



Great leaders **EMBRACE** change, **EMPLOY** strategy, and **EMPOWER** others to succeed!

New Format

The 2011 Institute for Leaders (IFL) will feature an all-new format designed to empower members with fresh, innovative programming, new dynamic trainers, and exciting topics and tracks.

All participants will have the opportunity to work in two different team environments during their 2011 IFL experience, allowing for maximum team building, idea sharing, skill development, and networking.

Leadership Color Groups

New This Year! Participants will be divided into different color groups. Each group will develop its own identity and professional brand while participating in high-energy, team-based, leadership programming. Groups will also compete for an enthusiasm award.

CORE Training for Advisers

Local advisers will develop techniques for interactivity in the classroom and camaraderie-building. They will share ideas and best practices in the areas of recruitment, chapter management, competition preparation, fund-raising, building coalitions with administration, and more. (FBLA and PBL)

Attire

Attire on day one is FBLA-PBL business casual. Attire on day two is professional dress. Please follow the FBLA-PBL Dress Code. *Jeans, shorts, and T-shirts are not appropriate on either day.*



IFL Program Schedule

Day One

8:00 a.m.–Noon	Leadership Color Groups
1:30 p.m.–5:30 p.m.	Career Specialty Tracks

Day Two

8:00 a.m.–11:00 a.m.	Leadership Color Groups
11:30 a.m.–12:30 p.m.	Enthusiasm Award
	Graduation with Certificate*

**Graduation requires attendance and active participation on both days of the program.*

IFL 2011 will be unlike any before! The unparalleled level of enthusiasm, the new content and format, and unique community service elements will be the talk of the National Leadership Conference. Join us in Orlando this June!

Who Should Attend IFL?

- ▶ Every state and local FBLA-PBL officer!
- ▶ Local chapter advisers!
- ▶ Career-bound members!
- ▶ Members who want to start their own business or be a big-time executive!
- ▶ Future leaders of government and communities!
- ▶ Leaders who want to master technology!
- ▶ People who love to have fun and want to experience leadership in action!
- ▶ National officer candidates are strongly recommended to attend.

Student Learning Outcomes

- ▶ Become a synergy-builder
- ▶ Master the art of delegation
- ▶ Develop a personal brand
- ▶ Wow audiences with public speaking skills
- ▶ Run effective meetings with powerful interpersonal communication skills
- ▶ Recognize the value of a diverse team
- ▶ Set goals with a Vision Development System
- ▶ Crystallize career path opportunities
- ▶ Develop accountability systems
- ▶ Understanding of business ethics
- ▶ Improve creative problem-solving



Career Specialty Tracks

When not in color groups, students will choose to participate in one of the powerful results-driven tracks:

PURSUE

This track is for those interested in learning about the benefits and opportunities of being an officer and developing the fundamental leadership skills necessary for success as an officer in FBLA. The focus will be on key FBLA knowledge and the development of essential skills to prepare attendees as the next generation of FBLA leaders. This is a great fit for up-and-coming local and state officers. (FBLA only)

PERFORM

This track is designed for first-year local and state officers who want to further develop their leadership skills. Programming will focus on higher-level leadership essentials such as goal-setting, synergy, and learning how different leadership styles can work effectively together. (FBLA and PBL)

MASTER

Specifically created for the experienced FBLA leader. This track will focus on effective techniques for running meetings, communicating effectively, and creatively promoting FBLA on the local, state, and national levels. (FBLA only)

COMPETE

If you want to build a successful career, start today! This track will focus on the skills and techniques young business leaders will need to create a professional network; manage their personal brand; and market themselves to potential employers, schools, and strategic partners. (FBLA and PBL)

EXCEL

Who has not dreamed of being their own boss someday? This track is designed for the creative-minded, driven participants who want to take their personal leadership abilities to the next level. Activities will focus on vision and goal setting, professionalism, and the importance of mentorship for the future entrepreneur. (FBLA and PBL)

ADVANCE

Open to all FBLA participants, this highly-interactive track will provide excellent opportunities to make connections with other FBLA members. Attendees will work together to develop strong leadership skills for individual success and contribution to their chapter. They will share best practices and return to their chapter with dozens of new ideas. They will possess the desire and skill sets needed to turn these ideas into reality. (FBLA only).