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*MBA's 2022 Virtual Conference  
on  
Effective Leadership and Management*



*A “Flexible Schedule” Conference for Executives and Managers*

*March 31 – May 17, 2022*

*\$75 per webinar or \$310 for all 7 Webinars*

The goals of MBA's 2022 Virtual Conference on Effective Leadership and Management is to provide executives, managers and upper level supervisors with quality training that is realistic, reliable, and relevant to their jobs in a “flexible schedule” format that fits in the schedule of busy leaders and managers.

In order to provide training which fits in the schedule of busy leaders and managers, each webinar will be offered on a Thursday and repeated on the following Tuesday. Participants may choose which sessions they attend for each of the webinars for which they register.

## Conference Agenda

**Each Webinar is scheduled from 2:30 pm to 4:30 pm Central Time**

**See Page 4 For Faculty Bios**

**March 31 // April 5 Using Vision, Mission and Values to Lead and Manage Your Organization, presented by Dr. Mel Brown, President/CEO, Mel Brown and Associates**

Too often vision statements, mission statements and organizational values are things organizations develop because they are required by an accrediting or funding agency. While they appear in annual reports, planning documents, policy and procedure manuals, and employee handbooks, only lip service is paid to them. By the end of this presentation, participants will be able to:

1. Explain the differences between a vision statement and a mission statement,
2. Explain the difference between a vision statement and a vision,
3. List ways to get employees to buy into the organization's vision, mission and values,
4. Describe how to use the organization's vision, mission, and values to motivate employees,
5. Describe how to use the organization's vision, mission, and values in addressing poor performance and/or non-performance.

**April 7 // April 12 Effective Interpersonal Communication is Understanding and Acceptance – A New Look at an Old Primer, presented by Mark Warren, Independent Consultant**

There is a wonderful story told by the legendary Bob Newhart about a new inmate that has just arrived in prison, being shown around by one who has been there a while. As they approach the dining hall, they hear uproarious laughter. At the doorway, they see a group of inmates at the dinner tables, and periodically one will stand up and yell out "17!" to huge laughter. Then another stands up and says "26!", again to a big hee-haw. The new inmate asks what's going on and the old one tells him that since their dinner time is so short, they've numbered all their favorite jokes in order to save time. The new inmate likes this idea and hollers out "39!" to stares then dead silence.

So, what happened?

The process of effective interpersonal communication is not as difficult as telling a joke well, but it IS a conscious skill. That means that it can be practiced and improved. The information in this program is designed to help participants re-learn some essential skills and practice them, so that even if they don't always say the right thing, they can be "in the right" when they say it. By the end of the presentation, participants will be better able to:

1. Convey the meaning of seeking first to understand, then to be understood from words into actions,
2. Contrast the characteristics of "parent" and "child" with the characteristics and behaviors of "adult" under stress,
3. Utilize the three components of communication – sending, receiving and perceiving,
4. Ask better, more open-ended questions that compel, rather than repel engagement, and incorporate the characteristics of optimal, active listening, and know when it's not always necessary.

**April 14 // April 19    Great Expectations: The Character, Competence, and Commitment of the Corrections Professional, presented by Major General (Ret) Mark Inch, Consultant with Mark 2.54, LLC**

Drawing from his 37-year U.S. Army career, Major General (Ret) Mark Inch lays out a compelling argument for the importance of defining corrections as a profession, and then using that definition to establish expectations of performance for your organization. Every profession has three elements in common. They have a defined set of core values, that when practiced, demonstrate the **character** of their members. They have a defined set of performance measures at the individual, team and institutional level—a professional doctrine and vocabulary, if you will—that measures the **competence** of its members and organizations. They have an expectation of **commitment** of its members to maintain the character and competence standards for not only themselves, but to hold each other to those clearly established standards. Major General (Ret) Inch will demonstrate how he used this framework in the military and then carried it to the Federal Bureau of Prisons and the Florida Department of Corrections. By the end of the presentation, participants will be better able to:

1. Define the three key elements of a profession: character, competence and commitment,
2. Convey the importance of setting agreed upon shared values (Respect, Integrity, Courage, Selfless Service, and Compassion) in daily decision making,
3. Describe the importance of national, state and agency corrections standards for individual certification and organizational accreditation,
4. Make clear the importance of demonstrating commitment to the character and competence standards of the corrections profession and holding professional colleagues to the same standards, and
5. Illustrate how the leader sets the organization climate through personal example, teaching, coaching and mentoring.

