



Invest in Growth. Lead with Impact.

Academic Impressions Workshops



More than professional development— an opportunity for transformation.

At Academic Impressions, we don't just host workshops. We create **immersive, hands-on learning experiences** designed for higher ed professionals who want to **drive real change** on their campuses.

What sets us apart? Our workshops are:

- Designed specifically for higher ed leaders, with sessions tailored to the sector's unique challenges.
- Focused and immersive, offering small-group settings that go beyond surface-level discussion.
- Practical and action-oriented, ensuring that you leave with strategies and an implementation plan.
- Expert-led and peer-driven, with insights from top practitioners and industry experts.
- More than an event—an opportunity to build a lasting network of collaborators and mentors.

More than **96% of past attendees recommend our workshops** because they walk away **empowered, confident, and ready to make an impact**.

What You'll Find in This Lookbook



Skill-Based Programs: These are workshops that train you in a skill or set of skills. Typically, they are open to a wide range of positions from higher education, and many are meant for different skill levels.



Role-Based Programs: These are workshops that provide a more comprehensive look at a particular role (e.g., Department Chair, Dean, Major Gift Officer) in higher education. We would recommend you attend if you are in that role, an analogous role, or if you aspire to be in that role.



Specialized Programs: These workshops train on a wide variety of skills and are often meant for specific audiences but are broader than role-based workshops. For instance, there is a suite of workshops offered for women leaders that allows women to build a network.



Skill-Based Programs

Develop Practical Skills for Immediate Impact

Skill-based programs provide hands-on training in essential competencies for higher education leaders at all levels. These workshops focus on building concrete skills that can be applied immediately, whether you're an emerging leader, a mid-career professional, or a senior administrator looking to refine your approach.

Workshops in This Section

- The Fundamentals of Leadership for New or Aspiring Leaders in Higher Education
- Leading from the Middle: Essential Skills to Drive Success
- Advanced Leadership Development in Higher Education
- Building an In-House Leadership Development Program
- The Five Paths to Leadership® Self-Assessment Facilitation Certification
- Managing Difficult Faculty and Staff
- Empowering Innovation: A Deep Dive into Design Thinking Facilitation
- From Vision to Action: Strategic Planning for a Lasting Impact



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“Invest in yourself! You are a leader, and this workshop will give you some tools to take back to your university and deepen your reflective practice.”

The Fundamentals of Leadership for New or Aspiring Leaders in Higher Education

A skill-based program to develop your leadership philosophy and build confidence in your ability to lead your team.

Why It Matters

New leaders often find themselves learning on the go, without formal training or time to reflect on who they are as leaders. But effective leaders build reflective practice and continuous learning into their work in order to better serve their teams.

What You’ll Gain

- ✓ Learn who you are as a leader in normal times and under stress through the **Five Paths to Leadership® Self-Assessment**.
- ✓ **Communicate more effectively in times of conflict** with the Kraybill Conflict Styles Assessment.
- ✓ **Develop a leadership philosophy**, along with strategies to hold yourself accountable to continued leadership development.
- ✓ **Build your interpersonal skills** and practice leadership with other new or aspiring leaders in higher ed.

How You’ll Use This to Move Work Forward

New Staff Leaders – Build your leadership skills and confidence in your new position.

Leaders Without Formal Leadership Training – Solidify your experience into practical, actionable strategies to move forward with your team.

Aspiring Leaders – Set yourself up to successfully move into a leadership position in the near future.

Skill-Based Program

Great for Teams

Learn More: <https://www.academicimpressions.com/leadership-aspiring-leaders/>



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“This was an incredible reset for me as a leader. It helped me celebrate what I was already doing well and refocus on areas to improve. I loved the small setting with like-minded leaders who just want to be great for their teams.”

Leading from the Middle: Essential Skills to Drive Success

A skill-based program designed to help mid-level leaders expand their influence, strengthen relationships, and drive institutional success.

Why It Matters

Mid-level leaders bridge strategy and execution, translating big-picture goals into day-to-day action. To succeed, you must manage both up and down, communicate effectively, and align teams with institutional priorities.

What You'll Gain

- ✓ **Leverage the Academic Impressions Leadership Framework** to strengthen influence and collaboration.
- ✓ **Discover your leadership style** through the Five Paths to Leadership® Self-Assessment.
- ✓ **Develop key skills in communication, influence, and team leadership.**
- ✓ **Create a Personal Leadership Development Plan** to apply insights directly to your role.

How You'll Use This to Move Work Forward

Directors & Senior Managers – Strengthen your **ability to lead in both directions**, influencing senior leadership while guiding your team.

HR & Talent Development Leaders – Equip emerging leaders with **practical skills** in communication, influence, and decision-making.

Cross-Functional Leaders – Build **collaborative partnerships across departments** and drive institutional initiatives more effectively.

Skill-Based Program

Limited Audience

Learn More: <https://www.academicimpressions.com/leading-middle/>



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“Academic Impressions constructed an agenda for the Advanced Leadership workshop that covered the multiple levels of leadership (personal, interpersonal, teams, and systems), and provided opportunities to apply the concepts through exercises and a powerful simulation. The small size of the workshop and the openness of Academic Impressions trainers made for a supportive learning community.”

Advanced Leadership Development in Higher Education

A skill-based program designed to unlock your leadership potential to drive substantive change in higher education.

Why It Matters

Leaders in higher ed have to **address the most pressing barriers to meaningful change**, particularly in today's political landscape. We'll focus on personal, team, and systemic challenges to build your leadership resilience, team-building skills, and innovation-oriented mindset.

What You'll Gain

- ✓ Use the **Five Paths to Leadership® Self-Assessment** to dive into your leadership style and how it may impact those who work with you.
- ✓ Discover your leadership effectiveness through a **360° Assessment** and a debrief with a coach to focus on how to move forward as a leader.
- ✓ Learn how to **support and create a high-performing team** by focusing on psychological safety and trust.
- ✓ **Focus on systemic change** in your team and in your organization, with activities on horizon scanning and innovation.

How You'll Use This to Move Work Forward

Directors & Senior Managers – Build buy-in and thriving teams through focusing on psychological safety.

Deans & Academic Leaders – Generate resilience and engagement in your academic units.

