

MCCE
Executive Leadership Program

Session One: Introduction & Personal Leadership Skills
October 21, 2014
Minnesota Chamber of Commerce

The opening session will include an overview of the role of chambers of commerce in today's economy and the success measures of an effective organization. The majority of the day's topics will focus on personal professional development including guidance on:

- Communication: Effective business writing and public speaking
- Image
- Relationship building skills
- Vision & Leadership

Session Two: Governance
November 18, 2014
Faribault Chamber of Commerce & Tourism

A solid organizational structure and governance model is the foundation for any successful organization. You must have the basic building blocks in place. This session will include an overview and discussion of the following:

- Organizational structure
- Board development
- Vision and Strategic Planning
- Financial management & budgeting
- Legal and compliance issues
- Policies and procedures
- Staff management

Session Three: A new approach on traditional chamber benefits
Retail, Networking, Tourism and Workforce Development
February 17, 2015
Brainerd Lakes Chamber

Many chamber programs that existed 20 years ago remain as a highly valued member benefits today, but in a very different format. This session will showcase innovative and results-oriented programs in the areas of retail, networking and tourism.

In addition, an available and skilled workforce is essential to the growth of any community and increasingly, local chambers are leading workforce development strategies to ensure a strong local workforce. You will be introduced to one of the state's leading chamber-led workforce programs.

Session Four: Membership, Money and Marketing
March 17, 2015
Eden Prairie Chamber of Commerce

Money and members make the chamber world go 'round. This session will focus on:

- New models for membership development and retention
- Innovative membership investment strategies
- Creative, and mission-related, revenue generation
- Effective communication tools, including traditional media and social media
- Media relations techniques
- Telling your story

Session Five: Advocacy, Politics and Economic Development
April 21, 2015
Willmar Lakes Area Chamber of Commerce

Today's most effective chambers are those that provide leadership on critical business and policy issues, advocate effectively on behalf of their members, and are smart players in the political process. A strong and credible process is the first step to an effective advocacy program. This session will focus on how to implement a credible process to be an effective business advocate, and the steps to build into political advocacy as well.

Job retention and growth is also an essential role played by the chamber of commerce. Learn how to be a leader in this area, while also building and sustaining relationships with key partners.

Session Six: Your Chamber and the rest of the world
May 19, 2015
Minnesota Chamber of Commerce

Your community, and your chamber, do not exist in a silo. For you to be effective on behalf of your members, you must build relationships with statewide business leaders and organizations, be knowledgeable about federal issues and be able to assist your members as they complete in a global economy. The final session will feature a number of statewide business and political leaders, and provide access and resources to help you develop an outreach strategy beyond your community borders.