

**DNA** **TWIST**

Conference for Women in Leadership

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**POWER:**

Every leader has it.

*Define. Explore. Activate.*

**January 29 – 31, 2024**

# TWIST 2024

Jan. 29 at 11:30 AM – Jan. 31 at 1:30 PM | The Duke Mansion



TWIST 2024

## POWER: Every leader has it. *Define. Explore. Activate.*

The concept of **power** is often associated with negative connotations of control and force. For most women, utilizing their power and agency within the workplace feels unsavory because of this misconception. Activating the power within ourselves as a leader and empowering our colleagues is integral to a healthy and productive organization. Are you fully activating the power you have been given as a leader? Power and leadership are closely intertwined.

During the 12th annual TWIST Conference for Women, we will start with defining power before exploring it through your motivations as an actualized leader. An actualized leader is aware of the strength that lies within and takes steps to unlock their very best work. They are aware of their shadow, which can undermine their best intentions. By understanding your power and actively adjusting your approach, you will inspire your team to march confidently into the future.

### The conference will focus on building leadership mastery through:

- **Coaching:** Learn how your presence, motives and emotions factor into each coaching interaction to produce more impactful outcomes.
- **Leadership & Executive Presence:** Discover and examine your personalized leadership style and how it affects your professional and personal relationships.
- **Growth:** Explore how to adapt and grow through challenges faced in the workplace.
- **Asking Questions:** Realize that the answer you seek is inside of you, and explore how to activate your inner truth and share it with others.
- **Decision Making:** Learn how to view ambiguity and uncertainty as opportunities for growth and creativity.
- **Purpose:** Take charge of your happiness and fulfillment in your leadership journey by finding the meaning and purpose in your work. Learn how to make your job work for you.

### A Conference with a TWIST

Each year, Queens University creates a unique experience that tackles the current issues and topics women face at work. The conference is attended by regional and national-based female leaders, looking to take the next step in their leadership journey. To help guide them on their journey, Queens brings in distinguished faculty from the Queens McColl School of Business and local female leaders in both the corporate and non-profit sector, to equip attendees with the tools and knowledge to maximize their potential.

Every detail of the three-day conference is planned to create a powerful opportunity for self-discovery. Disconnect from your daily responsibilities and give yourself a chance to reflect and reconnect with your purpose.

## Who Should Attend TWIST?

Who in your organization is showing promise as a leader, affects an important component of your business, and may have greater skills than the organization is fully utilizing? Who shows the capability to honestly look at herself and others along with the desire to pursue more challenging and meaningful leadership goals?

**Tuition:** \$5,000 per person, all-inclusive, except travel. The package includes accommodations for three days & two nights, all meals, access to senior leaders, books by conference authors, conference materials, networking and full access to the grounds.



### Previous Companies Represented at TWIST:

- AccruePartners
- Ally
- Atrium Health
- Bank of America
- Deloitte
- Duke Energy
- Harris Teeter
- JELD-WEN
- Lowe's Home Improvement
- Novant Health
- Nucor
- Wells Fargo

### The McColl School Difference

Leadership is the thread that runs through all of our programs at the McColl School of Business. Our solid reputation is based on relevance, a focus on leadership, customer intimacy and a highly interactive learning environment.

Our faculty is skilled at facilitating self-examination, exploration and shared learning in a group setting. Participants will leave the TWIST Conference, like all of our programs, with new insights, personal growth and a clear path for becoming a more effective leader to add value for your organization.

**ACTUALIZED LEADERSHIP:  
Meeting Your Shadow and Maximizing Your Potential**



**Will Sparks, Ph.D.**  
Creator of the Actualized  
Leader Profile



**Carmen Canales**  
Chief Human Resources &  
Inclusion Executive

**ROUNDTABLE DISCUSSIONS WITH SENIOR WOMEN LEADERS:  
Adjusting, Evolving & Using Power**



**Di Morais**  
President Consumer &  
Commercial Banking, Ally



**Janet LaBar**  
President & CEO, Charlotte  
Regional Business Alliance

**COMMUNITY IMPACT PANEL:  
The Surprising Benefits of Giving Back**



**Donna Dunlap**  
CEO, Big Brothers Big Sisters  
of Central Carolinas



**Laura Yates Clark**  
President, CEO United Way  
of Central Carolinas

**TWIST Faculty**



COACHING AND REFLECTIVE LISTENING  
**Kathleen Connolly, Ph.D.**  
Adjunct faculty at the McColl School of Business

Dr. Connolly's approach to executive coaching is informed by humanistic and positive psychology, cognitive and psychodynamic theories, as well as an interest in emotional intelligence, particularly as it relates to leadership. Dr. Connolly is licensed as a professional counselor with national certifications. Her career in psychology, mental health, and counseling has spanned over 25 years. In 2011, Dr. Connolly joined the faculty in the McColl School of Business at Queens University of Charlotte as an adjunct professor.



