

# The Program

This training focuses on improving participants' communication, management, and leadership skills.

**Participants:** Open to the CCAP voting members in each county: county commissioners or council members, chief clerks, county administrators, and solicitors. Key county leaders and department heads may apply by including one written letter of support from their county commissioner/council member.

**Application:** Completion of the online application at [www.pacounties.org/education/cel](http://www.pacounties.org/education/cel), and submission of a resume and vision statement, is required by January 31, 2022. Applications will be reviewed by a selection committee by February 28, 2022. Participation is available to one eligible person per county per year, with a maximum of 12 participants per year.

**The Program:** This is a two and a half-day program offered annually. See additional programming details in this brochure. Participants will receive text and assessments in advance to be completed prior to the program start date.

**Day One:** The DISC Model and Stages of Leadership

**Day Two:** Leading Change, The Four Conversations, Media Management, Crisis Communication

**Day Three:** Problem Solving and Decision Making

**Optional:** Ongoing coaching is available; details will be provided to participants upon completion of the program. Post program coaching is provided by staff of The Professional Edge, Inc. at an additional cost.

**Cost:** \$900 per person includes course registration and program materials, overnight accommodations for three nights, continental breakfast and lunch for three days, and an evening event. Final deadline for payments is April 15, 2022.

## Program Sponsors

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The Center for Excellence in County Government  
is produced by



For information about the program or sponsorship opportunities, please contact Mandi Glantz,  
[mglantz@pacounties.org](mailto:mglantz@pacounties.org), (717) 736-4739.



**Center for  
Excellence**  
in County Leadership

**June 15 - 17, 2022  
Harrisburg, PA**



**Helping county officials develop a  
professional culture for  
county government**

# Curriculum

## Center for Excellence in County Leadership (CEL)

### DAY ONE

#### The DISC Model and Stages of Leadership

##### Topics of Discussion

Adapted and Natural Disc® Leadership Styles and the Platinum Rule; Five Stages of Rock Solid County Leadership; Leadership Behaviors; Developing Leaders; Take Back to Your County

##### Facilitators

Lynne Breil, CSP, The Professional Edge, Inc.

Liz Weber, CMC, CSP, Weber Business Services, LLC

Christina Butler, Television Media Consultant and Associate, The Professional Edge, Inc.

### DAY TWO

#### Leading Change, The Four Conversations: Daily Communication That Gets Results, Media Management, and Crisis Communication

##### Topics of Discussion

Understanding, Supporting and Leading Change as a County Leader; The Four Workplace Conversations; The Media Interview; Key Message/Mapping Development; Non-Verbal Positioning; Types of Questions, Recovery, Debriefing, Analyzing

##### Facilitators

John Breil, The Professional Edge, Inc.

Lynne Breil, CSP, The Professional Edge, Inc.

Christina Butler, Television Media Consultant and Associate, The Professional Edge, Inc.

Lowell A. Briggs, Disaster Management International, Inc.

### DAY THREE

#### Team Problem Solving and Decision Making (Group Activity)

##### Topics of Discussion

Group Exercise on Alternative Courses of Action; Problem Solving; Decision Making; Group Maintenance; Synergy; Consensus

##### Facilitators

John Breil, The Professional Edge, Inc.

Lynne Breil, CSP, The Professional Edge, Inc.

### APPLICATION

All participants are required to submit an online application, as well as a resume and vision statement. Completion of the online application ([www.pacounties.org/education/cel](http://www.pacounties.org/education/cel)) is required by January 31, 2022. Applications will be reviewed by a selection committee by February 28, 2022.

Participation is available to one eligible person per county per year, with a maximum of 12 participants per year. Eligible participants are the CCAP voting members in each county: county commissioners, council members, chief clerks, county administrators, and solicitors. Key county leaders and department heads may apply by including one written letter of support from their county commissioner/council member in addition to the full application.

### COST

The tuition for the CEL program is \$900 per person which includes course registration and program materials, overnight accommodations for three nights, continental breakfast and lunch for three days, and an evening event. Participants will be notified of their acceptance into the program by February 28, 2022 and will be invoiced at that time. Final payment for participation is due in full by April 15, 2022. Payment plans are available upon request.



### ACADEMY CREDIT

Participants who complete the full CEL program will also be afforded credit for the Leadership, Management and Decision Making core course for the Academy for Excellence in County Government required coursework.

### CANCELLATION POLICY

Due to the nature of the program, and advance materials purchased and sent to all participants in early spring, written notification of cancellation must be sent to [mglantz@pacounties.org](mailto:mglantz@pacounties.org) by 4 p.m. on March 15, 2022 to avoid penalty. Valid cancellations received in writing by 4 p.m. on April 15, 2021 are subject to an administrative charge of 25 percent of the program cost (\$225); cancellations received by 4 p.m. May 16, 2022 are subject to an administrative charge of 50 percent of the program cost (\$450). All refunds are issued via check. There are no refunds for cancellations received after 4 p.m. on May 16, 2022.

**COMMITMENT STATEMENT**—To promote maximum learning amongst attendees, completion of all advance coursework including review of the text and completion of the assessments as well as full attendance at each day of the program is expected and required. Please note the CEL is a learning community where being on time, not leaving prematurely, and full participation are crucial to the dynamics of the learning process. Commitment to the process of creating a community for inquiry, receptivity, and discussion should be respected. Thank you for your cooperation and understanding of this commitment.