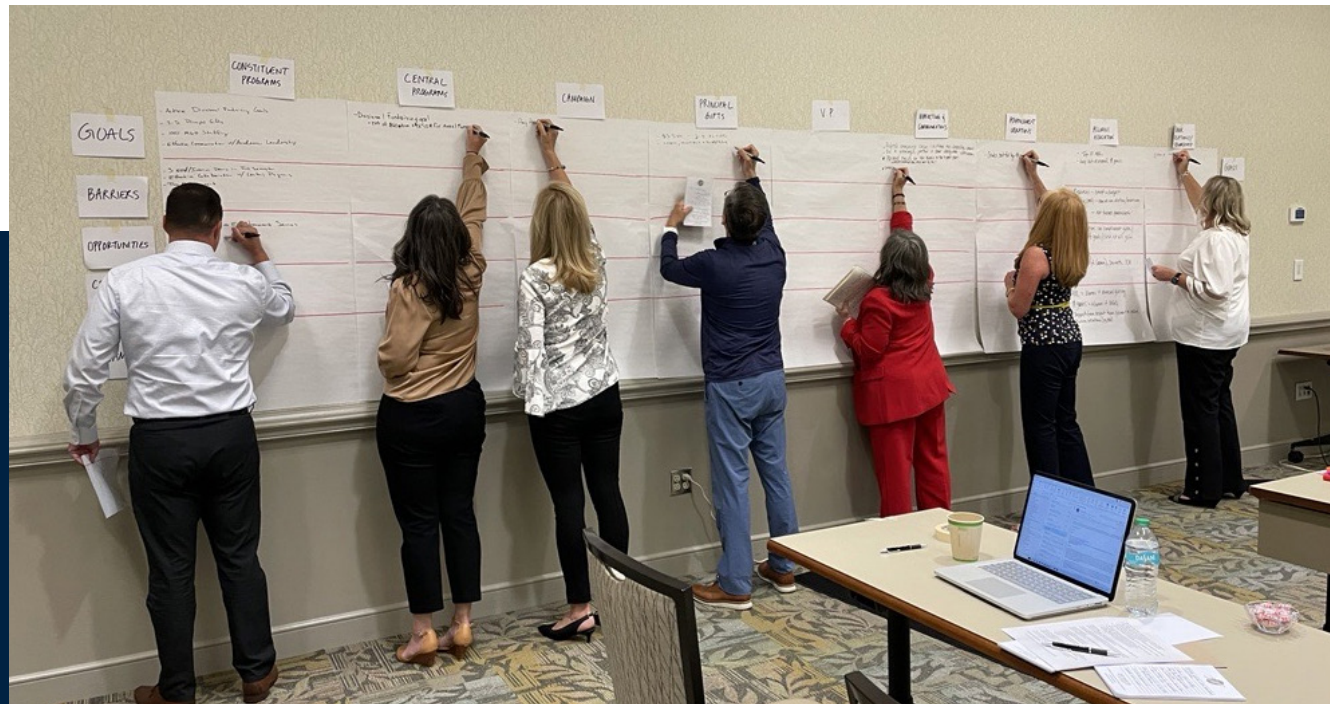
Assistant & Associate Vice Presidents – Lead collaboratively across campus and drive innovation and change.

Skill-Based Program

360° Assessment

Coaching

Learn More: <https://www.academicimpressions.com/advanced-leadership/>



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“This is one of the best workshops/programs I have ever been to. It’s precise, hands-on, perfectly scaffolded in segments that helped me to understand what my institution needs. Thank you, AI team!”

Building an In-House Leadership Development Program in Higher Education

A skill-based program to help you design, launch, and sustain leadership development at any level.

Why It Matters

Institutions do not always see the need for leadership development programs, but ignoring this need can result in **frequent leadership turnover and frustrated employees**. And too often, institutions create programs without **clear goals or guiding frameworks**. Cultivating leadership capacity at all levels **builds a strong, sustainable leadership pipeline**, prepares emerging leaders for greater impact, and builds confidence in your existing leaders.

What You’ll Gain

- ✓ A proven, customizable leadership framework for your institution.
- ✓ Practical tools for self-awareness, team leadership, and strategic planning.
- ✓ Insights from institutions that have successfully built leadership programs.
- ✓ Dedicated time to develop an action plan for your leadership initiative.

How You’ll Use This to Move Work Forward

Senior Leaders & HR Professionals – Build a structured leadership pipeline that supports institutional succession planning.

Faculty Affairs & Department Chairs – Strengthen faculty leadership capacity and create opportunities for growth within roles.

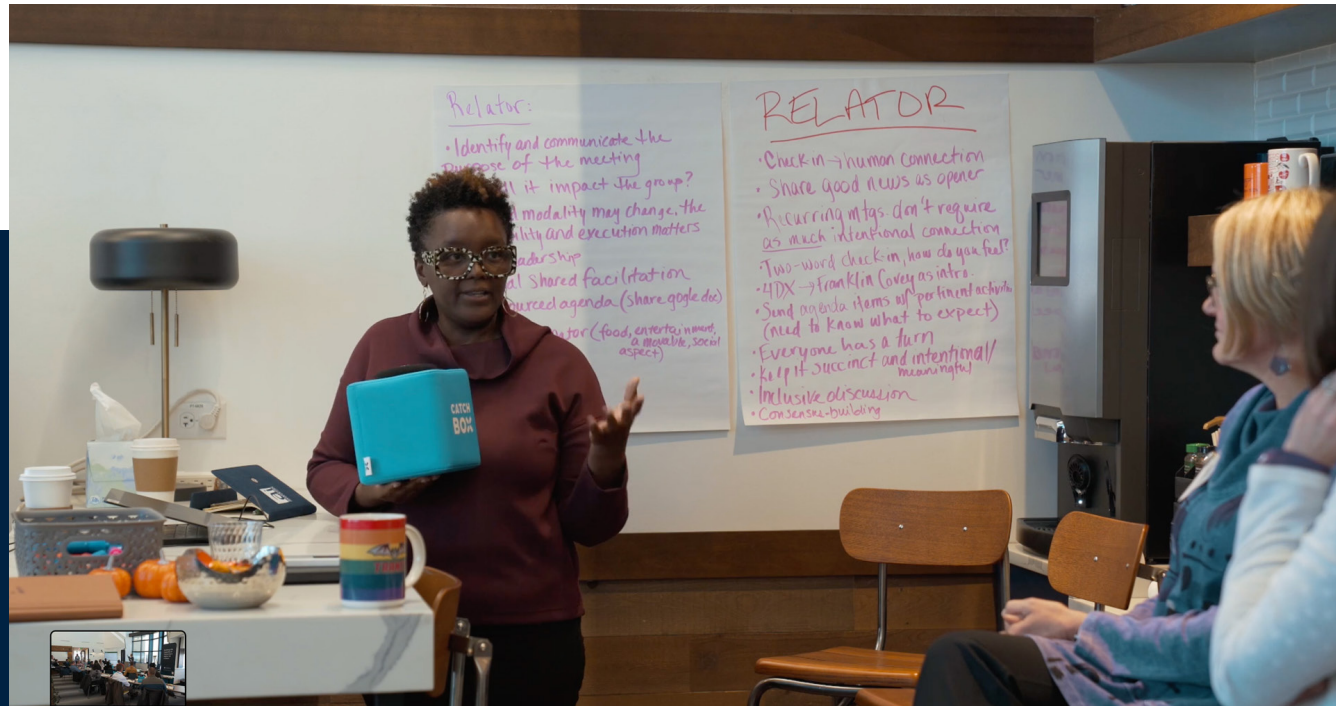
Divisional Leaders & Program Directors – Design and launch a custom leadership program aligned with your institution’s unique needs.

