



Case Study: Positioning Your Women's Affinity Program to Influence Leadership

Wednesday, January 30th

Join us to learn how Brady Corporation's Women's Leadership Alliance helped drive the servant leadership mindset by aligning to corporate values. Participate in discussion groups to determine how to influence leaders in your organization and women's affinity group.

Effectiveness and sustainability of your women's affinity group can increase significantly when programming is linked to business strategies and supported by corporate values. Brady Corporation will host an overview and discussion to share how their Women's Leadership Alliance has partnered with leaders and driven the expansion of servant leadership within the organization.

Presenters will share perspectives and ideas about:

- The principles of servant leadership
- How to link servant leadership to company value statements to bring the principles to life
- Ideas and examples of how presenters have used the principles of servant leadership to impact themselves, their teams and their organizations

Targeted table discussions will follow utilizing key learnings to improve the effectiveness of women's affinity group leadership and programming. A short pre-read will be sent and please bring your corporate value statements for the table discussions.

Moderator

Dr. Kelly Ottman, Ph.D., Associate Professor, Milwaukee School of Engineering, Radar School of Business

Distinguished Presenters

Matt Williamson, President, Brady Americas

Erickajoy Daniels, Americas Talent & Organization Development Leader, Brady Corporation

Allan Klotsche, Senior Vice President – Human Resources, Brady Corporation

Event host/ location	Brady Corporation (host) - Wisconsin Club (location) 6200 W. Good Hope Road Milwaukee, WI 53223
Date	Wednesday, January 30, 2013

Time	3:30 p.m.–5:30 p.m. Overview, Panel & Group Discussion 5:30 – 6:30 p.m. Networking Reception
RSVP	Please RSVP by Jan. 25 ^h . Seating is limited.

Agenda

- 3:30 – 4:00 p.m. Registration / Networking
- 4:00 – 4:15 p.m. Welcome / Overview of Servant Leadership
- 4:15 – 4:55 p.m. Panel Discussion on Real World Examples in Action
- 4:55 – 5:15 p.m. Group Discussion on How You Can Apply
- 5:15 – 5:30 p.m. Report Out of Shared Learning
- 5:30 – 6:30 p.m. Networking Reception

RSVP

About the Women's Affinity Alliance

The Women's Affinity Alliance is a resource program for the progressive development of women corporate affinity groups. The Women's Affinity Alliance is a collaborative initiative co-founded by Milwaukee professionals from TEMPO and supported by TEMPO that is focused on bringing together women executives who are interested in developing and progressing women's affinity networks in their organizations. The Women's Affinity Alliance is an engine of innovation which will employ networking, educational and research opportunities to provide organizations with necessary resources to advance, retain and grow their women professionals.

For more information about the Women's Affinity Alliance, please contact the Alliance co-founders: Tracy Johnson at tjohnson@tempomilwaukee.org; Krista Brookman at kbrookman@catalyst.org; or Tami Garrison at garrison.tami@millercoors.com or visit www.womensaffinityalliance.com



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301 W. Wisconsin Avenue #301
Milwaukee, WI 53203
United States

TEMPO Milwaukee brings together influential women from diverse fields and backgrounds to create a network and shared experience that serves members in achieving their professional goals and furthers positions of leadership for women in our community.



Women's Affinity Alliance

Positioning Your Women's Affinity Program to Influence Leadership

Agenda

January 30, 2013

Welcome/Overview of Servant Leadership

4:00 – 4:20 PM

Kathie Campbell, Brady
Women's Affinity Alliance Advisory Board

Frank Jaehnert, Brady
President and CEO

Kelly Ottman, MSOE
Associate Professor, Rader School of Business,
Independent Consultant

