



# THE PRIMA LEADERSHIP ACADEMY

**LEADERSHIP IS THE WORK OF  
STRATEGICALLY USING THE TOOL THAT IS YOU.**

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Learn how to leverage your unique skills from leadership development experts



The PRIMA Leadership Academy (PLA) is an adaptive thought leadership program designed to equip public risk management professionals with the necessary skillset to effectively lead others while implementing innovative solutions to complex challenges within the public risk management profession.

Developed according to PRIMA's core competencies, the PLA curriculum will teach attendees how to leverage an adaptive leadership framework, built at Harvard's Kennedy School, to address the demands of personal leadership within public entities.

**PLA attendees will gain:**

- A powerful **framework for diagnosing** your most entrenched professional challenges
- Deepened **understanding of yourself and the systems** you work in
- A **strategy to navigate the politics**—what happens when the rules aren't clear—at play in your organization and build diverse allies and partners
- A tested **approach for consulting** with others in your organization
- A robust **network of colleagues** outside your own enclave
- A practical **action plan** for next steps related to your professional challenges

**The PRIMA Leadership Academy (PLA) will be held March 4–5, 2025 at the Archer Hotel Old Town Alexandria in Alexandria, VA.**

PLA is a two day in-person program.

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**Schedule**

**Tuesday, March 4**

9:00am – 4:30pm Class

5:00pm Welcome Reception

**Wednesday, March 5**

9:00am – 4:30pm Class

## FREQUENTLY ASKED QUESTIONS:

### How will PLA directly benefit me, and further, my entity?

You will learn how to apply the adaptive leadership framework to a current challenge you are facing within the entity you serve. Further, PLA attendees will collaborate with their peers to develop solutions to challenges they are facing within the public risk management profession. PLA attendees will return to their respective entity, with an effective response to an existing issue, as well as, new strategies and concepts that will assist in creating enterprise-wide resiliency within their entity.

### What is adaptive leadership?

A framework for engaging with fraught challenges. Visit <https://primacentral.org/education/prima-leadership-academy/> for the breakdown of the 4 core principals.

### How much does it cost to attend PLA?

**Members - \$950**

**Non-Members - \$1050**

The registration fee includes the cost of all course materials, breakfast/lunch daily, and the welcome reception.

Registration opens **August 1, 2024.**

### Is there any pre-course work?

Yes, registrants will receive all pre-course work prior to the start of PLA. All pre-course work must be submitted three weeks prior to the start of PLA.



### Who are the instructors?



**Jill Hufnagel** is an international expert on adaptive leadership and case-in-point learning, she provides coaching and consultation on unwieldy organizational challenges and designs and delivers immersive leadership workshops built on deep capacity development and

possibility thinking. Her clients include Fortune 500 companies, tech firms and financial institutions, school districts and health care organizations, as well as both the federal government and global governing organizations. In addition to her e-book Teachable Moments of Leadership, her writing has appeared in The Kansas Leadership Center's Journal, The Spin and the International Leadership Association's Building Bridges. Jill began her career working for the Secretary of the U.S. Senate, was the Associate Director of the Batten Leadership Institute, and has served on the executive education faculty at Harvard's Kennedy School and as a Senior Consultant with Cambridge Leadership Associates. She is a Senior Associate with the Kansas Leadership Center and on the senior faculty of the Beacon Leadership Collaborative. Jill believes the work of leadership is about using strategically the tool that is you to help your corner of the world to thrive and as such: is everyone's to claim.



**Amanda Steffan** helps individuals and organizations grow their capacity to make progress on their most difficult, most important challenges through consulting, coaching, and training. Her work is grounded in the principles of adaptive leadership and her

approach is uniquely shaped by her experience as a journalist. She has worked with a broad range of clients, ranging from small-business entrepreneurs to government agencies, nonprofits, CEOs and public figures. She trained at both the Harvard Kennedy School and the Kansas Leadership Center and is a member of the International Coaching Federation. Amanda began her career working in local news in South Florida, later taught at a public high school, and served for more than a decade in state and local government, most recently as chief of staff with Denver City Council. She taught Leadership and Public Service at the University of Colorado Denver and currently volunteers on several community boards and committees.



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