



THE PRIMA LEADERSHIP ACADEMY

MARCH 3-4, 2026 | ALEXANDRIA, VA

PRIMA's Leadership Academent (PLA) is designed to strengthen your ability to strategically:

- Lead while navigating complex workplace issues
- Communicate risk across departments
- Gain upper management buy-in
- Meet tight deadlines through effective planning and tasks prioritization



PRIMA'S LEADERSHIP ACADEMY

Adaptive Leadership: Learn to Lead with Agility

In a fast-paced, ever-changing environment, adaptive leadership is crucial to organization-wide success. The challenges you face are complex and constantly shifting, demanding a new kind of leader—one who can adapt, innovate, and inspire.

PLA provides a transformative experience designed to equip you with the skills to thrive in uncertainty. We go beyond traditional leadership models to focus on the essential competencies needed to navigate ambiguity, drive change, and build resilient teams.

Through our immersive program, you will learn to:

- **Diagnose the Challenge:** Accurately identify whether a problem is technical (solvable with existing expertise) or adaptive (requiring new learning and innovation).
- **Mobilize for Change:** Understand how to engage and influence stakeholders, building a coalition of support to tackle tough issues.
- **Master the Art of Intervention:** Learn to make timely, effective interventions that move your team forward without providing all the answers.
- **Hold the Space:** Develop the emotional intelligence to manage conflict, maintain a productive environment, and keep your team focused on the ultimate goal.

PLA isn't just about theory; it's about practice. Our curriculum is built on real-world case studies, hands-on exercises, and peer-to-peer coaching, ensuring you leave with a powerful, practical toolkit you can use immediately.

Join us to become the leader your organization needs. Adapt, innovate, and lead with confidence.

FREQUENTLY ASKED QUESTIONS:

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 **September 2, 2025**.

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.

**The PLA will be held
March 3–4, 2026 at the Archer
Hotel Old Town Alexandria
in Alexandria, VA.**

PLA is a two day in-person program.

Schedule

Tuesday, March 3

9:00am – 4:30pm Class

5:00pm Welcome Reception

Wednesday, March 4

9:00am – 4:30pm Class

REGISTER HERE



Meet the instructor



Jay Abbasi is a speaker, coach, and former Tesla leader who helps professionals thrive under pressure without burning out. After leading national training programs for over 1,000 employees at Tesla, Jay went on to coach leaders at organizations like Google, Amazon, TikTok, and Wells Fargo. His work blends corporate experience with deep expertise in mindfulness, resilience, and well-being.

Jay blends cutting-edge neuroscience and mindfulness with engaging, story-driven sessions that shift mindsets and drive real results. Every talk is crafted to stick, including practical tools, emotional resonance, and immediate takeaways that change how teams perform.

Learn more about Jay at jayabbasi.me.



**For more information, contact
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