

# Lead Simply

Model. Connect. Involve.

When you hear there's going to be a "Leadership Keynote" presentation, what goes through your mind? Is it "Oh that's for our CEO to attend?" or "Those sessions are just common sense things I've heard before." Holly Hoffman will shatter that mindset with her program on leadership.

Everyone possesses leadership skills that come out in our daily actions no matter what role we are performing at the time. Whether it's at our workplace, or as a parent, as a volunteer in a civic organization, as a supportive friend, or as a contestant on a televised show where you are trying to outwit and outlast competitors. Leadership is the sum of how we model behaviors we want to see in others, how we connect with them and how we involve them in the process.

True leadership is not just words, it is action. We must model the behavior we want to see, connect with the people you lead and involve them as much as possible. The ways in which we model, connect and involve our people may have changed in the past, but as Holly will show, the basics of leading your team remain the same. Holly's dynamic energy and enthusiasm will have you excited to renew your passion for leadership!