



“What’s Your Leadership Type?” Explore & unlock your potential as a leader

DATE/TIME: Saturday, April 6 from 12:30 - 1:30 pm ET

LOCATION: WBCA Convention in Cleveland

FORMAT: 60-minute, in-person Learning Lab session with Q&A

SESSION TITLE:

“What’s Your Leadership Type?” -- Explore & Unlock Your Potential As A Leader

SESSION DESCRIPTION:

Are you ready to embark on a transformative journey that will empower you to lead authentically and effectively, break through barriers, and inspire change? In this interactive Learning Lab, we will leverage our proprietary BREAKTHRU Leadership Type Model™ to help you explore your internal motivations, contemplate your intended impact, and set you on a path to realize your full potential as a leader as you begin to build your personal, leadership brand. This workshop is designed especially for underrepresented leaders as well as those in a position to empower underrepresented leaders on and off the court.

SESSION KEY TAKEAWAYS:

- Gain insights into leadership styles, challenging stereotypes and biases
- Identify your own, unique Leadership Type based on your internal motivations and intended, external impact
- Understand how identifying your Leadership Type can set you on the path towards building your personal, leadership brand

FACILITATOR BIO

[Laura Barnard](#) founded [BREAKTHRU Brands](#) with a no-limits mindset. By empowering underrepresented leaders to break barriers, Barnard is on a mission to help make the world a more equitable place.

Leveraging her two decades of experience leading global, iconic brands, Barnard has focused her agency on building leadership brands for those boldly leading us into the future. Collaboration is central to Barnard’s personal brand. As a former Division I athlete, she has experienced the power of teamwork and the importance of each teammate. She brings energy, openness, and perseverance to collaborative environments while motivating others to self-actualize.



Her BA in Psychology from Harvard University and MBA in Marketing & Strategic Management from the University of Chicago Booth School of Business have informed her belief in the power of brands to connect people and drive positive change. And, as a proud member of the LGBTQ+ community, Barnard is passionate about aligning with other purpose-driven leaders and organizations to help end prejudice, eliminate discriminatory obstacles, and advance equity.