



## INTEGRITY LEADERSHIP 3-PART WEB SERIES

Part Two – Persuasive Leadership: Strategic Thinking in a Biased World



Facilitated by: **Raquelle Zuzarte,**

Founder of **EQUITY**  
PROJECT FOR ALL

Date: June 5, 2019

Time: 12:00pm – 1:00pm EST

Drawing on the principles of effective strategic thinking and managing unconscious bias, participants will maximize their effectiveness as bias-aware creative thinkers and strategic leaders who make sound and fair decisions. Participants can expect to form effective decision-making practices, increase their strategic thinking acumen, improve their unconscious bias awareness and deepen diverse relationships across hierarchy.



Register for **FREE** at: <https://namicvirginia.com/chapter-news/events/>

NAMIC Virginia would like to thank you for attending our Integrity “Leadership 3-Part Web Series – Part 2 – Persuasive Leadership: Strategic Thinking in a Biased World” with Raquelle Zuzarte, Founder of Equity – Project for All.

The NAMIC Virginia Chapter embraces diversity and success by sharing real world topics to broaden our perspectives in the communications industry.

If you joined us for the first session on the Fundamentals but missed the second session on Persuasive Leadership no problem... the highlights are below!



### Highlights

The NAMIC Virginia Chapter embraces diversity and success by sharing real world topics to broaden our perspectives in the communications industry.

As we dive into the Summer season, it is a great opportunity to think through the qualities of strategic thinkers. The top 3 qualities from the survey were: **Vision, Engaging & Unbiased.**

Enclosed you will find the **Strategic Thinking in a Biased World: V.A.L.U.E. Framework and Slide Highlights** for your reference. We encourage you to print the sheets that inspire you most and put it in a prominent area in your workspace. Also, the answer to one of the audience questions from the webinar is below.

We would love your feedback on the webinar - please complete this quick 2 minute survey: [click here](#).

NAMIC VA hosting the next webinar in the Persuasion Leadership System Series: the next topic is **Emotive Storytelling** -- final date in September to be announced. We can't wait to hear your progress when we meet again.

Stay tuned for a copy of the full presentation to share with friends and coworkers.

In the meantime, if you have any questions, feedback or would like more information on our other EQUITY programs, please reach out to **Raquelle** at [info@equityprojectforall.com](mailto:info@equityprojectforall.com).

**Below are responses to the unanswered question from Integrity Leadership: The Fundamentals (Part 2) and the presentation is attached.**

**QUESTION: There are two senior executives at my work who are in conflict. What strategies can I use?**

**ANSWER:** The best advice is not to be the person who tries to resolve the conflict -- that is not your role. Instead ensure you don't take sides and focus on finding common ground that all three of you share.

Share what you learned from the Strategic Thinking webinar with your senior leaders and see if you can find alignment around how to use the frameworks and what has worked for them in the past.

Conflicts are usually driven by high emotion and low trust, which makes the conflict conversation difficult and is best handled by the executives themselves. Patience, transparency, authentic motivation and trust are important ingredients for successfully living within conflict. It's always best practice to maintain healthy levels of respect for differences of opinion or strategy. You should listen with empathy as it is one of the most valuable assets in dealing with tense situations -- think how Nelson Mandela would handle it. Look at any conflict through the lens of productivity and positive outcomes rather than negativity and fear. Good luck!

## Stay Tuned:

**Power of Focus: Facilitated by Dr. David Arrington - July 17, 2019**

**Integrity Leadership: Business Growth (Part 3) – September 18, 2019**

# Power of Focus



Facilitated by:  
**Dr. David Arrington**

**Date: July 17, 2019      Time 1:00pm – 2:30pm**

**Pilot Media Building**  
150 W. Brambleton Ave., Norfolk, VA 23510

We are distracted. These distractions throughout our day don't just cost us minutes, they can cost us hours. Some days it can feel like we got nothing done at all. Multiply that over a week, month, or year and the cost of being distracted adds up quickly. In this talk we identify common distractions, how to mitigate them and provide 4 proven ways to remain focused even under hectic circumstances.



Members:      \$25  
Non-members: \$35

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