Skill-Based Program

Great for Teams

Limited Audience

Learn More: <https://www.academicimpressions.com/in-house-leadership-development/>



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“In a sea of models for leadership training, we chose the Five Paths model due to it being relatable and practical. This thought-provoking, practical, and applied learning program is guided by expert, certified Five Paths trainers. A must for any organization struggling with leadership.”

The Five Paths to Leadership® Self-Assessment Facilitation Certification Training

A skill-based program to become a certified Five Paths to Leadership® debrief facilitator and bring the power of the Five Paths to your campus.

Why It Matters

Creating a **shared language around leadership** on your campus can result in improved collaboration, more productive conflict, better supervision, and more effective meetings. **The Five Paths to Leadership® Self-Assessment** is used by thousands of faculty and staff in higher education to develop that shared language of leadership.

What You’ll Gain

- ✓ A dynamic leadership assessment model that you can **incorporate into your campus leadership programs**.
- ✓ A **deep understanding of the Five Paths to Leadership® model** and how to facilitate conversation around it.
- ✓ Time to **practice your facilitation and receive feedback** from trained facilitators.
- ✓ Certification to **facilitate the Five Paths to Leadership® debriefs** at your institution for 2 years.

How You’ll Use This to Move Work Forward

Academic Leaders – Create a **shared sense of purpose and collaboration** in your departments and run more effective meetings.

Senior Leaders – Lead a strategic planning process seamlessly, with a **heightened awareness of the different leadership styles** in the room.

HR & Learning and Development Professionals – Establish or support leadership development programs on your campus.

Student Leadership Development Professionals – Help your students **build valuable career skills** with a deeper understanding of their leadership.

Skill-Based Program

Role Plays

Limited Audience

Earn a Certificate

Learn More: <https://www.academicimpressions.com/five-paths-certification-training/>



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“Jeanne Hey’s EM & EM Model for dealing with difficult employees in academia helps to clarify a strategy for dealing with difficult faculty and staff. I plan to employ the insights and strategies we learned in this workshop immediately by establishing a consistent methodology for the supervisors at my institution. Thank you to Jeanne and the Academic Impressions team for providing such a useful and enjoyable learning environment!”

Learn More: <https://www.academicimpressions.com/managing-difficult-faculty/>

Managing Difficult Faculty and Staff

A skill-based program to manage challenging individual behaviors in your employees with empathy and authority.

Why It Matters

Managing a faculty or staff member who presents challenging behaviors like bullying, disrupting meetings, refusing to engage in team projects, or spreading negativity on your team can be draining. But the cost of supervisors not addressing this behavior on teams is high.

What You’ll Gain

- ✓ **A proven, four-step model** to engage, set expectations, address non-compliance, and protect your team dynamics.
- ✓ **Time to practice**, addressing challenging behaviors you’ve identified.
- ✓ **Insights from leaders** on how to handle perceived barriers related to unions and tenure.
- ✓ **An intervention plan** to move forward with your difficult employee.

How You’ll Use This to Move Work Forward

Deans & Department Chairs – Manage faculty who are neglecting teaching or service—or who are disrupting meetings—with **proven techniques in redirecting behavior**.

Divisional Leaders & Program Directors – **Create a culture** of addressing difficult behavior in your program or division.

Faculty & Staff – Gain strategies to **supervise your employees more effectively** by balancing empathy and authority.

Senior Leaders & HR Professionals – Learn from the model to **build training programs** on your campus around addressing difficult behaviors.

Skill-Based Program

Role Plays

Empowering Innovation: A Deep Dive into Design Thinking Facilitation

A skill-based program to master design thinking techniques for leading with purpose, sparking innovation, and transforming creative ideas into impactful solutions.

Why It Matters

As higher ed rapidly changes, innovation and creativity are more important than ever for addressing institutional challenges like retention, employee engagement, and artificial intelligence. Design thinking can help to add a user-centric lens to push your teams to think outside the box and solve problems creatively with limited resources.

What You'll Gain

- ✓ Expert instruction to **gain a comprehensive understanding of design thinking** from facilitators.
- ✓ **Hands-on prototyping and design practice** so you can create sessions that are tailored to your institution's needs.
- ✓ Practice leading sessions and receive **real-time feedback on your facilitation skills** from other higher ed leaders and facilitators.
- ✓ Create actionable plans to **bring your training goals to life** in your own organization.

How You'll Use This to Move Work Forward

- Academic Leaders** – Drive your strategic goals forward by mastering the art of designing effective planning sessions.
- Learning and Development & HR Professionals** – Gain hands-on experience in running sessions that engage participants and **lead groups toward collective success**.
- Faculty & Staff** – Learn the essential qualities of design thinking facilitation to empower your students and employees to **tackle challenges with confidence**.
- Divisional Leaders & Program Directors** – Cultivate behaviors that **foster creativity and innovation on your team** by setting the stage for breakthrough thinking.

- Skill-Based Program
- Great for Teams
- Simulations



“Design Thinking is for everyone. Approaching solutions with empathy and tapping into innovative strategies is fabulous. Every hour was well-spent and engaging.”

Learn More: <https://www.academicimpressions.com/empowering-innovation/>

From Vision to Action: Strategic Planning for a Lasting Impact

A skill-based program to create a strategy for your institution, division, or department that aligns with your goals, helps you to get buy-in, and is easy to implement.

Why It Matters

Higher ed leaders need a **new model for strategic planning** to truly confront issues like lowering enrollment and a changing political landscape. We need to design plans that **build trust and ownership** among faculty, staff, and leaders. And leaders need to implement a planning model that is **dynamic and responsive to change**, so that it can be implemented at all levels.

What You’ll Gain

- ✓ Build a deep understanding of how to use design thinking to generate **innovative and practical strategies** that align with your institutional goals.
- ✓ **Foster collaborative environments** to ensure that your strategy creation and rollout generate inclusive solutions.
- ✓ **Create a concrete roadmap** with short-term wins and long-term milestones so that your strategies are implemented effectively and yield measurable results.
- ✓ Acquire the tools to lead teams through strategic changes with **agility and innovation**.

