

## 2012 FLC High School Leadership Tracks

**Business Management Track** Move over Trump! Members in the Business Management Track are preparing to take over the world of enterprise! This track is designed for leaders who want to learn what it takes to succeed as a corporate executive. Business leaders and consultants will take participants through an inside look of what it takes to lay the foundation and take it to the top in American and global enterprise. *Limit 2 participants per chapter.*

**Career Success Track** Your cover letter, resume, and sterling interview may get you in the door, but then what? In this track we'll review key approaches for finding your dream company and preparing for the initial interview. Assuming you'll be successful here, it's time to chart your career path. From the orientation to the first week, month, and year on the job, career success starts HERE!

**Community Service Success Track** Before you get you must give. The most proven method to helping yourself is learning how to be a servant leader who helps others. And, it's no secret that the most effective folks in the world of service also are masters of organization, management, and business principles. From marketing to planning and creative ideas to organized execution, nothing's better than business at its best serving others.

**Entrepreneurship Track** Ever dreamed of starting your own business? Have a great idea for launching a new product or service? Rather work for yourself than have a job making someone else rich? Then bring your innovative and risk taking self to this awesome academy on entrepreneurship! During this academy you'll walk the path of the finest members who have used this major to design their unique service/product and learned how to successfully take it from idea to full-fledged enterprise! *This track is limited to the first 100 participants. Limit 2 participants per chapter.*

**FBLA Chapter Management** The heart of the FBLA experience happens at the local FBLA chapter. Leading FBLA is like running a small business. You have customers (members) who want the best experience. You have employees (fellow chapter officers and leaders) who need to be mobilized and empowered with an organized plan for success. This Track is a must for Chapter Presidents and any chapter officer who wants to make a difference and help their chapter get to the top this year. Put the PRIZE in managing your chapter enterprise when you join for this awesome training designed for FBLA's best local leaders.

### **Advanced OfficerShip Track (One Day)**

If you've served as a chapter officer before, it's time to take it to the next level! Veteran officers will be challenged to learn new skills that will launch their chapter into tomorrow. Use your proud past to create a bright future in your chapter with this track designed for next level leadership! *This track is designed for chapter officers who have completed the FBLA OfficerShip Track at last year's Fall Leadership Conference.*

**FBLA OfficerShip Track** It takes nearly three hours of dedicated time each day to become an expert at whatever you desire to learn. Whether it's being a teacher, athlete, musician, poet, fisherman, or leader it takes practice to become great. The FBLA OfficerShip Track is designed to explore the awesome world of being a chapter officer. From determining your style to setting goals to understanding the exemplary practices of great officers this track will give you a head start to building a premier chapter. *This track is for local chapter officers only who have not participated in a FBLA OfficerShip Track at a previous FLC.*

**Leadership Essentials Track** There are big ships and small ships but the best ships are friend-ships and leader-ships! During the Leadership Track you'll explore your leadership style and how to work with diverse team members, learn how to navigate to the top, and how to realize your goals and dreams.

**Personal Finance Track** Show me the money! Wealth, debt, profit, loss—come take the mystery out of what it takes to truly build your financial future. This track will help you understand why smart financial management is “noth'n but net” as in all about your net worth. Discover the keys to financial success in this highly profitable leadership academy!

**Professionalism & Etiquette Track** To earn respect and lead like a pro, you must know and practice the essentials of professionalism. This leadership track centers on three essential areas of professionalism: positive attitude, networking, and the finer points of being a distinguished leader.

**Project & Event Management Track** Life, business, career, and achieving success all have one thing in common—they are just a collection of different sized projects. And, whether they are big projects are small, huge events or small gatherings, your ability to master the elements of successful project and event management will pay great dividends.

**Public Relations Track** Public Relations is the cornerstone of any successful enterprise and endeavor. How can people engage, find, and talk about your opportunity if they don't know about it? The Public Relations Track will teach the tools and techniques of the world's top companies including branding, media, positioning, and sales techniques. Get ready to be enlightened and have a blast in the Brand It, Pitch It, and Share It sessions of the Public Relations Track.

**Public Service Leadership** When you consider the nation's 1.5 million nonprofit organizations, state/county/city governments you begin to see that a significant portion of the world's leadership is needed in the growing public service sector. Whether your in the business of making money in the private sector or making a difference in the public sector, all enterprises deserve the finest leadership and the discipline of business thinking. Come discover the world of public service, the kind of unique leadership needed to excel in this environment, and how you can get started as a future business leader in the public sector.

**Speaking & Presentation Skills Track** Say what you mean. Mean what you say. And, most importantly, make sure it's communicated in a manner that others can receive and act on it too! This track is dedicated to helping leaders develop one of the most essential attributes of leadership which is masterful communication. The root word of communication is “commune” which means “to bring together.” The Speaking & Presentation Skills Track will bring together best practices and tips from the pro's on content development, delivery, and presentation.

**Technology Leadership** Over the past 30 years the percentage of wealth derived from the technology sector has tripled and the effects of technology innovation has advanced every aspect of business, government, society, and personal life. If you want to get ahead, you can use technology to accelerate your climb to the top. If you want to lead then learning how to use technology can bring a wealth of opportunity your way. The Technology Track is designed to give you a head start in leadership, life, and living in a world of innovation.