



Springfield
Regional
Chamber

Leadership Institute 2025

February - May 2025

Developing leadership skills for personal, organizational, and community development.

Springfield Leadership Institute Next-Gen Leadership

The Springfield Regional Chamber is proud to once again partner with Western New England University to offer a comprehensive **12 week on-ground leadership program designed to elevate the capabilities of both emerging and senior leaders in today's dynamic business landscape.**

Participants will develop advanced skills in strategic thinking, decision-making, and change management while honing their abilities in effective communication and team building. The curriculum covers emerging issues such as AI, digital media, and business analytics in leadership and helps leaders to develop an organizational culture and personal mindset that fosters innovation, collaboration, and promoting ethical business practices.

This program is designed to empower executives to lead with confidence, vision, and integrity in increasingly complex and competitive environments. All sessions will be led by professors from Western New England University College of Business.

Sessions will be held on Thursdays from 1:00 p.m. to 4:00 p.m. at the TD Bank Conference Center, 1441 Main Street, Springfield unless otherwise noted.

APPLY TODAY



For any questions about the program, application process, or tuition, please contact:

Diana Szynal, President

413-755-1309 or

szynal@springfieldregionalchamber.com

Program Outline

February 20: Today's Leadership Challenge – Navigating Executive Leadership in a Complex World

This dynamic session defines Next-Gen Leadership and identifies why Next-Gen leadership skills are needed. Participants will self-assess their current leadership competencies and create personalized growth plans.

February 27: Strategic Agility - Thinking and Decision Making for the New Norm

In today's business world leaders are required to be increasingly strategic, analytical, and entrepreneurial. You will be introduced to leadership skills and tools which will help you enhance organizational agility, intensify mission focus, and increase operational efficiency and accountability through data-driven decision making.

March 6: Financial Mastery for Modern Leaders

Empower yourself with essential financial skills for strategic leadership. Explore key metrics, risk management, and capital strategies employed by today's successful business leaders. Understand how to interpret complex financial data and use that data to support strategic planning and everyday business decisions.

March 13: Strategic Leadership Communication in a Digital Age

Leaders are challenged to communicate effectively both within and beyond their organization. In this session, you will be introduced to advanced techniques for inspiring diverse teams, navigating hybrid workplaces, and delivering compelling narratives across multiple platforms.

March 20: Digital Marketing Mastery - Leading Brand Success

Learn how to leverage cutting-edge marketing strategies to drive business growth. Examine AI-powered tools, omni-channel brand management, and data-driven decision-making to elevate your organization's digital presence and customer engagement.

March 27: Leading Cultural Transformation - Navigating Change with Purpose

More than ever before, organizations find themselves in a state of constant change as they adapt to internal and external forces. In this session, you will be introduced to strategies leaders must use to build an agile and resilient organizational culture. Explore best practices for managing resistance, fostering innovation, and sustaining engagement during organizational change.

April 3: Building High-Performance Teams - Leadership That Inspires

Learn how to develop cohesive, high-performing teams in today's hybrid workplace. Learn techniques for cultivating employee engagement, navigating conflict, and inspiring team innovation across physical and virtual spaces.

April 10: Leading with AI - Strategic Leadership on an Audacious New Tech Frontier

Gain practical insights on leading your team in the emerging AI business landscape. Explore the strategic impact, ethical considerations, privacy challenges, and organizational implications of AI. Learn about AI's potential to drive organizational success. Develop AI leadership skills which will allow you to evaluate opportunities for AI integration, manage human-AI collaboration, and drive innovation while maintaining a human-centric approach.

April 17: Strategic Problem-Solving - Advanced Frameworks for Business Leaders

Dive into systematic approaches for addressing complex business challenges. Learn Next-Gen problem solving tools that drive sustainable solutions. Advance your critical and analytic skills as you learn to analyze root causes, generate innovative solutions, and apply best practices in solution implementation. (This session will lay the foundation for the Institute capstone project.)

April 25 and May 1: Leadership in Action – Institute Capstone Project

Apply your new leadership skills to tackle real organizational challenges presented by industry partners. Work collaboratively with a mentor to develop actionable solutions, culminating in executive-level presentations at the Institute Graduation Reception.

May 8: Capstone Presentations and Graduation Reception at WNEU

Participants will present their Capstone Industry Challenge to a group that includes their sponsors and members of the Springfield Regional Chamber Board of Directors. These presentations will be followed by a graduation reception with refreshments.