



# 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?



**Adriano Pianesi, MBA**, is a faculty member at Johns Hopkins Carey Business School with over 22 years of experience in leadership development, team coaching, and change management.

As an adaptive leadership practitioner, he helps leaders and organizations navigate complex challenges and create positive change. Pianesi's approach combines experiential learning, innovation methodologies, and large-group facilitation techniques.

His international background and fluency in four languages have shaped his global perspective. Pianesi has worked with diverse clients, including Fortune 500 companies, government agencies, and non-profits. He is also an ICF-certified executive coach and a TEDx speaker, focusing on personal adaptive change and collaborative leadership.



**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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