



Program Agenda

Date: Monday April 20, 2026

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

- Academy introduction
 - About the Leaderverse Initiatives
 - Why are you here?
 - Examining your comfort zone
 - What is leadership?
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9:30 AM – Connection Before Content – 30 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.

10:00 AM – Break – 15 minutes

10:15 AM – DISC Assessment – Craig Ferreira – 105 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 Connection Time – 60 minutes



1:00 PM – DISC & Communication – Craig Ferreira – 60 minutes

This workshop will discuss communication styles and how the different styles approach issues differently. How can you impact your influence?

2:00 PM Break – 15 minutes

2:15 PM – Everyday Leadership – Tyler Burtis – 75 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. Tyler Burtis, blend leadership theory with the pragmatic application of real leadership in competitive, entertainment, and high-risk environments.

3:30 - Break – 15 minutes

3:45 PM – Applying Animal Concepts for Building Trust in Relationships– Dr. Kristine Burtis – 60 minutes

What can we learn from the animal world? More than you may think. By examining how animals interact with each other, leaders can learn more about collaboration, focus, teamwork, and empathy. More importantly, how can an examination and understanding of Fundamental Attribution Error (FAE) improve communication and work relationships. Be enthralled as Dr. Kristine Burtis weaves stories from the animal world that can impact our daily leadership styles.



4:45 PM Conclusion - 10 minutes



Date: Tuesday, April 21, 2026

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

9:15 AM – Leadership – 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 – Leadership Continued – Amy Pourciau – 90 minutes

12:00 PM – Lunch and Networking – 60 minutes

1:00 PM – Ethics and Integrity in Action – Adam Torres – 75 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?

2:15 PM – Break – 15 minutes



2:30 PM – Community Activation – 180 minutes

Join us for a unique Las Vegas experience where we will test your limits and make you confront your fears. This empowering experience will allow you to build a stronger self and community with your fellow cohorts. Transportation to and from the event will be provided. – 180 minutes



Date: Wednesday, April 22, 2026

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

9:15 AM – Your Personal Brand – Anne Leets – 75 minutes

Personal branding is the process of designing a strategy to influence the public perception of an individual. Branding involves creating an identity that sets people apart from their competitors, making them more recognizable and relatable to their audience. A personal brand should accurately represent who the person is, what they stand for, and what they want to be known for. It must be as authentic as it can. Finally, and most notably, it should convey the right message and be consistent over a long period. This session will help you create or fine tune your own personal brand and how best to utilize social media platforms.

10:30 AM – Break – 15 minutes

10:45 AM – Leading at Every Level: Understanding Leadership Styles and Building Skills for Lasting Impact – Christine Cassiano – 75 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 – 60 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. Earle will tell his story of how he became the leader he is today and inspire you to tackle the next challenge in your career and life.

2:00 PM – Break – 15 minutes

2:15 PM – Leadership Learnings from the Route 91 Harvest Festival Shooting – Kenneth Mead – 165 minutes

On October 1, 2017, a mass shooting occurred when 64-year-old Stephen Paddock opened fire on the crowd attending the Route 91 Harvest music festival on the Las Vegas Strip in Nevada from his 32nd-floor suites in the Mandalay Bay hotel. He fired more than 1,000 rounds, killing 60 people and wounding at least 413 others. The ensuing panic brought the total number of injured to about 867. About an hour later, he was found dead in his room from a self-inflicted gunshot wound. The motive for the shooting is officially undetermined.

Most importantly, what can we as future leaders learn from the worse mass shooting by an individual in U.S. history? How do leaders react during the worse possible moments? This presentation will break down this entire case to explain how and why law enforcement reacted and how these lessons can be applied to everyday leadership.

5:00 PM – Conclusion



Date: Thursday, April 23, 2026

9:00 AM - Introduction - Craig Ferreira - 5 minutes

9:05 AM - Emerging Stronger-Change Opportunity and the Next Normal - Tim Furlong - 90 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.

10:35 AM - Break - 15 minutes

10:50 AM - The 3 Cs of Success - Tim Furlong - 70 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 - The Power of Improv – Noah Ahmed – 75 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. Plus, we will tackle how to handle the most challenging conversations you can have in the workplace.

2:15 PM – Break – 15 minutes

2:30 PM - Professional Goal-Setting for You and Your Organization – Steven Light and Kathryn Rand – 120 minutes

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. This practical and engaging workshop will 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.

4:30 PM Conclusion and Certificate Presentation – 30 minutes



Date: Friday, October 24, 2026

9:00 AM – Caesars Entertainment Tour, Panel Discussion, and Late Lunch

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 and end our day with a beautiful lunch at Gordon Ramsey Burger at the Flamingo.