

## THURSDAY, NOVEMBER 3 cont.



### 12:30pm | Kyle Mealy

Marketing All Vision and No Integration?  
*Let's IDS How to Choose Your Action Plan*  
There is a beautiful place within your marketing strategy FOR YOU that doesn't involve you OWNING it. This session is unpacking key marketing mindset shifts we see leaders grapple with around ownership, return on partnerships, innovation and results.



### 1:35pm | Nicole Mennicke

Lead Healthier & Happier Teams  
Explore practical strategies to take your current team health to the next level by building trust and creating space for team building each day, leading to increased accountability and results!

### 2:20 - 2:40pm | Networking Break



### 12:30pm | Judy Tebow

Be Your Gladiator Self  
Where grounded confidence = rumble skills + curiosity and practice. Learn how to be a darling leader versus using armored leadership



### 2:40pm

#### Fractional Integrators Panel

Learn more about becoming a Fractional Integrator. Bring your questions!



### 2:40pm | Renee Russo

Masterful Delegation -  
*Go Deep on Delegate and Elevate*  
The secret to masterful delegation directly relates to the extent we can teach delegation to others and our ability to maintain it as an ongoing practice. Many of us struggle to let go of the vine and have concerns about placing additional responsibility on our direct reports. Understanding that delegation is a discipline that must be both taught and practiced, can allow us to create increasing rewarding opportunities for growth and development for our teams over time. Facilitator: Renee Russo, Certified EOS Implementer

### 1:15 - 1:35pm | Networking Break



### 1:35pm | Shannon Johnston

Empowered By Numbers:  
*An Integrator's Guide to Using Financials*  
In this insightful and entertaining breakout session, Shannon Johnston will teach those Integrators without a financial background how to quickly and intuitively understand their numbers and how to use those numbers to create rocks, scorecards, and issue lists in alignment with their companies VTOs.



### 1:35pm | Gabby Matzdorff

5 Leadership Abilities  
Hitting the ceiling is inevitable. It happens to all businesses. It is the feeling of being stuck, overwhelmed or frustrated. All companies go through periods of hitting the ceiling. Business grow and plateau. We can get stuck in three ways: as a company, as a department, and as individuals. Hitting the ceiling is just normal business growing pains. The Five Leadership Abilities will help you bust through that ceiling. We will review the Five Leadership abilities and talk about the EOS tools that help you do this. (Hint: all of them 😊)



### 2:40pm | John Marshall

Move Your Finance Seat from Reactive to Proactive  
Learn how to build your finance seat when bookkeeping is no longer enough. What should it be accomplishing and how? What should the accountability chart look like? What roles are there? Who should perform them?

### 3:25 - 3:45pm | Networking Break



### 3:45pm | Angela Tummons

What the Heck is Your Issue?

### 6:00-9:00pm | Dinner Reception

Broadway Ballroom  
6:00pm Appetizers | 7:00pm Dinner