

Cynthia D'Amour to present at Leadership Academy

Cynthia D'Amour, nationally known association speaker will be a featured speaker at Sigma Theta Tau International's 2008 Leadership Academy, taking place 25-27 September. Cynthia is the founder of Chapter Leaders Playground; a



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and offers insights on successful leadership and member retention. Cynthia has been listed in Who's Who in Business and Professional Women, was named one of the 2000 Notable American Women, and is the author of six books.

Because of Cynthia's extensive experience and her fun-loving personality, honor society members have a lot to look forward to with Cynthia's Leadership Academy appearance.

"I'm honored to work with the leaders of Sigma Theta Tau International. Nurses always have a special place in my heart and I'm thrilled to help your members grow. We are going to have a lot of fun learning skills leaders can start to use right away to build up their chapters - and help ad-

vance their careers too!" says Cynthia.

The following sessions will be presented by Cynthia at Leadership Academy:

How to be a Hit at the Party - and Build Connections to Enhance your Career

In today's world, a solid network is an important asset for any professional. And yet, starting conversations with people you don't know may make you nervous. Cynthia, author of *Networking: The Skill the Schools Forgot to Teach*, will show you simple, no-fail strategies for meeting new people with confidence and ease. In this session, you will learn (and practice) how to:

- Start a conversation with anyone
- Work the room like a pro
- Turn conversations into meaningful relationships to enhance your career

How to Turn Generation Me Into Active Members of Sigma Theta Tau International

"I don't have time" is the politically correct term for potential members and volunteers to let you know that you have not offered them an opportunity worth the investment of their precious time. Cynthia, author of *How to Turn Generation Me into Active Members of Your Association*, will teach you how to showcase your membership and volunteer opportunities with language to create an irresistible pull to say "yes" to you. You will learn how to:

- Identify and hit member hot buttons
- Weave hot buttons into your member attraction efforts
- Build momentum to make staying a member the obvious choice

A Session on Working with a Board of Directors (Leadership Team)

Today's volunteers view time as a premium. They have high expectations for their involvement on your board. Cynthia, author of *Go Team Go! Leading Today's Volunteers to Victory*, will teach you how to be the leader members can't wait to volunteer with. You will learn strategies for leading dynamic teams as well as how to deal with all the characters at your table. Your meetings will never be the same after this session. You will also learn how to:

- Support the development of your team as a board.
- Leverage the diversity of your board.
- Facilitate strategic conversations more smoothly.

For more information on Cynthia D'Amour, or Chapter Leaders Playground, please visit <http://www.chapterleadersplayground.org/>. Don't forget to read the article "What Younger Members Want From Your Chapter," written by Cynthia D'Amour, and reprinted in this issue of *Membership News for Chapter Leaders* on page 6.

For more information on Leadership Academy, please see below.

What is Leadership Academy?

Gather valuable chapter resources and enhance your personal leadership skills at the 2008 Sigma Theta Tau International Leadership Academy. Save the dates of 25-27 September for this exciting three-day event, formerly known as Chapter Leader Academy (CLA).

Not only does the Leadership Academy provide an opportunity to connect with hundreds of chapter officers and nurse leaders,

it also offers many educational and informative sessions. The Academy, held in Indianapolis, Indiana, USA, will appeal to members and chapter leaders who want to improve their own leadership skills and network with other nurses.

A variety of sessions will be available to assist leaders in their volunteer positions. Topics will include membership retention, working with a team, finance and budget-

ing, chapter programming, planning for successful leadership transitions, an introduction to the honor society Web site and more!

Registration begins 25 March. For more Leadership Academy information, please visit www.nursingsociety.org/LeadershipInstitute/pages/default.aspx, or call 888.634.7575 (US/Canada) or +1.317.634.8171 (direct)