



YGL Public Leadership Master Class New York, 12-13 July 2011

**Prepared by
the Public Leadership Task Force
of The Forum of Young Global Leaders**

The Master Class

DAY ONE

Part I – Opening

08.00 – 08.30 Welcome

Background on the YGL Public Leadership Initiative, introduction of the participants and outline of the Master Class programme

Facilitated by

Mabel van Oranje, YGL Public Leadership Initiative Member; Chief Executive Officer, The Elders, United Kingdom

08.30 – 09.00 Why Is This Master Class Important for You?

In groups of three, participants share with each other the relevance and importance of this Master Class at this juncture in their careers and lives.

09.00 – 09.45 Why Would You Consider a Position in Public Office?

What is public leadership about? Why is it important? How is it different from careers in other sectors? How should you plan your career in the public sector and what are the basic procedures in preparing for it?

Introduced by

Mabel van Oranje, YGL Public Leadership Initiative Member; Chief Executive Officer, The Elders, United Kingdom

with

Børge Brende, Managing Director, Policy Initiatives and Constituents Engagement, World Economic Forum

09.45 – 11.00 Leaving the Private Sector for Public Office

In this session, YGLs gain insights about the trade-offs to consider as one contemplates a career in public office.

Introduced by

Alvaro Rodriguez Arregui, YGL Public Leadership Initiative Member; Co-Founder and Managing Partner, IGNIA Partners, Mexico

*Speaker to be confirmed



with

Michael Bloomberg, Mayor of New York, USA

Diana Taylor, Chief Financial Officer, Long Island Power Authority, USA ; New York State Superintendent of Banks (2003-2007), USA

11.00 – 11.30 **Break**

Part II – “Preparing” to Run or Be Appointed

11.30 – 12.30 **Introduction to the Political Biography**

This session explores what a political biography is and why it is so important for people who want to enter public office. The political biography addresses questions such as: Who are you? Why do you want to run for office? What life experiences have prepared you to lead? Who has inspired you? Why is the time now? What do you hope to achieve?

Introduced by

Lisa Witter, YGL Public Leadership Initiative Member; Chief Strategy Officer, Fenton Communications, USA

with

Edward “Ed” John Rollins, Political Consultant, USA

12.30 – 13.45 **Preparing Your Own Political Biography (Working Lunch)**

Each participant outlines and discusses his or her political biography. Participants present their political biographies in small groups. Some will be invited to present their political biography to the larger group.

Facilitated by

Jennie Blackton, Political and Communications Consultant, Progressive Majority, USA

13.45 – 14.00 **Coffee Break**

14.00 – 15.30 **Will I Survive? – Scrutiny and Dealing with Past Sins**

One deterrent to entering public office that YGLs identified is whether they can handle the heat of being confronted by the media and possible opponents reacting to past actions. Entering the public limelight and handling the consequences is another deterrent frequently mentioned. What strategies to deal with this situation exist? What are some of the best and worst real-life examples? How can one work optimally with the public relations team? How does one conduct press conferences? This session deals with some of the strategies for overcoming one of the toughest stages before entering public life.

Introduced by

Julianne Lee Jihyun, YGL Public Leadership Initiative Member; Senior Adviser, RBS N.V., Republic of Korea

with

Bill Black, Co-Chair, Fleishman-Hillard Global Public Affairs Practice, USA

Jonathan McBride, Senior White House Official; Assistant to the President and Deputy Director, White House Office of Presidential Personnel, USA

*Speaker to be confirmed



15.30 – 16.30 Values and Personal Leadership

This session examines the relationship between values and success in personal leadership. How does an understanding of what drives you help overcome the leadership challenges you will face?

Introduced by

Katherine Garrett-Cox, YGL Public Leadership Initiative Member; Chief Executive Officer, Alliance Trust, United Kingdom

with

David R. Gergen, Director, Center for Public Leadership, Harvard Kennedy School, Harvard University, USA

Dina H. Powell, President, Goldman Sachs Foundation, USA

16.30 – 16.45 Break

16.45 – 18.00 Money Matters, Campaign Finance

Many YGLs identified fundraising and financing as potential barriers to entering public office. Led by fellow YGLs, this session looks at fundraising strategies and examines the opportunities and pitfalls associated with fundraising. YGLs break up in small groups by region to discuss the following questions:

How should you begin the path to fundraising? How is fundraising carried out in your country and region? How does entering office affect you and your family financially? What are the best ways to prepare? Where relevant, how can you handle a reduction in income? How do you ensure that financing doesn't compromise your beliefs and aims? What other personal costs should you consider?

Discussion Leaders: Selected YGLs from each region lead small group discussions.