How You’ll Use This to Move Work Forward

- Senior Leaders** – Drive **organizational change** by guiding institutional strategy effectively and ensuring alignment with long-term goals across the institution.
- Middle Management** – Translate broader institutional visions into **practical strategies that can be executed** at every level.
- Strategic Planning Teams** – Ensure that strategic planning initiatives are collaborative, inclusive, and involve key stakeholders to **generate buy-in**.
- Change Agents and Aspiring Leaders** – Lead strategic planning efforts in your own department or division and **prepare for future roles** in organizational leadership.

Skill-Based Program

Great for Teams



“I love the training workshops hosted by Academic Impressions. They are always relevant and jam-packed with useful tips. I highly recommend them for practitioners looking for the most up-to-date information.”

Learn More: <https://www.academicimpressions.com/strategic-planning/>



Role-Based Programs

Comprehensive Training for Key Higher Ed Roles

Role-based programs provide an in-depth look at specific leadership positions in higher education. Whether you're currently in the role, in a similar position, or aspiring to step into that role, these workshops offer targeted strategies, best practices, and peer networking to help you succeed.

Workshops in This Section

- Driving Institutional Strategy as a Chief Strategist or Chief of Staff
- Essential Leadership Skills for Department Chairs
- Essential Leadership Skills for Deans
- Building Mid-Career Faculty Capacity: A Summit for Faculty Affairs Leaders
- Provost Summit: Leading for Innovation and Growth
- Mastering the Art and Science of Discovery Visits
- Unlocking Donor Partnership Through Authentic Dialogue and Storytelling
- Transformational Gifts: Attaining the Gift of a Lifetime
- Leading Your Development Officers: The Art and Science of Developing High-Performing Teams
- Fostering Growth and Building Strong Teams: A Summit for Leaders in Advancement Talent and Team Development
- Maximize the Success of Your Next Campaign: A Workshop for Campaign Leaders
- Alumni Boards: Strengthen Your Strategy and Grow Engagement
- Intentional and Strategic Management of Alumni Volunteers



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“The networking opportunities were outstanding. I connected with professionals from diverse backgrounds, forming relationships that I believe will lead to future collaborations and career growth. The workshop was a perfect blend of learning, networking, and professional development.”

Driving Institutional Strategy as a Chief Strategist or Chief of Staff

A role-based program to maximize your impact as Chief Strategy Officer or Chief of Staff.

Why It Matters

Chief Strategy Officers and Chiefs of Staff **play a critical role in addressing issues** an institution faces, but they often have a **more solitary professional experience** than other Vice Presidents or Cabinet members. CSOs and COSs need to develop their network to learn how to **lead through influence** and engage the campus community in their work.

What You'll Gain

- ✓ **Drive strategic alignment and execution** by keeping your leadership focused on key priorities.
- ✓ **Enhance the decision-making of other senior leaders** through real-time data and a deep understanding of your institution's unique context.
- ✓ Build a **culture of innovation and agility** in the face of emerging trends and challenges.
- ✓ **Strengthen engagement and communication** of stakeholders on your campus at all levels.

How You'll Use This to Move Work Forward

Chief Strategy Officers – Focus your senior leaders and managers on **effective strategy** that turns vision into action.

Chiefs of Staff – Build buy-in and drive action on your campus through **streamlined communication**.

Leaders at the Divisional Level – **Align your division** with institutional priorities and goals and generate engagement on your teams.

Role-Based Program

Limited Audience

Learn More: <https://www.academicimpressions.com/driving-institutional-strategy/>



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“The Essential Leadership Skills for Department Chairs is one of the most timely and effective workshops I have attended in supporting my growth and development as a department chair. The guided discussions and active learning provided me with tools I can begin using immediately. I also developed a network of peers from across the US.”

Essential Leadership Skills for Department Chairs

A role-based program to lead your department to better engagement, success, and collaboration.

Why It Matters

Department Chairs occupy one of the most challenging roles in higher education—they’re often torn between being faculty and being a leader. **Their role is also integral**—they determine the success of their departments, help their faculty engage with divisional and institutional strategy, and address conflict in their departments. But they typically receive almost no leadership training or support during their time as Chair.

What You’ll Gain

- ✓ **Learn who you are as a leader** and the balancing act you must perform as Chair.
- ✓ Create a **healthy department culture** through activities designed to build equity and buy-in among your faculty.
- ✓ Design more effective department meetings using the **Five Paths to Leadership® Self-Assessment**.
- ✓ **Address conflict and give feedback** confidently with practice built on emotional intelligence and radical candor.

How You’ll Use This to Move Work Forward

Department Chairs – Enhance your overall leadership effectiveness in a variety of real-world scenarios.

Program & Center Directors – Learn to lead faculty and staff to **meet center or program goals**.

Faculty Affairs Leaders – Incorporate our resources into your own department chair training to develop a culture of impactful leadership.

Role-Based Program

Role Plays

Learn More: <https://www.academicimpressions.com/leadership-skills-department-chairs/>



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“I truly enjoyed working with my own team to strengthen our leadership awareness and skills, and it was so beneficial to connect with others from other institutions who have shared experiences.”

Essential Leadership Skills for Deans

A role-based program to hone the leadership skills you need in order to address the complex challenges facing higher ed today.

Why It Matters

Leading as an academic Dean **requires a diverse skillset** to inspire at all levels of the organization. Adding to the challenge, you must **navigate leadership transitions, evolving student needs, competitive pressures, scarce resources, and record-high burnout**. In today's higher education landscape, even the most seasoned leaders are put to the test.

What You'll Gain

- ✓ Learn to **flex and adapt** your leadership approach, communication, and decision making to effectively meet others where they are.
- ✓ Develop strategies to **build team effectiveness and enhance trust**, especially during times of conflict and change.
- ✓ Work smarter and not harder with a framework for freeing up your time for **strategic thinking and relationship-building**.
- ✓ Encourage your team to **work collaboratively to achieve desired outcomes**.

How You'll Use This to Move Work Forward

Academic Deans – Align your faculty and chairs around a **shared vision for your division** or college.

Associate Deans – **Navigate conflict and challenges** within your unit when competing interests arise.

Other Academic Leaders – Grow your relationships to **build your influence** across the institution.

Role-Based Program

Great for Teams

Learn More: <https://www.academicimpressions.com/essential-leadership-skills-deans/>



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“In the absence of an established professional organization dedicated to faculty affairs best practices (such as CUPA-HR, NASPA, HERC, AHEAD, etc.), there is a real need for faculty affairs professionals to come together across institutions and regions to share their experiences and innovations in order to generate standard benchmarks and reliable resources for this critical institutional function. This summit provided exactly the kind of high-level conversation, data-driven recommendations, and sorely needed camaraderie faculty affairs leaders are craving.”

