



**What Is EMBARK SAN DIEGO: LEAD's Emerging Leaders Program?**

**EMBARK SAN DIEGO** is LEAD's newest contribution to future leadership in the San Diego region. This program, designed for professionals just beginning to represent themselves and their company, helps to train and develop skill sets in the areas of "internal/external relations." Participants will engage in a leadership assessment and learn the art of building a professional network. Each session will feature leading experts and key community leaders who are active in the issue at hand. Overall, **EMBARK SAN DIEGO** will provide participants with the necessary skill development to excel in their respective professional positions.

**Why Should I Apply?**

**EMBARK SAN DIEGO** differs from other LEAD programs in that it is designed for individuals who would benefit from leadership skills development as an "external relations" representative. You will acquire an understanding of the San Diego region's government structure, economics and demographics, and to grow personally while enhancing your leadership potential. It is an excellent opportunity for you to develop important leadership skills and ascertain how to better market yourself and your company/organization. You will also learn from fellow colleagues, and discover the value of enhancing your professional network through small group breakout sessions and interactive exercises. Overall, these sessions will help you develop a strategic direction for the future in a changing environment.

**How Will I Benefit Upon Completion of the Program?**

The outcome of participating in **EMBARK** is that you will be better positioned to represent yourself and your company. You will understand the region and the role you can play as a company representative as you begin to navigate the role of civic and community volunteer. Upon completion, you will earn an **EMBARK SAN DIEGO** certificate in recognition of your professional leadership accomplishments.

**What Do I Have To Do As An EMBARK SAN DIEGO Participant?**

Participants who are selected to be a part of the **EMBARK SAN DIEGO** program will be expected to:

- Attend all seminars from February to April 2010 taking place at UCSD's Extension Mission Valley Center.
- Complete the on-line leadership diagnostic.
- Bring a positive attitude and collaborative spirit to each session!

**What Topics Will I Explore?**

- Leadership Assessment and Development
- Communication and Negotiation: Creative Collaborations
- Assessing the Value of Investing Time, Talent and Treasure
- Committee Skills Development: Running your Team/Constituents
- Facilitation Skills: How to Work with Groups and Prepare and Deliver Sessions
- Understanding Communities and Community Development
- Introduction to and Understanding of Government, Community, and External Relations
- Understanding Public Affairs and the Media
- Utilizing and Understanding the Value of Social Media
- The Art of Building a Professional Network
- Survey of San Diego's Regional Economies, Demographics, and Governance
- Orientation of the San Diego Region

**How Much Is Tuition?**

- \$1,095 per participant
  - Covers seminars, meals, and materials

Visit [www.LEADSanDiego.com](http://www.LEADSanDiego.com) to reserve your spot today!

**EMBARK Presenting Organizations**

Bailey Gardiner, A Creative Agency  
 County of San Diego  
 Hanley Consulting Group  
 Kinnectics, LLC  
 New Client Marketing Institute  
 Pepperdine University,  
 Graziadio School of Business Management  
 San Diego Association of Governments (SANDAG)  
 San Diego News Network (SDNN)  
 San Diego Regional Chamber of Commerce  
*The San Diego Union-Tribune*  
 University of California San Diego, Extension

**SAVE THE DATES**

*\*All times are subject to change*

Tuesday, **February 9, 2010** – Full day

Tuesday, **February 23, 2010** – Full day

Tuesday, **March 9, 2010** – Full day

Tuesday, **April 13, 2010** – Full day