Key Conference RFP Application Guide
Due by: Friday, January 6, 2017

About the Annual Key Executive Leadership Conference
The Annual Key Executive Leadership Conference is a 200-person conference provided by American University’s School of Public Affairs Key Executive Leadership Programs. This event provides participants with the opportunity to explore principles, industry trends, and best leadership practices through presentations by keynote speakers who are exceptional leaders as well as through multi-track concurrent sessions. Set in the heart of Washington, D.C., our participants are from the federal government public sector, consulting firms and non-profit organizations. The 2017 conference on May 17 will focus on the theme of transition with the sub-themes of learning and culture.

For more information on the conference, please visit: http://www.american.edu/spa/key/Key-Conference.cfm

About the Request for Proposals (RFP) Application
The Request for Proposals (RFP) Application is completed in two parts:
1. Google form application, and
2. Email containing the supplemental items requested below. This document is a guide to help you prepare your materials and content prior to starting the application. Please note that applications will not be considered “complete” until both parts are completed and we have received all supplemental items.

Once you are ready to begin the application, you can access it electronically.

Key Conference RFP Application: https://goo.gl/forms/NEQYjIEUXrMj08u2

RFP Application Part I
The RFP application will collect presenter information, session content information, room set-up & A/V needs. Please refer to the information below that will help you prepare your supplemental items.

For application questions or concerns, please contact: Mary Margaret Herman, mmherman@american.edu, or Jennifer Tether, jtether@american.edu.
Proposed Conference Presentation Title
15 words or less.

Presentation Abstract
This should be a brief but clear description of the presentation you will be providing. This will be the blurb that we use in our conference program and on the conference website. Note: It is helpful describe your method of delivery as well as the objective which you hope to achieve through your presentation. Please limit to 150 words or less.

Session Duration Preference
75 or 90 minutes

Delivery Method
You will need to identify what type of delivery method you will use for your session.

Lecture: a classroom-style instructional session conducted by leaders from a single point of view.

Facilitated Discussion: a dynamic forum designed for active audience participation. A facilitated discussion differs from a panel session in that presenters briefly introduce a subject or topic then actively engage the audience in a lively and emerging exchange of thoughts, ideas, strategies, and perspectives.

Experiential: an interactive session featuring exploration and manipulation of technology, materials, and/or resources. Hands-on sessions encourage audience participation and engagement with concepts, ideas, role plays, and implementation strategies to better understand and develop practical application of session content.

Panel: an interactive session featuring several presenters who share ideas, viewpoints, and experiences on key topics and issues. Panel session are designed to cultivate increased understanding and advance knowledge on a particular subject through the sharing of different perspectives. Questions and comments from the audience are welcome.

For application questions or concerns, please contact: Mary Margaret Herman, mmherman@american.edu, or Jennifer Tether, jtether@american.edu.
### Tracks

<table>
<thead>
<tr>
<th>Track</th>
<th>Power &amp; Influence</th>
<th>Identity</th>
<th>Humble Leadership</th>
<th>Change As Opportunity</th>
<th>Embracing Fear</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>We rise in power and make a difference in the world due to what is best about human nature. However, we fall from power and damage the world around us due to what is worse. This is the power paradox.</td>
<td>The primary function of identity – the spectrum of characteristics that define you as an individual or as a group – is to find meaning in life.</td>
<td>Leaders need to be able to get people aligned and committed around a shared purpose. This requires today’s leaders to be authentic and humble.</td>
<td>Change is an opportunity for organizations and their people to become dramatically greater resources to support each other’s flourishing.</td>
<td>Everyday situations provide an abundance of opportunities for experiencing fear and, in many organizations, people find themselves doing a second job no one is paying them for – protecting themselves.</td>
</tr>
<tr>
<td></td>
<td>• How the power paradox shapes our personal and work lives</td>
<td>• Sources of identity</td>
<td>• Self-awareness: finding your “true north”</td>
<td>• Creating and sustaining learning cultures in the 21st Century</td>
<td>• Fears, anxiety, and confusion: Why leaders lose their way</td>
</tr>
<tr>
<td></td>
<td>• The Leadership Circle: Creative leadership competencies and reactive leadership styles</td>
<td>• Conflict and identity</td>
<td>• The importance of trust and transparency</td>
<td>• Change as challenge and opportunity</td>
<td>• Facing your shadow side</td>
</tr>
<tr>
<td></td>
<td>• Sharing power: How we as leaders make a difference in the world</td>
<td>• Our identities: fluid or fixed?</td>
<td>• The role of vulnerability, e.g., Brené Brown (v. needing to “appear” competent)</td>
<td>• Applying adaptive leadership theory: handling complexity and “grieving the loss”</td>
<td>• The courage to be vulnerable</td>
</tr>
<tr>
<td></td>
<td>• Finding power in everyday actions</td>
<td>• Letting go of habitual patterns: how free are you to be who you want to be?</td>
<td>• Humble Inquiry, leading with questions</td>
<td>• Diversity: The Value Proposition</td>
<td>• How is fear affecting your workplace and your decisions about your career?</td>
</tr>
<tr>
<td></td>
<td>• Resilience</td>
<td>• Reflection</td>
<td>• Humility/Humble leadership – looking inwards to lead outwards (Edgar Schein)*</td>
<td>• Importance of Learning</td>
<td>• Embracing and working with fear</td>
</tr>
<tr>
<td></td>
<td>• Followership</td>
<td>• Humility</td>
<td>• Take a look &amp; change the context within the law</td>
<td>• Developing capacity to handle complexity</td>
<td>• Vulnerability (i.e. Brené Brown) – Willingness to be vulnerable (share, collaborate, risk)</td>
</tr>
<tr>
<td></td>
<td>• Creating space to change</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**For application questions or concerns, please contact:** Mary Margaret Herman, mmherman@american.edu, or Jennifer Tether, jtether@american.edu.
RFP Application Part II

In addition to the information collected in this form, applicants are required to send the following documents to keyconference@american.edu no later than the RFP deadline, Friday, January 6, 2017.

1. CV/Resume (.doc, .docx, or .pdf)
2. Presenter bio (300 words or less in a Microsoft Word document)
3. Presenter photo (A professional-looking photo in .jpg or .jpeg format -300 pixels is ideal)
4. Presentation outline (A description of what you will be doing throughout your presentation in a Microsoft Word document)

For application questions or concerns, please contact: Mary Margaret Herman, mmherman@american.edu, or Jennifer Tether, jtether@american.edu.