Building Mid-Career Faculty Capacity: A Summit for Faculty Affairs Leaders

A role-based program to help Faculty Affairs leaders transform faculty potential through targeted, impactful professional development and support.

Why It Matters

In the face of **faculty attrition, stagnation, and an increasing deficit of faculty leadership**, Faculty Affairs leaders must help to build support and satisfaction among their faculty. We've developed a framework to help **you reengage mid-career faculty** in career planning, leadership, research, and scholarship.

What You'll Gain

- ✓ A flexible framework to **understand and address the unique needs of your mid-career faculty** so you can direct resources most impactfully.
- ✓ Actionable methods to assist faculty in overcoming mid-career stagnation, facilitating **intentional career advancement and renewed enthusiasm** in your faculty.
- ✓ Tools to **promote and manage cross-disciplinary research collaborations**, empowering faculty to think outside the box and expand their scholarly impact.
- ✓ **Use the Five Paths to Leadership® model** to help faculty develop essential leadership skills and self-awareness for both formal and informal leadership roles.

How You'll Use This to Move Work Forward

Vice President or AVP of Faculty Affairs – Build **data-driven, comprehensive development opportunities** for your mid-career faculty to drive engagement.

Faculty Affairs Divisional Leadership – **Map out a plan** that identifies gaps and opportunities in your division for supporting your faculty.

Deans & Academic Leaders – Help your faculty discover what's next in their careers and **plan for the future with intentionality**.

Role-Based Program

Limited Audience

Learn More: <https://www.academicimpressions.com/faculty-affairs-summit/>



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“As a newer Provost, attending the AI Provost Summit was truly an invigorating experience. The summit not only provided valuable networking opportunities but also served as an inspirational platform, fostering meaningful connections with fellow Provosts. I found the summit to be a great opportunity for gainful insights, exchanging ideas, and discovering innovative startups to further advance academic excellence and student success at my institution.”

Learn More: <https://www.academicimpressions.com/provost-summit/>

Provost Summit: Leading for Innovation and Growth

A role-based program to expand your leadership and innovative thinking skills alongside other Provosts.

Why It Matters

In today's rapidly changing higher ed landscape, **the Provost and their cabinet are key** to tackling tough issues like enrollment growth, program review, and accelerating research. Provosts must build strong cabinets that are **aligned around solutions** and are **oriented toward positive-sum thinking** rather than zero-sum thinking.

What You'll Gain

- ✓ **Foster a culture of innovation** by embracing openness, experimentation, collaboration, and risk-taking at your institution.
- ✓ Learn **proven methods to drive innovation and growth**, with real-world examples that can be tailored to your institution's unique context.
- ✓ Step away from daily administrative tasks to focus on big-picture strategies so that you return to campus with **renewed vision and purpose**.
- ✓ **Build a network of fellow Provosts** and Chief Academic Officers to exchange ideas and discuss challenges.

How You'll Use This to Move Work Forward

Provosts & Chief Academic Officers – Develop an innovation mindset to **drive progress and change** at your institution.

Aspiring CAOs – Learn the strategic challenges and opportunities that Provosts typically handle so that you're prepared to **take on a leadership role**.

Role-Based Program

Limited Audience

Coaching



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“You walk away from this training with the tactical tools to step into planning and preparing for discovery visits with confidence. Between the guest lecturer, the AI learning manager, and the participants, you gain such a great diversity of experiences, advice and suggestions to help you move the needle on your discovery and cultivation visit opportunities.”

Mastering the Art and Science of Discovery Visits

A role-based program to build a discovery toolkit that helps you to deepen engagement with donors and move relationships forward.

Why It Matters

Navigating the discovery and qualification process is **an essential skillset for Gift Officers** to be successful. Without knowing how to ask the right types of insightful questions that can unlock conversations with prospects, major Gift Officers and advancement shops **struggle to increase their donor base**.

What You'll Gain

- ✓ Initiate prospect conversations using **the right method of communication at the right time**, so that you can truly connect.
- ✓ **Plan and execute successful discovery visits**, ensuring alignment with your institution's goals.
- ✓ **Build trust with your prospects** through creating a repertoire of specific and open-ended questions that lead to qualification.
- ✓ Get advice from peers on **how to handle situational nuances** that occur during discovery visits.

How You'll Use This to Move Work Forward

Major Gift Officers – Expand your toolkit so that you can **prepare for and thrive in your discovery visits**.

Advancement Leaders – Train your major gift officers to connect with prospects and **expand your donor base**.

Role-Based Program

Great for Teams

Learn More: <https://www.academicimpressions.com/mastering-discovery-visits/>



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“Jenn and Mitchell’s dynamic chemistry elevated this class to an entirely new level. The insights shared during the workshop were among the most valuable I have received as a gift officer, thanks in large part to the thoughtful structure and engaging delivery by the facilitators. Of all the classes and workshops I’ve attended, this one stands out as the best by far.”

Unlocking Donor Partnership Through Authentic Dialogue and Storytelling

A role-based program to develop your unique approach to lasting donor engagement.

Why It Matters

Donors are motivated to give when they feel that **the institution is aligned with their values**, and they see powerful stories that inspire them. But all too often, development officers develop **transactional or superficial relationships** that don’t inspire sustained giving. We’ll help you to elevate your fundraising approach by strengthening partnerships and **igniting a passion in your donors** for your institution’s mission.

What You’ll Gain

- ✓ Learn how to conduct meaningful conversations that uncover donor values and **foster deeper connections**.
- ✓ Use **the Five Paths to Leadership® Self-Assessment** to recognize and adapt to different donor leadership styles.
- ✓ **Master storytelling techniques** to share compelling narratives of impact, illustrating the potential contributions donors can make to your institution.
- ✓ Practice your skills in community with other development officers, ensuring **immediate applicability in your donor interactions**.

How You’ll Use This to Move Work Forward

Development Officers – Build your **storytelling skills** to create authentic relationships with your donors and ensure sustained giving.

Leaders of Development Officer Teams – Set your team up for success with a deep understanding of how leadership styles and communication can build relationships.

Senior Advancement Leaders – Create a culture of engaging in **transformative conversations to drive connection** with donors.

Deans & Academic Leaders – Tell the story of your division or college impactfully to **generate buy-in from donors and alumni**.

Role-Based Program

Great for Teams

Simulations

Learn More: <https://www.academicimpressions.com/unlocking-donor-partnership/>

Transformational Gifts: Attaining the Gift of a Lifetime

A role-based program to develop and activate a cultivation plan for transformational gift donors.

