BEACHWOOD
CHAMBER LEADERSHIP ACADEMY

TURNING A CITY INTO A CLASSROOM
JUNE 12 - 16, 2017

EFFECTIVE LEADERSHIP ACADEMY

ELA HEADQUARTERS
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Beachwood Chamber Leadership Academy (BCLA), Effective Leadership Academy’s Chamber program for high school students in the Beachwood area, takes our personal development programming to the next level. ELA partners with the Beachwood Chamber of Commerce, area municipalities, elected officials, and business leaders to turn a city into a classroom. We interlace the experiences and perspectives of community leaders into our curriculum and set it against the backdrop of the host city.

This is a 5-day program where each day is anchored by a central theme, a closely associated leadership skill-set, and a carefully selected location in the Beachwood area. Our expert facilitators diligently construct a panel of speakers with unique perspectives and experiences that highlight the day’s chosen theme, and develop custom-designed curriculum and activities that aim to strengthen the student’s 21st Century skill set.

This hands-on, action-based model gives students an experience unlike any other at a critical period of their development. We set aside the traditional classroom instruction and utilize locally-based resources and success stories. This structure gives students tangible applications of 21st-Century skills, local models for success, and an enthusiasm to continue to participate in developmental programming.
<table>
<thead>
<tr>
<th>DAY 1</th>
<th>MONDAY</th>
<th>JUNE 12</th>
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<tbody>
<tr>
<td>SALES &amp; MARKETING</td>
<td>Explore outside-the-box thinking and growth mindset by hearing from business leaders who use positive interactions and clear communication to keep their companies growing.</td>
<td><img src="image1.png" alt="Image" /></td>
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<tr>
<td>DAY 2</td>
<td>TUESDAY</td>
<td>JUNE 13</td>
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<td>PERSONAL BRANDING</td>
<td>Discover the importance of identity awareness and personal branding by learning how media strategists and business leaders use communication techniques to make connections and maximize influence.</td>
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<td>DAY 3</td>
<td>WEDNESDAY</td>
<td>JUNE 14</td>
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<tr>
<td>HEALTH &amp; WELLNESS</td>
<td>Learn the critical importance of life balance and goal setting from wellness professionals who have made promoting a healthy balance in mind and body their life’s work.</td>
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<td>DAY 4</td>
<td>THURSDAY</td>
<td>JUNE 15</td>
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<tr>
<td>SALES &amp; MARKETING</td>
<td>Strengthen networking and presentation skills by hearing from business leaders who use positive interactions and clear communication to keep their companies growing.</td>
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<td>DAY 5</td>
<td>FRIDAY</td>
<td>JUNE 16</td>
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<tr>
<td>ENTREPRENEURSHIP</td>
<td>Interact with bold influencers whose 21st Century skills helped them harness innovation and start their own local businesses.</td>
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Each day runs from 9 a.m. to 12 p.m., except for Friday which includes a luncheon from 12 p.m. to 1 p.m.

**FUN HOST CITY FACT:**
Beachwood is home to more than 2,500 companies with a collaborative 25,000+ employees.
BCLA PROGRAM SPONSORS

LEADERSHIP SPONSORS

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Cleveland Clinic

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Chick-fil-A

BCLA SPEAKERS

City of Beachwood

GGP A RETAIL REAL ESTATE COMPANY

thrive:

Moen

BCLA DONORS

Jack's Deli & Restaurant

Giant Eagle

Heinen's Grocery Store

Trader Joe's

ELA EFFECTIVE LEADERSHIP ACADEMY

Want your organization to participate in the 2018 Beachwood Chamber Leadership Academy? Contact Effective Leadership Academy to learn more!

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