

CONFERENCE INFORMATION GUIDE

What's the concept?

The Artisan Leader: *An Ed Leadership Conference Series* is a new offering from Mike Rutherford and Rutherford Learning Group (RLG), creators of the widely acclaimed educational programs *The Artisan Teacher™*, *Developing the Artisan Teacher™*, *The Artisan Teacher: A Field Guide to Skillful Teaching™*, *Creating the Learning Centered School™*, *Skillful Observation and Coaching Laboratory™*, *LeaderNext™*, and *Requisites of a Leader™*. RLG, through Mike's keen interest and work in instructional leadership, has focused on the development of excellent teaching and school leaders' skills at developing instruction through skillful observation, feedback, and coaching. **School leaders' effectiveness at improving instruction is multiplied when instructional leadership skills are "nested" inside a broader array of leadership knowledge, skills, and beliefs.** The Artisan Leader series provides a set of in-depth experiences that build this array of leadership capacities: self-knowledge, direction setting, time & life management, change agency, culture shaping, succession planning, influencing skills, team leadership, and ethical decision making.

What makes this conference series unique?

Heart of a Servant, Mind of a Scholar, Inspiration of an Artist.

The Artisan Leader: *An Ed Leadership Conference Series* is designed around these three core values:

- 1. Heart of a servant.** Service to others through leadership designed to build capacity, community, and life inside education organizations.
- 2. Mind of a scholar.** Sharp thought tools and challenging new approaches based on emerging research, leading edge literature, and best practice from inside and outside education.
- 3. Inspiration of an artist.** Professional learning designed to build leadership capacity for innovation, creativity, and transformation of the education workplace into one characterized by energy, teamwork, and inspiration.

The conference site, meal and entertainment venues, agenda, materials, and learning designs are specifically crafted to deliver maximum learning in a premium, professional setting. The two-day, end of the week, format is designed to add value in a manner that fits the busy schedules of Ed leaders, and reserves the weekend for family and personal life. Conference enrollment is limited to 72 participants to create full engagement opportunities and ensure valuable networking connections. All conference sessions will be led by Mike Rutherford, with selected co-facilitators. Lessons will be brisk and immediately reinforced through networking and team learning.

Additionally, the conference experience is designed to equip attendees to return to their schools and districts and lead the lessons, activities, and experiences for others.

Who should attend?

The Artisan Leader series is not Leadership 101. Rather, it is specifically crafted to meet the needs of experienced education executives- superintendents, central office leaders, principals and other successful education leaders who desire to take their leadership skills to the next level. Less experienced and novice education leaders can benefit also, especially in the context of a vertical team or mentoring relationship (see 'bring a vertical team', below).

Three ways to attend:

- 1. Come by yourself.** Education leaders are responsible for the growth and development of all employees. Sometimes, because of this focus on others, they neglect their own professional learning- to the detriment of themselves and the organizations they lead. Come to Charlotte, NC and enjoy two days of personally relevant professional learning and networking with growth-minded colleagues from all across North America.
- 2. Bring a team.** Experience the two-day conference with the team of leaders who will be co-responsible for designing and leading success back home. Learn together, build chemistry, and create commitment. As an executive leader, this is a great opportunity to mentor and develop key "rising stars" who will shape the organization's results well into the future.
- 3. Bring a vertical team.** Develop leadership capacity throughout the organization by attending as a team comprised of a portion or version of this chain... a community member and/or parent + a school board member + superintendent or district leader + a principal + an assistant principal + a rising teacher leader. Vertical teams help to establish a leadership language and approach that permeates the entire enterprise.

How does the series work?

The December 8-9 Conference is the inaugural session of the series. There will be three conferences per year—one in the fall, spring and summer. The series will repeat in a similar manner for the following years.

The curriculum map on the following page lays out the plan. The Artisan Leader series will engage participants in nine leadership experiences. The nine experiences are grouped into three conferences. Each two-day conference develops Ed leaders' knowledge, skills, and values/beliefs through engagement in three of the nine experiences. Participants are invited to attend a single conference, two of the three, or the entire series. Participants who attend more than one conference will enjoy extra benefits from the complementary design of the entire series. Ed leaders who attend all three conferences, in any combination, will receive an Artisan Leader certification.

CURRICULUM MAP

Conference 1: December 8-9, 2016

- Understanding Self and Others
- Building Clear & Compelling Direction
- Time and Life Management

Conference 2: March, 2017 (dates TBA)

- Reading and Shaping Organizational Culture
- Designing and Leading Change
- Leadership Transitions & Succession Planning

Conference 3: July, 2017 (dates TBA)

- Communication, Persuasion, and Influencing Skills
- Leading High-Performing Teams
- Ethics and Moral Decision Making

Conference Agenda

Thursday, December 8, 2016

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| 8:00am – 9:30am | Arrival, registration, receive materials, networking, full breakfast provided outside the Providence Ballroom |
| 9:30am – 10:15am | Opening session: The Artisan Leader: Heart of a Servant, Mind of a Scholar, Inspiration of an Artist
Providence Ballroom |
| 10:25am – Noon | Learning Experience 1: Understanding Self and Others |
| Noon – 1:00pm | Lunch served in the SoCo Bar, lobby level with floor to ceiling glass view of uptown Charlotte. |
| 1:00pm – 2:10 | Learning Experience 1, continued |
| 2:30pm – 4:00pm | Learning Experience 2: Building Clear and Compelling Direction |
| 4:00pm – 5:00pm | Networking and feedback |
| 6:00pm | Reception, music, and cocktail hour on the rooftop terrace at The Harvey B. Gantt Center for African-American Arts + Culture (Across the street from the Westin) |
| 7:00pm – 10:00pm | Dinner and music at the Harvey B. Gantt Center |

Friday, December 9, 2016

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| 7:00am – 8:00am | Breakfast outside the Providence Ballroom |
| 8:00am – 9:30am | Learning Experience 2, continued:
Building Clear and Compelling Direction |
| 9:50am – 11:30am | Learning Experience 3: Time and Life Management |
| 11:45am – 12:45pm | Lunch served in the SoCo Bar, lobby level |
| 12:45pm – 2:00pm | Closing session: The Artisan Leader: Heart of a Servant, Mind of a Scholar, Inspiration of an Artist |
| 2:00pm | Conference adjourns |

REGISTRATION

Register online by visiting www.rutherfordlg.com

Click on the Artisan Leader conference icon.

Payment may be made by credit card/PayPal or by purchase order/invoice.

For questions or personal service, contact Michael Rutherford, Conference Director:

michael@rutherfordlg.com

704-756-9095

704-845-0874 (to leave a message)

Registration fees are \$775.00 per person.

Registrations includes all conference sessions, materials, meals, and entertainment venues. Travel and lodging expenses are not included in the registration fee.

A block of rooms is reserved at the Westin Charlotte for 12/7/16 and 12/8/16 at the conference rate of \$179.00 per night.

Call the Westin Charlotte Uptown to reserve rooms: 1-866-837-4148.

Register online at www.starwoodmeeting.com/Book/TheArtisanLeaderConference

Be sure to mention **The Artisan Leader** conference to receive the conference rate. Visit www.westincharlottehotel.com for additional hotel information.