Why It Matters

Transformational gifts are often the result of decades of strategic cultivation and stewardship efforts, resulting in a commitment that **positively impacts the institution's trajectory**. But many institutions lack understanding of **what motivates donors to make transformational gifts**. To **advance the vision of your institution** in turbulent times, you must learn to successfully navigate both the internal and external complexities of high-level donors and gifts.

What You'll Gain

- ✓ Learn to **craft detailed and compelling proposals** that showcase the potential return on investment for your donors.
- ✓ Gain insights into identifying, cultivating, and soliciting donors capable of making significant contributions, focusing on **personalized engagement to inspire transformational giving**.
- ✓ **Develop tailored stewardship approaches** to maintain and deepen relationships with high-capacity donors.
- ✓ Implement a **stewardship plan** for transformational donors.

How You'll Use This to Move Work Forward

Principal, Major, and Planned Gift Officers – Learn what **compels high-level donors** to give transformational gifts.

Directors of Development – Help your team **understand the complexity of the transformational donor cycle**.

Vice Presidents of Advancement – Build tools to help your shop **align the institutional vision with donor goals**.

Stewardship & Donor Relations Professionals – Master the skills to **recognize, engage, and secure donors** with the potential for transformational gifts.



“The Transformation Gift Training was incredibly insightful and will play a big role in shaping our approach to principal gift work at [our] University. It gave me practical ideas and a clearer framework for identifying, cultivating, and stewarding transformational gifts that I hadn’t considered before. What really stood out was the focus on defining transformational opportunities and aligning them with donor passions in a way that truly resonates. This training has given me the tools to better share [our] story, connect donor interests with our priorities, and create partnerships that make a lasting impact.”



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“Academic Impressions is led by a passion for the Advancement industry as a whole and after attending their summit, I was able to walk away with implementable ideas and tools for my own work.”

Leading Your Development Officers: The Art and Science of Developing High-Performing Teams

A role-based program to build effective teams and drive Advancement success as a leader of development officers.

Why It Matters

Development Officer leaders play a pivotal role in **driving institutional success** through philanthropy, but many find themselves unprepared for the **complexities of managing high-performing teams**. Whether stepping into the role unexpectedly or grappling with the ever-evolving demands of their position, these leaders need the **tools, strategies, and insights** to lead with impact.

What You'll Gain

- ✓ **Adapt your leadership style** in both normal and high-pressure situations.
- ✓ **Empower your team** through a relationship-driven approach to strengthen connections with donors and maximize your shop's impact.
- ✓ Leverage **the Five Paths to Leadership®** to effectively supervise your fundraising team.
- ✓ Use metrics to **support your long-term success** by focusing on strategic growth over immediate activity.

How You'll Use This to Move Work Forward

Advancement Supervisors – Empower your development officers to **exceed fundraising goals** and sustain a culture of philanthropy with effective leadership.

VP and AVP of Advancement – **Boost development officer morale and retention** by developing a culture of growth and resilience.

Advancement Talent Development Professionals – Apply leadership strategies to **build a pipeline of future leaders** in your shop.

Role-Based Program

Coaching

Learn More: <https://www.academicimpressions.com/leading-development-officers/>



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“The Academic Impressions Summit was the best talent management workshop I have ever attended. The content was relevant, the programming was interactive, and the setting was beautiful! I will absolutely attend again next year.”

Fostering Growth and Building Strong Teams: A Summit for Leaders in Advancement Talent and Team Development

A role-based program to help develop your advancement team by cultivating leadership and career growth.

Why It Matters

Investment in your advancement staff **boosts your shop's performance**—you'll expand skills and nurture your future leaders, while retaining staff and maintaining a more fulfilling workplace. However, creating leadership pathways and growth programs from scratch can be challenging.

What You'll Gain

- ✓ **Leverage different leadership models** so that you can focus on individual development and team dynamics.
- ✓ Build psychological safety and team cohesion through strategies to **develop high-performing teams**.
- ✓ **Create a shared language around leadership** with the Five Paths to Leadership® Self-Assessment.
- Focus on future leadership and career growth through the **Academic Impressions 4-Step Career Conversations Model**.

How You'll Use This to Move Work Forward

Advancement Talent Development Professionals – Apply specific leadership development strategies to **build future leaders** in your shop.

VP and AVP of Advancement – **Strengthen your team culture and staff retention** with a focus on building strong interpersonal and team relationships.

Divisional Advancement Leadership – Establish a trustworthy and transparent learning environment so **your talent can thrive**.

Role-Based Program

Great for Teams

Learn More: <https://www.academicimpressions.com/shaping-team-culture/>



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“Capital Campaigns are widespread throughout higher education but contain much mystery about what they are and how to best carry one out from planning to completion. This workshop is perfect for the new hire all the way to the seasoned vet who may be going into a campaign, in a silent phase, or the public phase. The presenters were knowledgeable, professional, and personable, and they were more than happy to answer questions. I enjoyed the smaller group setting that allowed for a “safe space” to be created to really dig deep into best practices and share ways to turn challenges into opportunities. Would highly recommend.”

Maximize the Success of Your Next Campaign: A Workshop for Campaign Leaders

A role-based program to confidently lead your campus through its next comprehensive campaign.

Why It Matters

Campaign leaders feel **pressured to rush into fundraising** without the necessary front-end planning to assess feasibility, build internal support, and prepare key stakeholders. But in today's competitive landscape, **skipping these steps is no longer an option**. We'll walk you through essential campaign pre-planning—from evaluating your institution's readiness, to engaging staff, volunteers, and campus stakeholders, to **positioning your campaign for success**.

What You'll Gain

- ✓ Learn to **evaluate campaign feasibility**, create a supportive infrastructure, and secure stakeholder buy-in.
- ✓ Gain strategies to **prepare your shop for campaign demands**, ensuring readiness and alignment.
- ✓ **Recruit and engage volunteer leaders** who are committed to your campaign's success.
- ✓ **Develop a comprehensive plan** to ensure that your campaign moves successfully from the silent phase to the public phase.

How You'll Use This to Move Work Forward

VP and AVP of Advancement – Prepare your shop for your campaign by managing your institution's expectations and evaluating the landscape in which you'll begin your campaign.

Campaign Leaders – Set your team up for success by **aligning fundraising goals with academic priorities** and campus messaging.

Campaign Staff – Promote the value and impact of your campaign effectively with campus partners and alumni.

Role-Based Program

Great for Teams

Learn More: <https://www.academicimpressions.com/maximize-success-campaign/>



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“The facilitators quickly created a comfortable atmosphere where ideas and questions were welcomed. The speakers were well prepared, deeply knowledgeable, and available to engage and discuss outside of the sessions as well. I would recommend this course to any alumni professional looking to make their boards more strategic and effective.”

