

Leverage

FOR STATE OFFICERS

June 20-22, 2015
Kentucky International Convention Center,
Louisville, Ky.

\$165 per participant

Leverage is an intensive, two-and-a-half-day leadership experience open to high school and college/postsecondary **state officers**. It provides state officers with high-energy leadership training that focuses on individual skill development, building teams and communicating effectively through elevator speeches, keynote addresses and workshops. Officers will learn in a way that's fun and unique to the SkillsUSA experience.

SkillsUSA's state officers are the front-line **leaders** and **managers** within the organization. They are responsible for state association activities, recruitment, student development and peer-to-peer communication. Within this role, officers support both individual growth and the growth of the organization. An **effective** officer embraces personal accountability, accepts a higher level of responsibility, and seeks to create valuable experiences for members at the local level.

For SkillsUSA to succeed in its mission, it is absolutely essential that state officers are **well equipped** for the task at hand. To that end, SkillsUSA offers this interactive, multi-day leadership experience to provide structured officer training that is then transferred to thousands of members nationwide.

All **Leverage** content is application driven and research based, offering unique opportunities for officers to gain experience in:

- Understanding their role and responsibilities
- Discovering personal leadership skills and abilities
- Appreciating team dynamics and diversity
- Applying communication techniques through elevator speeches, keynotes and workshop facilitation
- Learning how to teach, coach and potentially affect 300,000 members

Register today for **Leverage** and maximize this opportunity for leadership development!



The cost of the **Leverage** conference is \$165 per participant. Visit: skillsusa-register.org to register for **Leverage**.