



# 21<sup>st</sup> Century Leadership



## ***Leadership, during any period, has always faced challenges,***

but as we navigate the 21st Century, we face never-before-seen shifts that test even the most senior leaders' resiliency and grit. That's why ***Ignite 2024*** has a specific focus on leveling-up our leadership approach and skills.

At the end of the day, our roles as leaders are not only to know the way, but to also "go" the way and, in doing so, "show" the way. The meeting's content is designed to have transportation, logistics and distribution leaders consider not only their leadership, but also the leadership of their direct reports in their respective companies and in our industry. It's an opportunity to focus on preparing for and navigating change with resiliency, on building inspiring work cultures, and leading with integrity, mission, and purpose.

## ***Knowing the way***

Appropriately, organizations look to the top for direction and trust that leaders have the bigger picture in mind. In that, leaders need to think two or three steps ahead of where the business is today. It's not always easy. To be a business "fortune teller" requires a leader to have a deep understanding of their space, where their business falls within it, and to strategically decide where you want to go as a result. ***Ignite 2024*** features a breakout specifically on this subject: ***The Collaborative Advantage: Future-Proofing Your Organization in Times of Uncertainty and Disruption.***

The meeting also features keynote speakers sharing their leadership journeys and insights they've gained. **Daymond John of ABC's *Shark Tank*** will speak about why it's important to challenge the status quo and share his thoughts on how to lead during exciting, but uncharted, futures.





## Going the way

When it comes to executing the strategies you develop, you're going to need fully staffed, well-trained organizations. Easier said than done in today's competitive labor market. One thing that sets companies apart is to create cultures people want to work for – whether recruiting new talent or keeping the talent you have. **Ignite 2024** features breakouts designed to help leaders meet the people needs of today and tomorrow, such as: ***The Future of Work is Human: Creating People-First Work Cultures.***

## Showing the way

Of course – one fundamental of leadership is modeling the behaviors you wish to see in your people. Everyone in your organization is a leader, whether they are a leader of the business, a leader of functions, a leader of teams or others and, at a minimum, leading themselves. Ignite has content for that, too! Not only sessions like “***Elevate Your Leadership: Unleashing Success through Innovative Capabilities,***” our second keynote speaker is **Carey Lohrenz, the U.S. Navy's first female F-14 Tomcat Fighter Pilot**, talking about creating high-performing teams and developing a culture of learning which starts at the top.



Leaders – connecting with other leaders – is the spirit behind this meeting and how the transportation, logistics and distribution industry becomes Stronger Together. No matter where you are on your personal leadership journey, **Ignite 2024** has content for YOU.