Alumni Boards: Strengthen Your Strategy and Grow Engagement

A role-based program to develop and strengthen the engagement of your alumni board.

Why It Matters

Alumni boards play a key role in shaping and supporting higher ed institutions—from **driving fundraising efforts to providing advice on institutional strategy**, having a strong alumni board can push you to greater institutional success. But managing your alumni board requires **clear direction with your board's structure, culture, and purpose**.

What You'll Gain

- ✓ Learn how to **design, recruit, and engage alumni boards effectively**, ensuring that their work aligns with your institutional priorities.
- ✓ Discover techniques to **improve board meeting formats and agendas**, fostering productive discussions and active participation.
- ✓ Evaluate and **cultivate a positive board culture**, promoting collaboration and effective governance.
- ✓ **Create a personalized board strategy** to enable immediate implementation when you return to your institution.

How You'll Use This to Move Work Forward

Alumni Engagement Professionals – Build positive leadership to **create a healthy and effective board culture**.

Alumni Relations Professionals – **Cultivate a productive board** by recruiting board members as well as converting other alumni volunteers to board members.

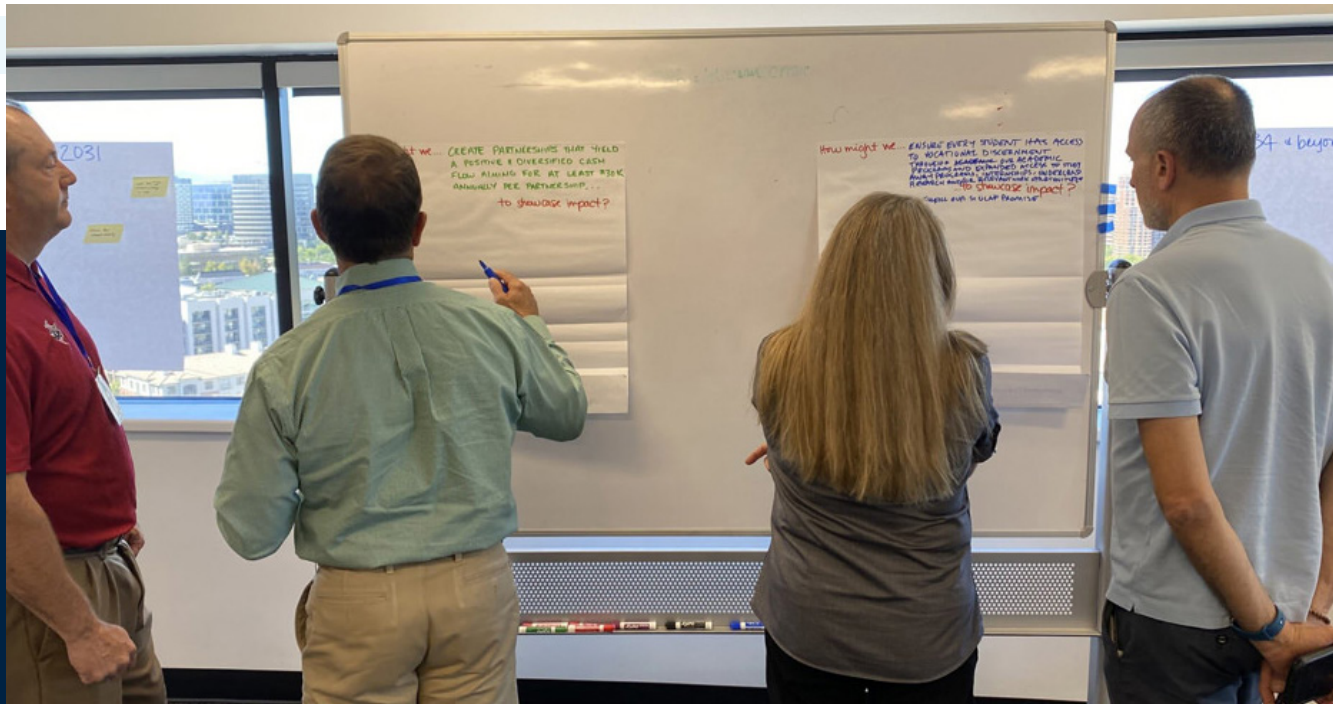
Advancement Leaders – **Align the efforts of your alumni board** with larger advancement and institutional goals.

Alumni Board Leaders & Members – Assist with **board leadership and evaluation**, driving for success at both the mission level and the individual level.

Role-Based Program

Great for Teams

Learn More: <https://www.academicimpressions.com/alumni-boards/>



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“As the person responsible for the overall volunteer program, this workshop helped set the stage for success from the beginning of the volunteer planning process to the recognition of volunteers. I learned just how important it is to prioritize the volunteer experience just like you would in any other aspect of the job.”

Intentional and Strategic Management of Alumni Volunteers

A role-based program to engage alumni volunteers across the six phases of the volunteer life cycle.

Why It Matters

Alumni volunteers provide **invaluable support to institutions**—both financially and through their time—and often are more impactful for the institution than non-volunteers. But **managing volunteers presents unique challenges**, from aligning their efforts with institutional goals to maintaining a seamless experience.

What You’ll Gain

- ✓ **Intentional Volunteer Management** through an understanding of the volunteer engagement life cycle.
- ✓ Strategies to recruit and train volunteers to be **effective ambassadors for your institution**.
- ✓ Techniques for **managing group dynamics and setting expectations** for your volunteer board, chapter, or other groups.
- ✓ Tactics to evaluate your volunteers, recognize their work, and **tell the story of their impact**.

How You’ll Use This to Move Work Forward

Volunteer Engagement Professionals – Develop a **volunteer management framework** unique to your institution’s needs.

Alumni Engagement Professionals – Establish and build relationships with your alumni volunteers through **meaningful engagement opportunities**.

Alumni Relations Professionals – Build and sustain a culture of **impactful alumni volunteer participation**.

Advancement Leaders – **Empower your shop** to effectively manage alumni volunteer boards, chapters, and groups.

Role-Based Program

Great for Teams

Learn More: <https://www.academicimpressions.com/alumni-volunteers/>



Specialized Programs

Deep Dives into Key Higher Ed Challenges

Specialized programs offer targeted learning experiences for professionals tackling specific challenges in higher education. These workshops address critical areas such as leadership development for women, faculty engagement, fundraising strategy, and team dynamics.

