

2019 SLLC[®] SYMPOSIUM

Servant Leadership

Personal and Culture Branding

“The servant-leader communicates to clarify, persuade, and engage. To understand what will entice the listener to catch her train of thought and to hop on board, the servant-leader must recognize what is meaningful to the individual, and what is relevant to his work.”

The Contemporary Servant as Leader
Linda Belton Commenting on Robert K. Greenleaf's Essay



We are proud to present Paula Calise as our primary keynote speaker for the **2019 Dallas Servant Leadership Learning Community[®] Symposium**. Paula is a talent and branding expert. She knows the power of communication in today's fast-moving world. As professionals, we all deserve to be known for our achievements, and to be understood for our value proposition. Often called personal branding, core is introducing yourself to people in a way that the listener understands the essence of your professional life and who you are. Once scripted and perfected, your branded introduction is a durable asset. How do you express your servant leadership beliefs to have a memorable impact? Paula Calise will show you how in a three-step method and set frameworks that results in you having a professional brand introduction. Organizations can use the same process to brand their servant leadership cultures, too!



Date: Friday, June 21, 2019

8:30 AM-12:00 PM

Site: Communities Foundation of Texas

5500 Caruth Haven Lane | Dallas, TX 75225

IMPORTANT: Send Carol Haddock (carol@amca.com) the names/emails/phone numbers of your 4 members who will attend. We are accepting registrations for non-members for a fee of \$40.00 per person as long as space is available.

**TRAMMELL
McGEE-COOPER
and ASSOCIATES**
INCORPORATED





Paula Calise

Principal, LINKED EXECUTIVE SEARCH

The Art of Hello: How to Be Remembered in the Age of Personal/Professional Branding

Paula specializes in filling hard to fill positions, completing over 450 searches since founding Linked Executive Search. Paula is known for rapidly finding talent to fill key positions that fit the company, culture and team effortlessly – delivering quality candidates who can step in and immediately produce positive results. Named as a 2017-2018 Best of the Best Recruiting Firms by Forbes. <https://www.forbes.com/best-executive-recruiting-firms/list/#search:linked>

With years of leadership in sales and marketing at TXU Energy, LexisNexis and IBM, she brings a wealth of experience and knowledge. Paula worked with AMCA/TMCA in several leadership development programs and understands first-hand how servant leadership brings more to the value proposition.

Paula is a frequent speaker and instructor. She gives presentations, workshops and keynote addresses on the topic of personal branding for professionals. Paula can be heard at MBA programs, professional associations, internal company leadership programs, and job seekers support groups. Paula's popularity as a speaker is in part due to providing actionable and fresh perspective on the topic of personal branding for professionals and executives.

Paula earned an undergraduate degree in HR from the University of Connecticut and an MBA from the University of Houston. She is actively involved in community volunteerism and leadership. Paula serves on the Dean's Advisory Board at the University of North Texas College of Business. She is a board member of the Dallas/Ft. Worth Retail Executive Association, co-founder of Dallas Executive Women's Network Group, a founding member and Vice President of The Board Connection, and a former Assistant Vice President of Southwest Higher Education Authority.

Servant Leadership Branding Panel Dialogue

Lawrence Price



TDIndustries

Director, Organizational Development and Talent Management

Lawrence is a Human Resources professional who brings a wide variety of experience in leadership development, organizational excellence, and change management. In addition to TDIndustries, Lawrence has served at several major firms including Trinity Industries and Energy Future Holdings. Lawrence will offer his insights on coming into a servant leadership legacy organization, TDIndustries, how the organization is positioning itself for the future, and maintaining their brand, having been recognized for 21 years as on Fortune's list of 100 Best Companies to Work for in America.

Luis Duran-Aparacio



Trammell McGee-Cooper and Associates, Inc.

Director of Client Services and Co-Presenter

Luis has been working with TMCA for ten years, a committed and dedicated student and teacher of servant leadership. Luis is an entrepreneur and has a wide variety of experience. He has been an ESL instructor, Spanish tutor, HIV educator, Yoga Instructor, statesman, and currently writes for a financial newsletter and speaks internationally on the subjects of servant leadership, free market, parenting, and more. On today's panel, Luis will share what he is seeing from his generation about the interests and connections to servant leadership...how we should be "branding" the message to capture the hearts and minds of younger people.