Panel Discussion on Real World Examples in Action

4:20 – 5:00 PM

Erickajoy Daniels, Brady
Organizational Effectiveness

Allan Klotsche, Brady
Sr. VP Human Resources

Matt Williamson, Brady
President Brady Americas

Table Topic Discussion/Wrap Up

5:00 – 5:30 PM

Erickajoy Daniels, Brady
Organizational Effectiveness

Networking Reception

5:30 – 6:30 PM

Hosted by Brady

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Presenter Bios

Collaborate | Influence | Lead

Kelly Ottman
MSOE



Carolyn Kelly Ottman, Ph.D., is an Associate Professor at the MSOE Rader School of Business and an independent consultant. Dr. Ottman focuses on, in teaching both graduate courses and leadership seminars, organizational behavior, management, leadership, continuous improvement and team dynamics. A specific area of interest is virtual teams, which she incorporates into the hybrid/blended courses she teaches. She is a certified administrator of the MBTI, which she uses to aid in leadership and team development. Dr. Ottman developed the MSOE Doing Business with China program.

Dr. Ottman earned a Ph.D. in Adult Education with an emphasis on Organizational Leadership from the University of Wisconsin – Madison, an M.P.A./M.A. in Public Policy and Administration and Health Service Administration from the La Follette Institute of Public Affairs at the University of Wisconsin-Madison and a B.S. in Therapeutic Recreation from the University Wisconsin-La Crosse. She is the mother of two children, an 11-year-old and a 19-year-old.

Erickajoy Daniels
Brady Corp.

In her role, Erickajoy focuses on employee development and impacting the culture at Brady. She brings a wealth of experience from the Federal Bureau of Prisons and her time at Brady. She also leverages her leadership responsibilities with the corporation's Women's Leadership Alliance, as a co-founder in the first affinity group, as well as through the Brady Foundation, where she is responsible for new partner development. In this role, Erickajoy is actively engaged in the community to identify potential grant partners with parallel missions of leadership development and education. She looks to advance the Foundation's interests and community presence to develop current and future leaders for Milwaukee businesses and communities.



Community involvement is top priority to her, as evidenced in her local community engagement. She serves on the Board for the nationally acclaimed Betty Brinn Children's Museum. As well, the Boys & Girls Clubs of Greater Milwaukee is a recipient of her volunteer efforts as well as the Mother Kathryn Daniels Center, where she and her husband lead mentoring and tutoring programming. On a state level, she leads Youth Development for a non-profit, strategically planning and providing training and development to leaders and skill development workshops to growing youth. She is also a member of Junior League of Greater Milwaukee, and Director of Creative Arts in the Milwaukee Chapter of Links, Inc.



Collaborate | Influence | Lead

Allan Klotsche Brady Corp.

Al Klotsche was named Senior Vice President-Human Resources at Brady Corp. in October, 2010. He also served as the President for Brady Asia-Pacific. Previous to his current position, Al held a variety of leadership positions at Brady since joining the Company in 1988. From 1996 to the present, he worked primarily to build Brady's business in Asia, taking the region from less than 10 percent of Brady's total sales and about 200 employees – to about one-third of Brady sales with more than 3,000 employees. Al also serves as the President of the Brady Corporation Foundation.



