



AGENDA

8:30am– 9:00am Continental Breakfast & Registration

9:00am-11:00am Taking Your Career to the Next Level: 5 Keys to Professional Development

Dima Ghawi

Talented individuals at every stage in their career can often feel stagnant and underprepared for advancement. In this workshop, Dima provides a roadmap that includes five essential topics that are critical for professional growth. Attendees leave with individual action plans that address each one of the five topics, in addition to feeling challenged to pursue goals out of their comfort zone and inspired to continue to advance. Topics include:

- Developing and elevating your brand
- Utilizing your network for professional growth
- Building relationships and engaging clients
- Developing a sales mindset
- Planning your career path and goal setting

11:15am-12:15pm Project Management

Chelsea Harris, Success Labs

Effective project management goes beyond timelines and spreadsheets, it requires leadership and organization. From brainstorming to execution, a project's success is dependent on adapting to demands and managing expectations. In this session, we'll dive into the art and science of project management and how to combine these to ensure project success.

12:15pm-1:00pm Lunch

1:00pm– 2:00pm Project Management continued

Chelsea Harris, Success Labs

2:15pm– 4:15pm Remember That Time...Using Storytelling to Connect with Team Members, Customers and Everyone

Julie Laperouse, Emergent Method

Most of us have an Instagram story or Facebook story, but we often don't look up to see the stories around us everyday. Stories are how we connect, how we persuade, and what we remember. While storytelling is something we all do naturally, even at an early age, there's a large gap between good storytellers and great storytellers. Great storytellers know how to use personal examples and company anecdotes in recruiting, coaching, and business development. People who appreciate the value of stories are often those who play the most positive roles in our stories. Take a trip with us down memory lane while we share some of our best stories and help you recall some of yours.

Conference Speakers



Dima Ghawi has experience leading global teams, managing strategic client relationships, and developing future leaders for companies like IBM, Merrill Lynch, and Bank of America. I combine my corporate expertise with my own personal narratives to captivate and motivate my audiences, by reaching into the depths of people’s minds, hearts, and unkindled aspirations and sharing a vision of hope, courage, and wild

possibilities. Through keynote speeches, workshops, training programs, coaching and the development of an online global community, I continue to share my unique leadership journey with one goal in mind: motivate and activate those around me to dare to grow into leadership roles and reimagine what they are truly capable of achieving. I know the foundation of empowerment is knowledge, and I believe our world is hungry for effective leaders who can be agents of change.



Chelsea Harris is a consultant at Success Labs, a strategic organizational and leadership development management consulting firm in Louisiana. Chelsea’s experience includes communications, brand management, strategic planning, digital marketing and workforce technology. Chelsea has been involved in a variety of projects that have lead her to understand communication gaps amongst teams and the challenges across generations with ever evolving technology. Prior to joining Success Labs, Chelsea spent over five years at Louisiana Economic Development and is a graduate of LSU. For 20 years, Success labs has worked with hundreds of

companies locally and nationally to explore their business potential and improve their company and performance. Success Labs uses research driven, competency based processes for leadership development, coaching, and strategic planning, and offers innovative ways for small and mid-sized companies to develop emerging leaders through their Management Incubator and Leadership Coaching Series. In 2016, Success Labs made the LSU 100 List as one of the 100 fastest-growing companies throughout the world owned by LSU graduates.



Julie Laperouse is an expert trainer and facilitator with an impressive track record of training high-performing professionals. In her role as Emergent Method’s director of training, Julie leads efforts to grow the firm’s suite of training and development services, particularly those involving leadership development, supervisory skills, soft skills, and team building. Julie joined Emergent Method in 2015 after serving as director of talent development for the Baton Rouge

Area Chamber (BRAC), where she oversaw the creation of their highly successful talent program focused attracting and retaining human capital in the Baton Rouge area. Prior to joining BRAC, she and her husband operated Bancroft Paper Company in Jackson, Mississippi – she is happy to discuss surviving business ownership with your spouse if you’d like to buy her a beer or three. In addition, in 2008, Julie founded Screaming Peacock, a motivational speaking firm, and is author of the book “Are you a Screaming Peacock?” which complements her public speaking engagements. Through Screaming Peacock, Julie has worked with organizations ranging from Nissan North America to the Louisiana Funeral Directors Association. Julie is a Louisiana native and alumnae of Louisiana State University. She is married and has four daughters under age seven.

Professional Development Conference

April 30, 2019 ■ 9:00am – 4:15pm
The Bankers Center ■ Baton Rouge, LA

Registration Form

(For additional registrations, please make copies.)

Registrant 1

Mr./Mrs./Ms. _____
 Bank _____
 Email Address _____
 Branch Street Address _____
 City, State, Zip _____
 Phone _____
 Fax _____

Registrant 2

Mr./Mrs./Ms. _____
 Bank _____
 Email Address _____
 Branch Street Address _____
 City, State, Zip _____
 Phone _____
 Fax _____

Payment Options

Check (Made payable to the Louisiana Bankers Association)

Visa MasterCard American Express

Card # _____ Expiration Date _____

Credit Card Billing Address: _____

Name on Card (Please Print) _____

Signature _____ Amount to be charged on card \$ _____

Registration Fee

\$250, per LBA member
\$450, per non-member

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\$250, per LBA member
\$450, per non-member

Agenda

8:30am Registration & Continental Breakfast
 9:00am Program Begins
 12:15pm Lunch
 4:15pm Program Adjourns

Location

LBA/The Bankers Center
 5555 Bankers Avenue
 Baton Rouge, LA 70808

Cancellation Policy

Due to commitments we must make to secure a class, we need your help. If you must cancel your registration, please do so at least 3 business days prior to the seminar date to avoid a \$125 cancellation fee. Any registrant who does not cancel will be billed the full registration fee and sent the manual. Substitutions are welcome at no additional charge.

Hotel Information

Residence Inn by Marriott - Towne Center at Cedar Lodge
 1061 Commerce Circle, Baton Rouge, LA 70803.

For reservations, call (225) 925-9100 and ask for the "Louisiana Bankers Association special room rate of \$127."

Candlewood Suites

5353 Bankers Avenue, Baton Rouge, LA 70808

For reservations, call (225) 925-3353 and ask for the "Louisiana Bankers Association special room rate of \$89 by mentioning the rate code IX3UX."

Make reservations online by clicking [here](#)

Submit registration and view rosters in the Education Section of LBA's Website, www.lba.org