



Program Agenda

Date: Monday October 20, 2025

9:00 AM – Introduction & Housekeeping – Craig Ferreira – 30 minutes

- Academy introduction
- About the Leadoverse Initiative
- Why are you here?
- Examining your comfort zone

9:30 AM – Networking Exercise – 45 minutes

Let's build professional connections and expand our networks! This exercise will encourage you to meet and interact with your cohorts and help foster communications in a structured and engaging way. These exercises are designed to encourage participants to meet and interact with others, fostering communication and relationship-building and to make you more comfortable with talking about yourself.

10:15 AM – Break – 15 minutes

10:30 AM – DISC Assessment – Craig Ferreira – 90 minutes

This behavioral assessment that helps individuals understand their personality preferences and communication styles. It categorizes individuals into four main styles: Dominance (D), Influence (I), Steadiness (S), and Conscientiousness (C). The goal is to learn about your strengths, weaknesses, and how they interact with others. We will explore leadership vs. management, modern leadership traits, and how to lead from any position.

12:00 PM – Lunch and Networking – 60 minutes

1:00 PM – Everyday Leadership Part 1 – Tyler Burtis – 60 minutes

All too often leadership is equated to a person in the C-suite, title, or motivational speaker. Leadership is needed at all levels of an organization and in a variety of circumstances. It is not uncommon for people to read a few leadership books, attend a motivational conference, or participate in a leadership development program hosted by a



professional association, and feel they have arrived at their destination. These are all fantastic stepping stones; however, leadership requires action and application in real world environments. It is beyond reading a few books or attending a program that can even develop a false sense of elitism, further alienating the people you are hoping to lead. Dr. Kristine Burtis and Tyler Burtis, blend leadership theory with the pragmatic application of real leadership in competitive, entertainment, and high-risk environments.

2:00 – 2:15 PM – Break – 15 minutes

2:15 PM – Everyday Leadership Part 2 – Dr. Kristine Burtis – 60 minutes

3:15 PM – Break – 15 minutes

3:30 PM – Conclusion



Date: Tuesday, October 21, 2025

9:00 AM – Introduction – Craig Ferreira – 15 minutes

9:15 AM – Modern Organizational Leadership Part 1 – Amy Pourciau – 60 minutes

How can modern leaders navigate complex human behavior and social issues in alignment with organizational goals? How critical are the roles of mentor, motivator and manager to both an individual's and organization's success and sustainability?

The answer to these questions can be seen through an assessment of today's changing landscape of leadership. Today, the landscape looks different. Leaders must lead. They must find effective ways to build feelings of belonging, encourage colleagues to identify and pursue their larger purpose in life, and craft working environments that support operational and personal success.

10:15 AM – Break – 15 minutes

10:30 AM – Modern Organizational Leadership Part 2 – Amy Pourciau – 90 minutes

12:00 PM – Lunch and Networking – 60 minutes

1:00 PM – Professional Goal Setting for You and Your Organization

Effective, evidence-based, and strategic goal setting and planning are vital skills for high-performing leaders at all levels, to advance both their organizations and their own careers. Many of us have been asked to set goals for ourselves and our teams without meaningful support or follow-through, or have participated in team, unit, or organization-wide strategic planning processes that fail to inspire buy-in or produce actual results. Yet a workable and adaptable strategic goal-setting approach facilitates vision and performance management skills that foster transformative, high-impact leadership. Leveraging own their extensive experience in organizational strategic planning, as well as coaching and teaching about individual goal setting, Steve Light and Kathryn Rand will lead a practical and engaging workshop to introduce the core elements of setting meaningful, achievable, and measurable goals, along with a step-by-step strategic planning model to help you stand out as a transformational change leader. Participants will gain insight into effective and actionable goal setting, both for themselves and their organizations.

3:00 PM – Break – 15 minutes



3:15 PM – Transportation to Mob Museum

3:45 PM – Tour and Discussion: Mob Museum

5:15 PM – Reception in Court Room

6:45 PM – Return to Black Fire



Date: Wednesday, October 22, 2025

9:00 AM – Introduction – Craig Ferreira – 15 minutes

9:15 AM – Today's Leadership Skills – Anne Leets – 60 minutes

What are the key leadership qualities needed to be successful in today's work environment? A leader overlooks the entire team's progress and finds, follows, and guides the members till the project's completion. They are basically the jack-of-all-trades, possessing exceptional problem-solving, training, motivational, mentoring, and management skills. What are the critical skill sets employers are most looking for and why?

10:30 AM – Break – 15 minutes

10:45 AM – Leading at Every Level: Understanding Leadership Styles and Building Skills for Lasting Impact – Christine Cassiano – 60 minutes

Leadership is not defined by a title; it is defined by the influence we have on others and the culture we create around us. Drawing from the science of industrial-organizational psychology and my own experience in the C-suite, we will review the leadership styles that shape performance and how each leaves its mark on teams and organizations.

This session is designed to provide practical strategies for demonstrating leadership in any role. Whether just beginning a career or already managing large teams, the goal is to learn skills and build understanding that can make an immediate impact while laying the foundation for greater leadership opportunities in the future.