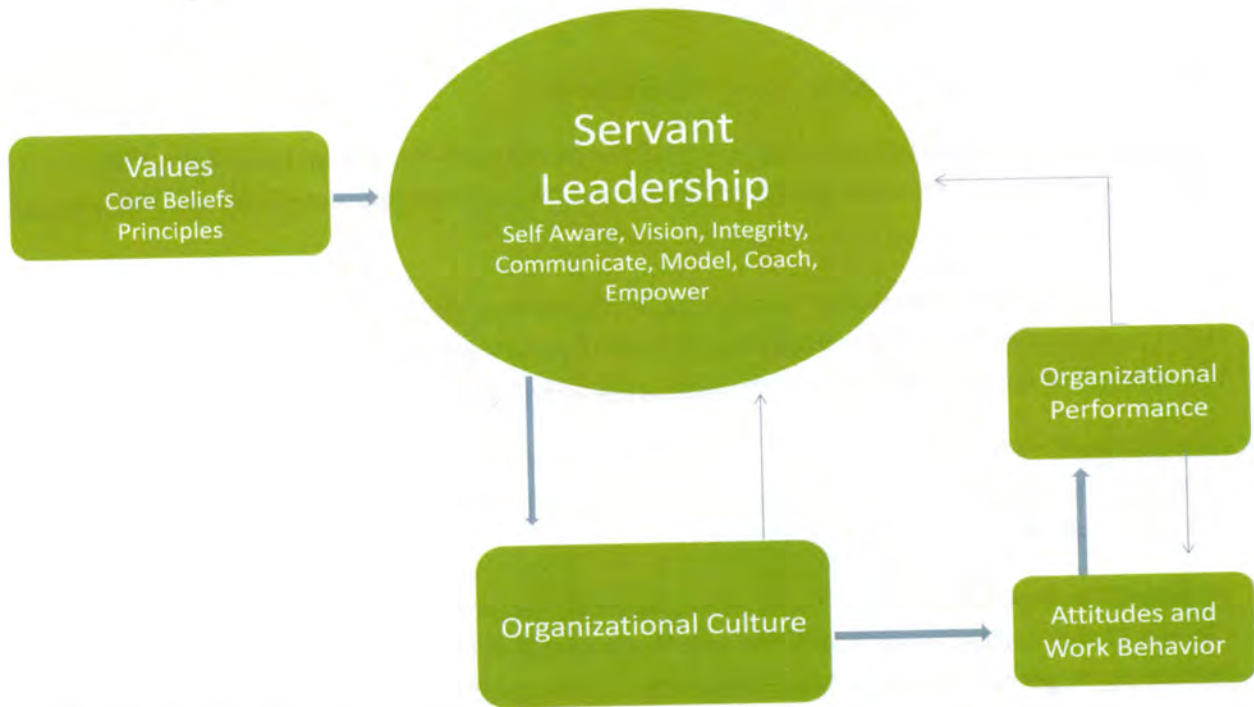
He holds a bachelor's degree in marketing and a master's of business administration degree, both from the University of Wisconsin – Milwaukee.

Matt Williamson Brady Corp.



Matt Williamson is president-Brady Americas, responsible for all of Brady's businesses in North and South America. Matt joined Brady in 1979 as a sales representative and has served in a variety of leadership roles including regional sales manager, product group manager, U.S. national sales manager, director of marketing, and vice president and general manager. In 1998, Matt served as vice president and general manager of the Identification Solutions division until he was promoted to vice president and general manager of Brady's global high performance identification business in 2001. He assumed his current role as President-Brady Americas region in April 2003.

He holds a bachelor's degree in marketing from the University of Wisconsin-Milwaukee.



Functional Attributes of Servant Leaders

- **Vision** – links values with a future focus
- **Honesty and integrity** – drives ethical cultures
- **Trust** – integrates integrity and competence
- **Authenticity and credibility** – provides legitimacy
- **Communicate** – visible model to others
- **Grow** – appreciates and empower others
- **Service** – compels organizational stewardship and making a difference



Additional Resources

- Hunter, James C. *The World's Most Powerful Leadership Principle: How to Become a Servant Leader*, 2004.
- Hunter, James C. *The Servant: A Simple Story about the True Essence of Leadership*, 1998.
- Keith, Kent M. *The Case for Servant Leadership*, 2012 Second Edition.
- <https://www.greenleaf.org/what-is-servant-leadership/>
- <http://www.servantleadership.ning.com> – World-wide Network for Servant Leadership. “Milwaukee” has a group located on this site and if people are interested they can develop a log-in for this site, and see what’s happening in Milwaukee, or even around the world.
- “Servant Leader Discussion Group” gathers the 4th Thursday of each month at the Ambassador Hotel in downtown Milwaukee, from 8:00-9:00 AM. If people are interested in being placed on this invitation list, they are to reach out to Dan Lococo - Dan.Lococo@gmail.com.
- E-Newsletters from Wisconsin Servant Leadership are available. Please email Aimee.Liepert@pieperpower.com if you would like to get added to this newsletter. Please provide first and last name, company name, and preferred e-mail address.
- Wisconsin Servant Leader Cities Tour is scheduled in Milwaukee on Wednesday, May 22nd at MSOE’s Campus Center Multipurpose Room. The meeting begins at 7:30 AM. If people would like to receive the invite for this event, please sign up for the E-Newsletter above and you will receive the notice when it is sent out in February.



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