LEADERSHIP PRESENCE: FIND YOUR VOICE, TELL YOUR  
STORY, BUILD YOUR INFLUENCE  
**Lou Solomon, MSOD**  
Founder & CEO of Interact

Lou Solomon, MSOD, is an author, TEDx speaker, and the co-founder of TWIST. She is CEO of Interact, a communications company she founded based on the idea that a speaking curriculum should teach more than technique – it should help people find their authentic voice, tell their stories, and grow their natural influence. Lou's TEDx talk on the Imposter Mindset is an intimate exploration of the human condition that causes us to feel as though we don't belong. The talk has become a popular video on YouTube and inspired her second book, *Freeing Your Radical Hero: Fighting the Imposter Mindset*.



ACTUALIZED LEADERSHIP: MAXIMIZING YOUR POTENTIAL  
& MEETING YOUR SHADOW  
**Will Sparks, Ph.D.**  
Dennis Thompson Chair and Professor of Leadership  
at the McColl School of Business

Dr. Sparks has published numerous research articles and co-authored, with Peter Browning, the book *The Director's Manual: A Framework for Board Governance* published by Wiley in 2016. He is the author of the book *Actualized Leadership: Meeting Your Shadow and Maximizing Your Potential*. He holds a Ph.D. in Organizational Behavior and Development from The George Washington University.



ACTIVATING YOUR PRODUCTIVITY STYLES  
**Carson Tate, MSOD**  
Founder and Principal of Working Simply, Inc.

Carson serves as a consultant and executive coach to executives at Fortune 500 companies including AbbVie, Deloitte, FedEx, Johnson & Johnson, Kraft Heinz, Synchrony and Wells Fargo. The author of *Work Simply: Embracing the Power of Your Personal Productivity Style* (2015) and *Own It. Love It. Make It Work: How to Make Any Job Your Dream Job* (2020) her views have been included in top-tier business media including Bloomberg Businessweek, Business Insider, CBS Money Watch, Fast Company, Forbes, Harvard Business Review blog, The New York Times, USA Today, Working Mother and more. Tate is co-founder of the TWIST Conference.

### Accommodations



### About The Duke Mansion

Built in 1915 and tripled in size by its most famous owner James Buchanan Duke, The Duke Mansion offers the TWIST Conference a private and casual retreat atmosphere. It includes spacious rooms, comfortable sitting areas with vaulted ceilings, beautiful gardens, an outdoor patio, a fitness room, a business center and is situated in one of Charlotte's most beautiful neighborhoods.



### Conference Agenda

#### MONDAY, JANUARY 29<sup>TH</sup>

The Duke Mansion  
400 Hermitage Road, Charlotte, NC 28207

11:30 a.m. - Noon	Registration at The Duke Mansion
Noon - 1:00 p.m.	Welcome Lunch
1:00 - 2:00 p.m.	Connections, Warm Up & Setting the Stage
2:00 - 4:30 p.m.	Actualized Leader Profile with Will Sparks, Ph.D.
4:30 - 5:30 p.m.	Cocktails & Connections
5:30 - 7:00 p.m.	Meeting Your Shadow & Maximizing Your Potential with Will Sparks, Ph.D. & Carmen Carnales
7:00 p.m.	Dinner

#### TUESDAY, JANUARY 30<sup>TH</sup>

The Duke Mansion

7:00 - 8:30 a.m.	Breakfast
8:30 a.m. - Noon	Leadership & Executive Presence with Lou Solomon & Interact Team
Noon - 1:00 p.m.	Lunch
1:00 - 4:30 p.m.	Activating Your Productivity & Dream Job with Carson Tate
4:30 - 5:30 p.m.	Connections & Bridge Building
5:30 - 6:30 p.m.	Dinner
6:30 - 8:00 p.m.	Roundtable Discussions with Senior Women Leaders
8:30 p.m.	Movie Night

#### WEDNESDAY, JANUARY 31<sup>ST</sup>

The Duke Mansion

7:00 - 8:00 a.m.	Breakfast & Check Out
8:00 - 9:00 a.m.	Community Impact Panel
9:15 a.m. - Noon	Coaching & Reflective Listening with Kathleen Connolly, Ph.D.
Noon - 1:30 p.m.	Wrap Up & Lunch
1:30 p.m.	Departures

*\* Agenda is subject to change*

# TWIST

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For more information and to register,  
please visit [queens.edu/TWIST](https://queens.edu/TWIST)

## Questions?

**For TWIST program content and speaker information contact:**

Lynne Ingersoll, *MSOD, TWIST Advisor & Director*

*Founder, xplorleadership, LLC*

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**For TWIST registration, payment, and logistics information contact:**

Allison Meyer-Tucker, *CPCE, Director, Special Programs*

*Queens University of Charlotte*

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