**April 21 // April 26    Leading and Managing Change in an Organization, presented by Major General (Ret) Mark Inch**

Drawing from his 37-year military career and subsequent leadership of the Federal Bureau of Prisons and Florida Department of Corrections, Major General (Ret) Mark Inch will offer strategies and approaches to leading (i.e., doing the right thing) and managing (i.e., doing the right thing, right). Though this lecture will acknowledge the great work of John Kotter and his 8-step change model, Inch will emphasize strategies for joining an organization, gaining understanding, clarity and trust, then apply the principles and practices of systemic operational design to initiate strategic planning. Though many new leaders default to a belief that significant change is necessary, or change is good for establishing leadership authority, Major General (Ret) Inch will present a deliberate and measured approach to determining and directing a course correction before altering the structure and actions of the organization to execute needed course correction (managing), even to the point, if necessary, of significant change. By the end of the presentation, participants will be better able to:

1. Explain the importance of learning about the agency and its people, prior to determining the need and scope of change,
2. Describe the practice of tactical patience,
3. Define Systemic Operational Design and explain its importance in support of strategic planning,
4. Convey the importance of building consensus and ownership in change, and
5. List and explain the 8-steps the change model introduced by John Kotter as a method for managing change.

**April 28 // May 3**

**Relational Leadership – The Art of Developing Healthy Relationships with Staff, presented by Dr. Ken Maaz**

As a leader we are often asked about our leadership style and most of us have a practiced answer that we hope conveys how we treat staff and get things done. Learning about Transactional and Transformational Leadership will help bring meaning to our answers and may change how we describe what we do and why we do it. It may even change how we lead. Who's the better leader, Vince Lombardi, the strict disciplinarian, or Phil Jackson, the basketball Zen master. By a traditional measure of success it's hard to argue against either one...or is it? Upon completion of this webinar, participants will be able to:

1. Define Transactional and Transformational Leadership and describe the differences between the two,
2. Determine when one is better to use than the other,
3. Identify the best blend of Transactional and Transformational Leadership for their organization,
4. Devise effective incentives to increase staff motivation to get the job done,
5. List the benefits of Emotional Coaching in the workplace,
6. Explain the characteristics of productive relationships between supervisors/leaders and their followers, and
7. Describe how to deal with Discipline within the relationship developed.

**May 5 // May 10**

**Getting and Keeping the Best Employees: Decreasing turnover and increasing Morale, presented by Dr. Ken Maaz**

It's costly in every sense and often disruptive to efficiency, culture, and mission accomplishment. It's hard not to hire out of desperation, but don't do it. Aim for the best employees – attract them, welcome them, and make them want to stay. Here's how.

Upon completion of this webinar, participants will be able to:

1. Identify the employees they want,
2. Effectively screen for those employees,
3. Identify what really matters to employees,
4. Use standards and mission to enhance accountability and appreciation,
5. Use effective tools to identify reasons for turnover/retention and devise interventions to keep prized employees, and
6. Understand the changing market and workforce.

**May 12 // May 17**

**A Performance Appraisal Process that Actually Improves Employee Performance, presented by Dr. Mel Brown**

In too many organizations, both the employee being evaluated and the person conducting the evaluation dread annual evaluation time and the process being used does not result in enhancing the performance of the employee. Participants who use the performance appraisal process taught in this webinar will be able to;

1. Enhance the effectiveness of the employee performance evaluation system being used by the organization in which the participant is employed,
2. Continue to use their organization's current performance evaluation system and tools to appraise and raise employee performance rather than just evaluating performance,
3. Reduce the "dread" employees and evaluators experience during an annual performance evaluation,
4. Eliminate any surprises during the annual performance evaluation,
5. Increase the employees' willingness to accept constructive feedback, and
6. Increase employees' motivation to improve their performance

# Conference Faculty



**Mel Brown, Ph.D.**

**President/CEO of Mel Brown and Associates** Dr. Brown worked in criminal justice for nearly 39 years. His career included positions in a county jail, prison units, serving as director of juvenile detention, juvenile probation, adult probation, residential treatment and pre-trial programs and serving as an adjunct faculty member in the College of Criminal Justice at Sam Houston University, The Criminal Justice Department at The University of Texas at Arlington, The College of Juvenile Justice and Psychology at Prairie View A&M, and the School of Religious Education at Southwestern Baptist Theological Seminary.

Dr. Brown left the public sector to focus on his mission of equipping individuals and organizations accomplish their visions, missions and goals. His primary focuses are on Organizational Development and Remodeling and on Leadership Development. He has served as President of the Texas Corrections Association, The Texas Probation Association, the Texas Juvenile Detention Association and the Conroe Independent School District and numerous non-profit agencies within his community

In addition to his doctoral degree, he has a bachelor and three master's degrees. His graduate studies include courses in Criminal Justice, Theology, Psychology, Education, Counseling, Social Work and Administration.

**Corrections Consultant with Mark 2.54, LLC** Mr. Inch served as Florida's 12th Secretary of Corrections from January 2019 till his retirement in December 2021, following over 40 years of public service.

Major General (Ret) Inch previously served as the 15th Provost Marshal General of the Army, Commanding General (CG) of the Criminal Investigation Command (CID) and Army Corrections Command, and Executive Manager of the Defense Forensics and Biometrics Agency. Serving as a Military Police Officer for 35 years and US Army Reserve Soldier for 2 years, he held other key positions in the Military including Commanding General, Combined Joint Interagency Task Force 435 in Afghanistan, where he was responsible for Detainee Operations and Rule of Law Development within the Afghan Security Sector and Commandant (Warden) of the United States Disciplinary Barracks, Fort Leavenworth, Kansas.

