

NETA LEADERSHIP MASTER TRAINING ACADEMY

One-on-One Private Coaching for
High-Potential Current and Emerging
Public Media Leaders

At NETA, we believe the key to our future is creating a culture of growth, starting with the professional development of our leadership. In our quest to increase the impact and sustainability of public media's education services, we are selecting the highest potential leaders who could benefit from private leadership development training. Ten public media leaders will be offered the opportunity to participate in this 12-week program.

What a leadership development guide can do for you

Leading through unprecedented change and uncertainty requires greater courage, self-awareness, emotional intelligence, and adaptivity than ever before. Many of today's leaders are navigating this increased pressure and responsibility from an isolated, disconnected place.

Areas of expertise

Each collaboration is uniquely tailored to individual needs, and may include some or all of the following areas of Executive Leadership Development:

- Leadership Presence
- Communication Skills
- Vision/Mission Development and Communication
- Strategic Planning
- Team Building
- High-Potential Talent Development
- Culture Change/Change Management
- Personal and Professional Branding

How you will benefit

You will learn about yourself and uncover truths that can help you leverage your greatest gifts. This will help you to build trust, communicate your ideas more effectively, attract team members, board members, funders, or partners, and achieve your goals. You will develop clarity about your priorities and more confidence in yourself as a leader.

Our approach to executive development

Recognizing the need to develop our next generation of public media leaders, we sought out an expert who understands how to build the skillset of great leaders and has a deep understanding of the dynamics of public media. We found an expert with truly unique understanding of how to build public media leaders in Lesli Rotenberg. Lesli will guide you through a reflective process to uncover the underlying mindsets that influence your decisions and that may present obstacles to reaching your fullest potential.

What Lesli Rotenberg brings to each collaboration

Lesli's experience on both sides of the boardroom table gives her a unique perspective on your challenges. Lesli led teams who built the reputations of some of the most iconic and respected media brands today including PBS, PBS KIDS, Discovery Channel, and Animal Planet. As a current director of public company and non-profit boards, Lesli guides CEOs and leadership teams to sharpen their strategy, strengthen their brand equity, and transform their business models to meet rapidly changing market and audience needs.

Lesli was trained in an original leadership development approach created by Punit Aggarwal, the visionary behind Founder Bay, based on insights from 10,000+ coaching conversations and experiences, including in his role as Head of Entrepreneur Development at Google. As Punit's apprentice, Lesli has spent the last year practicing how to cultivate authentic and powerful leaders by guiding individuals through a journey of personal and professional growth to uncover their potential.

