

Leadership APTA

Raising the Bar

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Leadership APTA Class of 2012



Leadership APTA

- Developing future senior and executive leaders for your organizations and the industry
- Developing future senior and executive leadership for APTA



Objectives

- Current trends – level of applicants
- Raising the bar – begin the process
- Applicant involvement – post graduation
- Feedback



Recent Observations

- Widening gap – range of applicants
- Recent profiles: too junior (2-3 years); far too seasoned (30+years)
- Challenges to select the class



Refocus – The Target Audience

- Beginning with the Class of 2014:
 - Those who show the promise and potential and have the drive and desire to serve in E-suite and C-suite roles – senior and executive leaders in your organizations.
 - 10-15+ years work experience
 - Serve in positions of responsibility
 - Demonstrated success and accomplishments
 - Strong leadership potential



APTA Involvement

- Upon graduation – new formal requirement
 - Active involvement in APTA
 - Demonstrate commitment
 - Lead and serve APTA and industry
 - Innovate and lead committees/task forces/special projects
 - Address conferences, sessions, workshops
 - Represent your organizations, APTA, the industry



Follow Application Directions

- Review your applicant's essay
- 1000-word essay – address three simple questions
 - Why apply and benefits you hope to gain
 - Career goals
 - Your future – in APTA, the industry



Moving Forward

- Your feedback
- Leadership APTA Committee
- Communications campaign

