

**National School of RV  
Park and Campground  
Management**

**Outdoor Hospitality  
Certificate Programs**

**Institute of Leadership  
Development**

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**OHCE Education**



**PERSONIFY  
LEADERSHIP™**

**February 21-22, 2017 | Oglebay Resort | Wheeling WV**

Don't forget about the Outdoor Hospitality Executive Workshop February 23-24, 2017. Separate Registration Required.

**Register today at [www.arvcfoundation.org](http://www.arvcfoundation.org)**

### **Outdoor Hospitality Executive Workshop**

February 23-24, 2017 | Oglebay Resort | Wheeling WV

Working on your Executive Project and need help and support, or just time to actually spend working on it? Not enrolled in the Executive Certificate program, but have a project you just can't seem to finish? Enroll in the Executive Workshop and you'll have dedicated time to work on your project **and** you'll have access to the National School of RV Park and Campground Management teaching staff to assist you. Begin by presenting your project or project ideas to a group of peers who will help brainstorm ideas and provide objective feedback. Complete the workshop by formally presenting your ideas to staff and your peers for final input before submitting your final project to the ARVC Foundation Education Committee for Executive Certificate Approval.

**Separate Registration Required - Register today at [www.arvcfoundation.org](http://www.arvcfoundation.org).  
Register for both Institute for Leadership Development Courses and receive a 25% Discount**

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**outdoor hospitality  
education program**





# PERSONIFY LEADERSHIP™

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Personify Leadership is an engaging two-day, highly interactive program that provides comprehensive development for leaders. It is designed to be easy to apply and retain, and we wanted this to be reflected in our overall model. That's why we created the body part model, broken down into 8 specific categories. Each individual category, or body part, is directly related to a leadership skill or competency. The training deconstructs each core competency, focusing on practical skills that you can apply immediately.

## Learning Outcomes

Upon completion students will be able to...

1. Deepen their understanding of what it takes to be a leader
2. Develop key skills and practical "how to's" for leading their workforce more effectively
3. Gain a greater appreciation for their own strengths and development areas
4. Experience a comprehensive and diverse approach to leadership

Presented by...

**Kelly Jones, CPO, OHE**  
Director of Franchisee Development  
Leisure Systems, Inc.



Kelly is a certified trainer for Personified Leadership. She received her Bachelors of Art in Sociology from Bradley University. Kelly previously worked as the General Manager of the Jellystone Park in Amboy, IL and is now the Director of Franchisee Development for Leisure Systems, Inc. (LSI). Her responsibilities include overseeing company training programs.

### **The heart of a leader**

Be a leader whose intention is to look out for the best interest of others

### **The mind of a leader**

Be a leader who is emotionally resilient

### **The ears of a leader**

Be a leader who takes time to truly listen to others

### **The voice of a leader**

Be a leader who communicates a message that resonates with those who receive it

### **The hands of a leader**

Be a leader who provides direction and support

### **The feet of a leader**

Be a leader who walks the talk

### **The spine of a leader**

Be a leader who is courageous in tough times

### **The eyes of a leader**

Be a leader who has a vision for the future



INSTITUTE FOR  
LEADERSHIP  
DEVELOPMENT