12:00 PM – Lunch and Networking – 45 minutes

1:00 PM – Keynote: Perspectives on Leadership – Earle G. Hall – 60 minutes

Earle G. Hall is an internationally recognized entrepreneur, futurist, visionary, and innovator in several fields of technology and neuroscience. Earle has delivered two TEDx on neuroscience and human behavior and was a Master's Degree Teacher for ten years in Information Management and Emerging Technologies at the National Academy for Public Administration in Canada.

2:00 PM – Understanding the Nuances of Workplace Culture – George "Trey" Smith – 60 minutes



Understanding workplace culture involves recognizing the shared values, beliefs, and behaviors that shape an organization's environment and influence how employees interact. It's crucial to understand these nuances for effective teamwork, communication, and overall success in a diverse workplace. These can also include traditions and rituals, policies and procedures, and various leadership and communication styles.

3:00 PM – Break – 15 minutes

3:15 PM – Modern Day Business Etiquette – George “Trey” Smith – 45 minutes

Modern business etiquette emphasizes professionalism, respect, and clear communication. Key aspects include punctuality, appropriate attire, mindful communication, and respectful interaction with colleagues and clients. It also encompasses emotional intelligence, active listening, and creating positive relationships

4:00 PM – Conclusion



Date: Thursday, October 23, 2025

9:00 AM – Introduction – Craig Ferreira – 15 minutes

9:15 AM – Emerging Stronger: Change Opportunity and the Next Normal – Tim Furlong – 75 minutes

In today's workplace the only thing we know for certain is that things will change. New technology, social media influence, unlimited access to information, market shifts, and the influx of millennials as peers and customers have created an environment where learning to effectively manage change and the opportunities associated with change will determine the success or failure of our business.

Now more than ever business professionals and those in leadership roles get to adapt to the realities of Change and how they impact the Next Normal.

In this highly engaging and interactive session, participants will learn to clearly identify the "Four Levels of Readiness" associated with change to help them decide how best to serve their internal and external customers. Once this level of readiness has been determined, participants will engage in a brief but impactful experiential process designed to illustrate how to manage themselves, their peers and customers through the "Four Dynamics of Change" with clarity and purpose.

10:30 AM – Break – 15 minutes

10:45 AM – The 3 Cs of Success – Tim Furlong – 75 minutes

Now that we have firmly entered the New Economy it's clear that the rule book and expectations of our team members has changed permanently. A new type of employee, no matter the generation, requires an entirely new type of leadership. This is exactly why Leadership Agility is required to meet your teams where they are, invest in their growth, nurture, and develop new and existing talent is the only way to attract and retain the high performers you desire.

The definition of high performance and leadership is being written as we speak by a new generation. How you coach and train your teams around the fundamentals of Leadership Agility and being able to flex in the moment to meet the new demands of the modern workplace is the difference between surviving and thriving in the new economy.



This high-energy, high-impact session will discuss the most current trends of why talent matters and how leadership agility is the new workplace superpower. How can our leaders adapt to the ever-changing needs of our workforce enabling your organization to attract, retain and sustain top talent before they decide to test the waters of workplace free-agency.

12:00 PM – Lunch and Networking – 60 minutes

1:00 PM – Communicate Your Brand: Personal Branding & Communication for Emerging Leaders – Claire Krawsczyn – 60 minutes

This session empowers participants to define and express their unique value as leaders. Through hands-on exercises and guided reflection, participants will craft a personal brand statement and learn how to communicate it confidently across professional settings. As part of the DREAM Academy, this session is essential in helping emerging leaders build credibility, influence, and alignment between who they are and how they lead. Immediate takeaways include a refined elevator pitch, greater self-awareness, and practical tools to elevate personal presence. By learning to lead with authenticity and clarity, participants will strengthen their impact in both current and future leadership roles.

2:00 PM – Break – 15 minutes

2:15 PM – The Power of Improv – Noah Ahmed – 60 minutes

How well do you think on your feet? Whether during a press conference, question and answer sessions or anytime you speak publicly, leaders need to be able to speak and act quickly and concisely. This exercise will engage and entertain as we learn all about the power of improvisation.

3:15 PM – Ethics, Integrity and Action – Adam Torres – 60 minutes

Integrity is often described as doing the right thing in a reliable way. It's a personality trait that we admire, since it means a person has a moral compass that doesn't waver. It literally means having "wholeness" of character, just as an integer is a "whole number" with no fractions. Physical objects can display integrity, too – if you're going over a rickety old bridge that sways in the wind, you might question its structural integrity. But what does real integrity look like and how can you gauge where your moral compass is?

4:30 PM – BREAK

5:30 PM – Hosted Dinner



Date: Friday, October 24, 2025

9:30 AM – Caesars Entertainment Behind-the-Scenes Tour and Executive Panel Discussion – 180 minutes

Enjoy a behind the scenes tour with Caesars Entertainment. Understand how gambling, entertainment, hotel, food & beverage, and other amenities work together to create a seamless customer experience. We will also enjoy a panel discussion with Caesars Executive Leadership Team.

12:00 PM – Conclusion and Certificate Presentation