**LEADING FROM WITHIN**

**A Presentation to the Continuing Education Association of New York (CEANY)**

**Summary**: This interactive presentation seeks to stimulate thought and generate discussion surrounding some of the challenges faced by Continuing Education programs and how those challenges might be addressed through a focus on leadership from within oneself and from within one’s organization.

**Challenges**: Some common challenges shared by Continuing Education programs include: 1) external pressure to be innovative in the pursuit and generation of revenue, 2) access to limited/shrinking resources, 3) demonstrating the value of their work (issues of academic rigor), 4) the relationship between CE and credit-based programs (territorial issues, different approaches, etc.), and 5) staying the course in the face of change/demands from the college or university.

**Presentation - Leadership Topics**: Leadership principles that address these challenges include:

*“Significant change or refinement in an organization*

*is more likely to succeed if it is led from within.”*

1. *Purposeful Leadership* - Operating with Strategic Intent

Puzzle Vision – clarity, communication, and operating with strategic intent

1. *Quality of Vision* - Unique Value Propositions and performance

Meeting the community’s needs and expanding educational service in shrinking cohorts

1. *Effective Prioritization* – Succeeding through the Tyranny of the Present (the In-Box)

Applying the Eisenhower Principle – prioritization – what to do *first*

1. *Staff Engagement and Morale* – Locus of Control and Action

Locus of Control – taking ownership of actions and circumstances