Springfield Regional Chamber

Leadership Institute 2027

February - April 2027

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 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 6 week intensive 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.

Graduates of the 2027 Springfield Leadership Institute will receive an exclusive invitation to enroll in a complimentary graduate course at the Western New England University College of Business. This benefit is available only to Institute graduates and offers a $3,000 value, based on the current rate of $1,000 per credit for a 3-credit graduate course.

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

SESSION 1| THURSDAY, FEBRUARY 25

Today's Leadership Challenge: Navigating Leadership in a Complex World

Organizations are changing faster than ever, and the leaders who thrive are those who can guide people through uncertainty with clarity and confidence. This opening session introduces the principles of Next-Gen Leadership and shows why they matter now. You will learn practical strategies for staying mission-focused, while navigating a hyper-accelerated business environment. Learn to lead effectively across a dynamic landscape while keeping people engaged and innovative when the ground is shifting.

SESSION 2 | THURSDAY, MARCH 4

Strategic Marketing and Communication in a Digital Age

Whether you are rallying your team or reaching your community, how you communicate shapes your impact. This session offers advanced strategies for identifying your target audiences, crafting strong and consistent brand messages, and using multiple platforms with purpose. You will also learn how to measure whether your efforts are working and how to steer clear of the most common digital missteps.

SESSION 3 | THURSDAY, MARCH 11

Leading with AI: Strategic Leadership on an Audacious New Frontier

Artificial intelligence is reshaping every sector, and it calls for leaders who are thoughtful as well as bold. This session gives you practical insight into AI's strategic impact, along with the ethical and privacy questions every organization must confront. You will build the skills to spot meaningful opportunities, guide collaboration between people and technology, and foster innovation with a human-centered approach.

SESSION 4 | THURSDAY, MARCH 18

Enhancing Team Performance

Strong teams don't happen by accident. They are built on purpose. Great results come from people working well together, and that starts with knowing yourself. Through self-assessment, you will gain insight into your own strengths and growth edges as a leader and discover what sets high-performing teams apart. You will also master the art of building coalitions and leading initiatives that reach across organizational boundaries.

SESSION 5 | THURSDAY, MARCH 25

Building Your Skills Portfolio to Lead Your People Effectively

One size fits no one. Great leaders adapt. Today's workforce is diverse and dynamic, and no single leadership approach works for everyone. This session explores a full range of styles, from directive to coaching and from participative to transformational. You will learn how to read each situation, choose the approach that fits, and adapt with confidence as you lead increasingly diverse teams.

SESSION 6 | THURSDAY, APRIL 1

Strategic Agility: Thinking and Decision Making for the New Norm

Decide well, act together, and see it through. Leaders today must be strategic, analytical, and entrepreneurial, often all at once. This session introduces proven decision-making models and tools and shows how to turn good decisions into shared action by building accountability across your team. It is also where your cohort comes together: you will begin working with your fellow participants on the final project you will present at graduation.