Following his military career and prior to joining the Florida DOC, Mr. Inch served as the 9th Director of the Federal Bureau of Prisons in 2017-2018.

He holds a Bachelor's degree in Biblical Archaeology from Wheaton College, Illinois, a Master's degree in Geography from The University of Texas and a Master's degree in Military Operational Art and Science from the U.S. Army Command and General Staff College.

Mr. Inch was the first American Correctional Association member to earn the Certified Corrections Executive (CCE) designation with Honor. He is a recipient of ACA's Walter Dunbar Accreditation Achievement Award and the E.R. Cass Award for lifetime achievement in Corrections in 2013. Major General (Ret) Inch is a recipient of the U.S. Army Distinguished Service Medal for exceptionally meritorious service to the Government in a duty of great responsibility.



**Major Gen (Ret)Mark**



**Ken Maaz, Ed.D.**

**Executive Director/CEO of Ashley House**, a nonprofit agency that provides skilled nursing care to medically fragile children, teens and young adults in community based settings. Services include transition from hospital to home, respite care, long-term care, and end of life care. The agency will soon open the first skilled nursing facility for pediatric patients in Washington state, a community-based care facility in Spokane Washington, and a second facility serving young adults.

Dr. Maaz has spent most of his career building effective organizations to address community needs in the areas of Criminal/Juvenile Justice, mental health, physical health, child welfare, and family services. Prior to moving to Washington where he has worked in non-profit leadership, he worked for the Montgomery County Juvenile Probation Department, rising through the ranks from Probation Officer to Casework Supervisor to Assistant Director. Prior to his positions with Montgomery County, he served as an Aftercare Caseworker with The Texas Youth Council.

His academic credentials include a bachelor's degree in Social Work from Baylor University, a Master's in Public Administration from the University of Washington, and a Doctorate in Organizational Leadership and Learning from Vanderbilt University.

**Independent Training Consultant** and former employee with the Texas Association of Counties (TAC) in his hometown of Austin, Texas. His presentations convey a message of inspiration, motivation and new direction and revolve around leadership, interpersonal communication and relationship skills, workplace diversity and professionalism, bridging the generations and customer service excellence.

Mr. Warren worked with the TAC Leadership Program and served as the coordinator of its Leadership training from 2002 and County Best Practices from 2009 to 2015.

He attended Texas A&M University from 1973 to 1975, and Saint Edward's University from which he received a B.A. in Sociology in 1977. He is also a graduate of the 157 session of the FBI National Academy in Quantico, Virginia.

After graduating from St. Edward's University, Mr. Warren spent 23 years with the Texas Department of Public Safety, retiring in 2000 as the Assistant Commander of the Training Academy in Austin.

He earned a Master Peace Officer certification from the Texas Commission on Law Enforcement Officer Standards and Education (now TCOLE), and its Law Enforcement Achievement Award for Professional Achievement in 1991. In July of 2000, he was commissioned a Special Ranger by the Public Safety Commission, signifying his honorable retirement from the Department of Public Safety. Mark is a Life Member of the University of Texas Ex Students Association and offers financial support to the Rawls School of Business at Texas Tech University and St. Edward's University's Criminal Justice and Theatre Arts programs.



**Mark Warren**

# *MBA 2022 Virtual Conference on Effective Leadership and Management*

*March 31 - May 17, 2022*

Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ Tel: \_\_\_\_\_

**Each webinar will be offered on two separate dates  
(All Sessions are for 2:30 pm – 4:30 pm Central Time)**

**You have the options of attending either session of the webinars for which you register!**

**I am registering for the following Webinars:**

\_\_\_\_\_ **Entire Conference**

\_\_\_\_\_ **March 31 // April 5 Using Vision, Mission and Values to Lead and Manage Your Organization**

\_\_\_\_\_ **April 7 // April 12 Effective Interpersonal Communication is Understanding and Acceptance – A New Look at an Old Primer,**

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\_\_\_\_\_ **May 12 // May 17 A Performance Appraisal Process that Actually Improves Employee Performance**

**Complete and submit registration form with check or purchase order in the amount owed to**

***Mel Brown and Associates***

**490 Charleston Park, Conroe, Texas, 77302  
or using a credit card, you can register on line at**

**[www.melbrown.org](http://www.melbrown.org)**

**Cancellation Policy:** Full refunds will be given to those who cancel in writing more than ten (10) days prior to the training, a refund of 60% of the fees paid will be authorized when a written request for refund is submitted less than ten (10) working days prior to the scheduled start of the training. Mel Brown and Associates reserves the right to retain or collect fees in full for those who fail to cancel prior to the training or for those who fail to attend. Substitutions are permitted at any time.