Facilitated by

Lisa Witter, YGL Public Leadership Initiative Member; Chief Strategy Officer, Fenton Communications, USA

18.00 – 18.15 Wrap Up of Day 1

19.00 – 21.00 Dinner

Sponsored by YGL Foundation Board Member, Howard Cox

Introduced by

Katherine Garrett-Cox, YGL Public Leadership Initiative Member; Chief Executive Officer, Alliance Trust, United Kingdom

with

Howard Cox, Advisory Partner, Greylock, USA

*Speaker to be confirmed



DAY TWO

08.30 **Arrival and Coffee**

08.45 – 09.00 **Plenary Feedback Session: The Most Salient Points from Day 1**

Facilitated by

Mabel van Oranje, YGL Public Leadership Initiative Member; Chief Executive Officer, The Elders, United Kingdom

Part III – “Running” for Office or an Appointed Position

09.00 – 10.30 **Campaigning and Communications**

This session kicks off a day mainly focused on setting up a campaign, declaring candidacy and connecting with supporters. It also aims to offer insights into how to structure and launch a campaign. What pitfalls do candidates commonly experience? What main factors determine success or failure? The session also delves into the differences between seeking appointed office and running for office. “Being appointed” deals with understanding what is required of the post as a member of the administration, preparing for hearings and organizing support staff ahead of entering office. “Running for office” focuses on the art of political campaign, with examples of what is successful and unsuccessful. The day continues on with hands-on sessions devoted to communications.

Introduced by

Matthew Anderson, YGL Public Leadership Initiative Member; Group Director, Strategy and Corporate Affairs, Europe and Asia, News Corporation, United Kingdom

with

Roger Ailes, Chairman and Chief Executive Officer, Fox News Channel, USA

10.30 – 11.00 **Break**

11.00 - 12.30 **Social Media Strategy**

In this session, Thomas Gensemer of Blue State Digital discusses how candidates can best use social media platforms for fundraising, advocacy, social networking, constituency development and content management.

Founded in 2004 and responsible for the Obama presidential campaign's social media strategy, Blue State Digital is a leader in online fundraising, advocacy, social networking and constituency development programmes for not-for-profit organizations, political candidates and causes, and corporations (<http://www.bluestatedigital.com/>).

Introduced by

Thomas Crampton, YGL Public Leadership Initiative Member; Director, Asia-Pacific, 360 Digital Influence, Ogilvy Public Relations Worldwide, Hong Kong SAR

Facilitated by

Thomas Gensemer, Managing Partner, Blue State Digital, USA

*Speaker to be confirmed



12.30 – 14.00 Lunch and Blackberry Time

Part IV – “Succeeding” While You Are in Office

14.00 – 15.30 The First Hundred Days

You have made it into office. But you are faced with an environment very different from your previous job. How do you go about finding out what's required of you? How do you relate to the people who work for you and deal with stakeholders to further your objectives? This session focuses on how to make your first hundred days effective for long-term success.

Introduced by

Julianne Lee Jihyun, YGL Public Leadership Initiative Member; Senior Adviser, RBS N.V., Republic of Korea

Alvaro Rodriguez Arregui, YGL Public Leadership Initiative Member; Co-Founder and Managing Partner, IGNIA Partners, Mexico

with

Penny Low, Member of Parliament, Singapore

M. James Kondo, Japan Country Manager, Twitter, Japan

Rajiv J. Shah, Administrator, US Agency for International Development (USAID), USA*

15.30 – 16.45 “The Leap of Faith”

This session showcases your YGL colleagues who have undertaken the “Leap of Faith,” the considerations that went into their decisions and advice they would share with the audience.

Laura Alfaro Maykall, Minister of National Planning and Economic Policy of Costa Rica

Esteban Bullrich, Minister of Education for the Federal Capital, City of Buenos Aires, Argentina*

Maria Corina Machado, Member of the Parliament, Venezuelan National Assembly, Venezuela*

Facilitated by

David Aikman, Senior Director, Head of Young Global Leaders, World Economic Forum

16.45 – 17.30 The Future of the YGL Public Leadership Initiative: Wrap Up and Next Steps

Members of the YGL Public Leadership Task Force lead the group in a discussion about the future of this initiative and the importance of keeping the dialogue going, and to recap the poignant knowledge shared during the course of this two-day event.

Facilitated by

Mabel van Oranje, YGL Public Leadership Initiative Member; Chief Executive Officer, The Elders, United Kingdom

Public Leadership Initiative Members

Matthew Anderson (UK), Thomas Crampton (Hong Kong SAR), Katherine Garrett-Cox (UK), Julianne Lee Jihyun (Republic of Korea), Leslie Maasdorp (South Africa), Alvaro Rodriguez Arregui (Mexico), Mabel van Oranje (the Netherlands, Task Force Leader), Alberto Vollmer (Venezuela) and Lisa Witter (US).

*Speaker to be confirmed