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 Department of Leadership Studies
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LEADING EDGE

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2009 Leadership Conference an outstanding success

On Tuesday, April 14, approximately 250 people gathered at the Marriot Inn North in Cranberry Township to participate in this year's MSOL Annual Leadership Conference. Among this group were over 100 MSOL alumni and students. This year's keynote speakers were Frances Hesselbein, founder of the Leader to Leader Institute; Larry Spears, former executive director of the Greenleaf Center for Servant Leadership; Michelle Hunt, former vice president for people at Herman Miller Company; and Dr. John Stahl-Wert, president of Serving Leaders. In addition, John Friel, CEO of MEDRAD Corporation, served as a member of the panel discussion group.



Dr. John Stahl-Wert, President, Serving Leaders.

The **Serving Leader Award** was presented to Mr. Ray Bettler, vice president at Wabtec, Inc., in recognition of his life-long commitment to the principles of serving leadership at work, in the community and in the family. Dr. John Stahl-Wert presented Ray's experiences and qualifications for the award, and a short video compilation of comments from co-workers and colleagues was shown as well.

The feedback we received about this year's conference was overwhelmingly positive. It was truly an outstanding day, a wonderful opportunity to network with others, and the food was great! What more could we ask for?

Please save the date and put next year's conference on your calendar — Friday, April 16, 2010.



Pictured from the back left: Larry Spears, Michelle Hunt, Dr. John Stahl-Wert and Frances Hesselbein.

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From the Chair

Recently, I had the opportunity to be present at the inauguration of the Hesselbein Global Academy for Student Leadership and Civic Engagement at the University of Pittsburgh. The academy's inaugural class was in the audience. This group, made up of 50 college students from the United States and abroad,

had just completed the academy's three-day intensive leadership development experience.

Frances Hesselbein, who was a keynote speaker at our most recent MSOL Annual Leadership Conference, participated in the ceremony. Jim Collins, author of the bestselling book *Good to Great* and the recently published *How the Mighty Fall: And Why Some Companies Never Give In*, also spoke.

At one point in his presentation, Collins asked students to consider three aspects of discipline, one of the themes in *Good to Great*. Number one, be disciplined people. Number two, be disciplined in thought. And number three, engage in disciplined action. Along the way, he shared some interesting axioms about being a disciplined person:

- Invest time in being *interested* not *interesting*.
- Be fluent in being silent.
- Be clear about what *not* to do, not what *to* do.
- Don't spend five years getting two years of experience.

While I listened to Collins deliver his points, I thought of the students and graduates who successfully complete the MSOL program because they have that type of discipline. To participate fully as an interactive learner in the MSOL classroom, students must be disciplined in thought as they read about, study, reflect on and make sense of various leadership concepts, and then engage in disciplined action such as creating, writing about, developing, applying and trying out those same ideas. In doing so, each of our students can move from "good to great."

James K. Dittmar, Ph.D.
Chair, Department of Leadership Studies

Mark your calendar for next year's MSOL conference

The 2010 leadership conference is scheduled for Friday, April 16 at the Marriot Inn North in Cranberry Township, Pennsylvania. The theme for the conference is "The Serving Leader as Change Agent," and Dr. Ken Blanchard will be the keynote speaker.



Dr. Ken Blanchard

For nearly four decades, Ken has been recognized and read as a premier thinker and writer on leadership. The three-dozen or so books (including *The One Minute Manager*, *Raving Fans* and *Gung Ho!*) he has authored or co-authored find places of prominence on bookshelves and bestseller lists here and abroad. He is a coveted and celebrated guest in national media and in major conferences and conventions. Many of the most significant national and international corporations engage Ken for strategic counsel at the most critical levels.

Along with Phil Hodges, his friend of many years, Ken founded The Center for Faithwalk Leadership in 1999, now known as Lead Like Jesus. The mission of this ministry is "to glorify God by inspiring and equipping people to Lead Like Jesus."

Given Ken's commitment to serving leadership and his knowledge and insight regarding organizational and personal change, we expect his presentations to be exciting and challenging.

Please save the date and put next year's conference on your calendar — Friday, April 16, 2010. We anticipate a great response and trust that many of our MSOL students and alumni will attend.

ALUMNI ACTIVITIES

Once again, arrangements are underway for several MSOL alumni events throughout the coming year. Plans for the reading/discussion groups and for a networking mixer later this fall are in process.

Also, expect something new for this year: a series of "Saturday Seminars" that will be available for both MSOL and Adult Degree Completion Program (ADCP) students and alumni. Attendees will participate in a three-hour session during which practical, leadership-oriented topics will be presented.

Along with the MSOL Annual Leadership Conference, already scheduled for Friday, April 16, 2010, there are plenty of activities in which MSOL alumni and students can participate. Expect to receive more information about these events soon, and do plan to participate.

Our newest students, Cohort 70 Beaver Falls



ALUMNI UPDATES

Lutitia Clipper, Cohort 10 – Earned a Ph.D. in Social and Comparative Analysis through the Administrative and Policy Studies Department at the University of Pittsburgh's School of Education.

Chaquita Barnett, Cohort 23 – Currently enrolled in the University of Phoenix Doctor of Health Administration program.

John Connelly, Cohort 40 – Instructor, Occupational Therapy Program at Gannon University and currently enrolled in the Interdisciplinary Doctoral Program for Educational Leaders at Duquesne University.

Robert Connelly, Cohort 48 – Promoted to the Dean of Workforce Development at Westmoreland Community College.

Lori Reda, Cohort 51 – Was selected as Pennsylvania's Virginia Allan Young Careerist in 2008 through the Business and Professional Women/USA (BPW/USA). Lori was the first recipient of this award from the Beaver Valley chapter.

We want to hear from you! Send us your updates at msol@geneva.edu.



Bonnie Budzowski

Use a seven-second rule for presentations

By Bonnie Budzowski
President, inCredible Messages, LP

On television, images change approximately every seven seconds. Yet in organizational settings and conference presentations, we expect audience members to watch a presenter, speaking from behind a podium, standing still, for long periods of time. No wonder people get restless!

To be effective as a speaker, you have to recognize that our culture is increasingly fast-paced and increasingly visual. Here are some tips to build changes into your next presentation:

Give up the podium. It's okay to use the podium as a home base. Just don't plant yourself there! Plan times to move. For example, move away from the podium when you make a key point, or when you ask for audience participation.

Add vocal and visual changes. Tell a story to illustrate a point. Use photographs and dramatic graphs in your PowerPoint. Raise the volume of your voice to emphasize a point. Try a stage whisper to draw the audience into a little-known fact.

Use natural gestures. Use the gestures that come naturally in conversations. These include suggestive gestures like shaking your head and demonstrative gestures like showing the height of an object.

It's hard to compete with a change every seven seconds. Unfortunately, this is what your audience members have come to expect, even if they don't realize it. Build changes into the content and the delivery of your next presentation. You'll be rewarded with a more engaged and attentive audience.

When you or someone in your organization needs coaching in presenting, writing, or influencing others, Bonnie Budzowski is the perfect resource. She is a keynote speaker, seminar leader and coach with engagements across the country. Bonnie is author of *Secrets to Get Busy People to Respond to Your Messages* and *Clickety Clack: 86 Ways to Keep Your Speech on Track*. Contact her at 412.828.1629 or bonnie@inCredibleMessages.com.

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