

Leadership skill component: Presentation and dynamic communication skills

Two: Education*

Understand the challenges of teachers by participating in a teacher shadow day. Panel discussion about the differences of virtual and in-person learning. What did we learn from COVID? Students will also see how education shapes workforce development.

Leadership skill component: Developing emotional intelligence and becoming an empathetic leader

Three: Law Enforcement/Fire/First Responders/Public Safety*

See firsthand the special needs of the community during a ride along with a police officer or first responder. Session will address concerns over public safety and approach to community.

Leadership skill component: Becoming a servant leader

Four: Healthcare, Wellness, and Aging

Enjoy a behind-the-scenes glimpse of medicine in the 21st century as well as the local response to the pandemic.

Leadership skill component: Winning through team building and development

Five: Business & Economic Development

Investigate how Alameda's growth has changed the face of business and what new affordable housing will mean for employers. Speak with key people involved in the continual development of The Island, including some of our biggest areas of growth, maritime and life science.

Leadership skill component: Managing change and leading through it

SESSIONS (CONTINUED):

Six: Diversity and Inclusion*

Go beyond standard talk of diversity and learn how systemic racism can hold communities back and affect economic development and growth.

Leadership skill component: Working with, cultivating, and leading diverse groups

Seven: Leisure/Hospitality: The Arts, Travel, and Tourism

Explore what freedom of expression exists in Alameda and discover how the art community in Alameda is shaping the conversation. Discuss tourism and its link to the economy.

Leadership skill component: Developing and harnessing creativity as a leader

Eight: Environment*

Learn more about the environmental concerns of our area like climate change and sea rise. Discuss how these concerns can potentially impact the quality of life for residents, and threaten the viability of businesses in the community.

Leadership skill component: Succeeding through conflict resolution and negotiation

Nine: Transportation and Housing

Understand the correlation between dependable transportation and affordable housing in economic growth. Learn how Oakland airport ties into growth of the area

Leadership skill component: Understanding personality assessments

Ten: Nonprofits and Social Services

Explore the ways nonprofits and social service organizations improve our community.

*Denotes sessions that the Alameda Junior Chamber will participate in with individual approval from school and Chamber.

Leadership Alameda Application

Name:

Nickname:

Employer:

Address:

Contact Info:

What do you hope to accomplish through this program:

What is your greatest professional accomplishment thus far is?

What are your leadership strengths or special skills?

What, if anything, has held you back in your professional development?

Thank you for your interest.

Please send your application, a copy of your resume (or employment history), and commitment to participate to connect@alamedachamber.com by September 30th, 2021. There are 20 spots available and they will be filled on a first-come, first served basis. Applicants will be notified by October 31st, 2021.

APPLICANT'S COMMITMENT TO PARTICIPATE

I understand the purpose of Leadership Alameda and, if I am selected, I will devote the time and resources necessary to complete the program.

I understand that I may not be absent from more than one day of the program. Should I be absent for more than one day, I understand that the Steering Committee will determine whether I am eligible to graduate.

If the Steering Committee determines I am no longer eligible for graduation, I will not receive a tuition refund but the missing session(s) may be taken up to two years after my originally scheduled Leadership class.

Will your employer/sponsor pay the tuition fee? ☐ Yes ☐ No

Will you need financial assistance to participate in the program? ☐ Yes ☐ No

If yes, and you are selected to participate, a representative will contact you regarding available assistance. (Your answer to this question does not affect your candidacy.) You are encouraged to seek a sponsor if your employer will not pay for tuition.

Applicant's signature

Date

EMPLOYER'S COMMITMENT

This applicant has the approval of the organization and our full support to participate in the Leadership Alameda program, which includes the time off required to participate.

Will employer pay the tuition fee? ☐ Yes ☐ No

Company

Signature

Date