

2020 EVEN BETTER TOGETHER

LEADERSHIP CONFERENCE

November 10th 8am-2:45pm PST

8:00 AM

Introductions

8:05 AM

Executive Team Overview & Announcements

8:30 AM



Lanän Clark – Let's Get Real: Bringing a Voice to Silent Issues

In this session Lanän Clark will review the economic impact of gender parity globally and nationally as well as bring a voice to the silent issues professionals face moving into the future. Lanän will bring awareness to critical leadership issues and suggestions to promote gender parity moving into our modern world.

9:15 AM

Email/Stretch Break

9:30 AM



Dr. Shawn Andrews – Overcoming Hidden Biases that Hinder Our Success

By now, most of us know that unconscious biases affect the workplace. These hidden, reflexive preferences shape our world views and can profoundly affect how welcoming and open a workplace is to different people and ideas. These predispositions shape the decisions we make by affecting the way we interpret information and how we interact with others—significantly impacting a host of organizational processes from recruitment to retention. At the same time, we are experiencing significant shifts in global demographic trends which have age, race, ethnicity, and gender implications. There is no doubt that our workplace is becoming more diverse, which increases the potential for more biases.

During this interactive presentation, you will learn how to:

- Identify gender biases and other types; explore causes and impact
- Explore the impact of global demographic trends on diversity and bias
- Utilize case studies and stories to communicate potential biases
- Apply individual and organizational strategies to minimize bias

10:15 AM

Email/Stretch Break

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Breakout Sessions



Jeana Feely – Virtual Presentations: Moving Beyond PowerPoint

Shifting your daily habits, actions, and decisions to thrive in a virtual workplace is now essential. Small changes in your daily practices will allow you to succeed in today's constantly changing virtual landscape. In this session Jeana Feely will offer lighting tips, webcam suggestions, professional attire recommendations, non-verbal communication tips and strategies, and suggestions for effective presentation tools. Do not miss this session to elevate your virtual meeting skills!



Graham Kilshaw – The End of the Zoom Boom! Tips and Techniques for Reaching Your Customer Digitally

The days of knocking on doors are over, and face to face meetings are quickly becoming fewer and further between, so now what? Zoom and other virtual meeting platforms have quickly become the norm, some would say too much. In this breakout session, Lectrix, CEO, Graham Kilshaw, provides us with marketing tips for prospecting and communicating with our engineering customers digitally, where they spend most of their time. Companies that recognize this shift now, and prepare accordingly, will have a measurable edge over their competitors when the Zoom Boom ends! Join this session with Graham to be thinking ahead. He will also have a free copy of the new "Lectrix Virtual Meeting Etiquette" tip sheet for attendees to download.



Cecilia Gorman – The Dynamics of Change

In this current climate of never-ending change happening all around us, let's learn more about what it takes to better navigate and adapt as women leaders. We'll talk about resistance and acceptance and why it's important to embrace the opportunities for change in our lives.

11:10 AM

Session Transition/Sponsor Video

11:15 AM



Michael Knight – Past, Present & Future of the Electronic Component Supply Chain

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Refreshment Break/Pilates with Kerry

12:15 PM



WE Advisory Council Panel – Why This Matters: It’s Not Just Politically Correct!

Council Members: Kimberly Appleton/On-Semi, Alan Bird/Arrow, Phil Gallagher/Avent, Linda Johnson/Digi-Key, Michael Knight/TTI, Lynn Torrel/Flex

1:00 PM

Email/Stretch Break

1:15 PM



John Maxwell – Effective Leader “Shift” Principals for Growth and Innovation

In this session, world famous author, leadership expert, mentor, and coach, John Maxwell, discusses the cycle we must all experience to succeed while navigating through uncertainty. John will show us how to continually launch forward through our setbacks by reinventing ourselves regularly. As the future continues to arrive unannounced, we will learn to step out of our old habits and comfort zones in order to thrive through challenges in a fast changing world.

2:00 PM



Taya Paige/ITA Group - Networking Reception

Bring your favorite beverage of choice and join your colleagues for an opportunity to connect with industry professionals!

2:45 PM

Thanks for Attending