Workshops in This Section

- Fundraising for Deans and Academic Leaders
- Optimizing Your Fundraising Strategy: A Summit for Presidents and Advancement VPs
- From Tension to Teamwork: Cultivating Positive Team Dynamics
- Next-Level Leadership: An Institute for Women Leaders
- Executive-Level Leadership: An Institute for Advanced Women Leaders



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“This workshop provided the tools, time, and space to focus on how to improve your fundraising strategies. I definitely recommend attending with your development officer so that you can work together on your plans.”

Fundraising for Deans and Academic Leaders

A specialized program to meet your philanthropic goals by partnering effectively with purpose-driven donors.

Why It Matters

Deans and other academic leaders are often thrust into fundraising without much experience or training. As the philanthropic landscape becomes more competitive, and donors become more selective, **successful fundraising is harder to achieve than ever**. We'll help you align your academic needs and interests with donors and **improve the philanthropic health of your academic unit**.

What You'll Gain

- ✓ Learn how your leadership style and that of your donors **influences the donor experience**.
- ✓ **Assess the philanthropic health** of your academic unit to see where opportunities and challenges lie.
- ✓ Identify how your academic priorities speak to societal needs and **align with donor interests**.
- ✓ Engage alumni and donors with **collaborative, purpose-driven opportunities** that align with their passions.

How You'll Use This to Move Work Forward

Academic Deans – Create a comprehensive plan for how to tell your unit's story to donors and **build your philanthropic base**.

Other Academic Leaders – Align your academic strategies with donor needs and desires to **communicate clear priorities**.

Advancement Staff – Collaborate with academic leaders to **build sustained giving** even in the face of increased competition.

Specialized Program

Great for Teams

Simulations

Learn More: <https://www.academicimpressions.com/fundraising-for-deans/>



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“Instructors and participants were exceptional ... We are getting ready to do another campaign. This event will help us be more successful ... This was the best professional development workshop I have attended since my last Academic Impressions Workshop.”

Optimizing Your Fundraising Strategy: A Summit for Presidents and Advancement Vice Presidents

A specialized program to develop a common purpose and sense of shared philanthropic responsibility as institutional leaders.

Why It Matters

As a President or Advancement Vice President, you play a crucial role in shaping the environment that attracts significant and sustained giving. And **you need to be aligned in strategy** to communicate one story for your institution to lifelong donors.

What You'll Gain

- ✓ Learn how to **transform strategic visions into compelling concept papers** that resonate with prospective donors.
- ✓ Understand how your leadership style influences your ability to **drive strategy and guide high-performing teams toward fundraising goals**.
- ✓ Assess the philanthropic health of your institution to **identify areas for improvement and growth**.
- ✓ Network with other executive leaders to **share insights and strategies** for cultivating a thriving culture of philanthropy.

How You'll Use This to Move Work Forward

Presidents & Chancellors – Communicate your strategic vision for your institution to **secure philanthropic investment**.

VP of Advancement – Align your donor base and prospects with institutional goals to **ensure sustained giving**.

Provosts & Cabinet Members – Integrate your strategic plan with campaign goals to achieve institutional success.

Specialized Program

Coaching

Learn More: <https://www.academicimpressions.com/optimizing-fundraising-strategy/>



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“This program gave me practical strategies for navigating team dysfunction in real time. I walked away with concrete tools to improve communication and build trust among my team.”

From Tension to Teamwork: Cultivating Positive Team Dynamics

A specialized program designed to help leaders recognize dysfunction, build trust, and create high-performing teams.

Why It Matters

When communication breaks down, teams become misaligned, trust erodes, and productivity suffers. Whether it's **difficult personalities**, **unclear expectations**, or **unspoken frustrations**, the ability to **diagnose and address team dysfunction** is critical for long-term success.

What You'll Gain

- ✓ **Identify and minimize team dysfunction** using the Academic Impressions High-Performing Teams Assessment.
- ✓ **Practice difficult conversations** that move teams past awkward or tense moments.
- ✓ **Navigate power dynamics** using the **Five Paths to Leadership®** framework.
- ✓ **Develop strategies to foster trust, clarify purpose, and improve team communication.**

How You'll Use This to Move Work Forward

Leaders & Team Managers – Recognize patterns of dysfunction, implement team **trust-building strategies**, and establish a culture of accountability.

Academic & Administrative Leaders – Learn how to **identify and address toxic behaviors** before they undermine team effectiveness.

HR & Talent Development Professionals – Gain tools to support **team cohesion** and guide leaders in managing complex team dynamics.

Specialized Program

Great for Teams

Learn More: <https://www.academicimpressions.com/leading-high-performing-teams/>



“

“I really enjoyed my experience at the Women’s Leadership Success in Higher Education Workshop! Each session felt useful, and I walked away feeling energized, inspired, and motivated. The facilitators brought unique and diverse perspectives on topics that were relevant to my work and the sector. I would recommend this workshop to everyone!”

Next-Level Leadership: An Institute for Women Leaders

A specialized program to build your leadership skills, expand your network, and prioritize your growth.

Why It Matters

Women face unique challenges when moving into leadership roles for the first time in higher education. We’ll help you to increase your self-awareness and build leadership skills so you can **navigate a new role with ease**.

What You’ll Gain

- ✓ Deepen your self-awareness through a better understanding of your leadership styles using **the Five Paths to Leadership® Self-Assessment**.
- ✓ **Build a network of like-minded women leaders** who can serve as champions and supporters for your career journey.
- ✓ Learn effective communication techniques, empathy, and conflict resolution strategies to **better provide constructive feedback and resolve conflicts productively**.
- ✓ **Create a personalized leadership development plan** to move your goals forward and continue your leadership journey.

How You’ll Use This to Move Work Forward

Directors & Deans – Adapt your leadership style to different contexts and stakeholders.

Assistant and Associate Directors & Deans – Develop strategies to lead from the middle and navigate the balancing acts of leading in higher ed.

Staff – Build your leadership skillset to achieve your goals and career aspirations.

Faculty – Understand the nuances of leadership across campus and **plan for future leadership roles**.

Specialized Program

Great for Teams

Learn More: <https://www.academicimpressions.com/next-level-women-lead/>



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“When I returned to campus and was asked about the workshop, my reply was that it was the best professional development opportunity I experienced in over a decade. Having a space for women in executive roles to learn with and from each other was extraordinarily valued.”

Executive-Level Leadership: An Institute for Advanced Women Leaders in Higher Education

A specialized program to build community and deepen your skillset with a powerful network of women leaders.

Why It Matters

While women are represented well in roles in higher education, **they are underrepresented in executive leadership roles**. Executive-level women leaders face unique challenges and have a different lived experience as leaders. This institute combines tangible takeaways with **our dynamic leadership model** so that women leaders can thrive.

What You'll Gain

- ✓ Engage in activities like **the Five Paths to Leadership®** that promote introspection, helping you to understand your leadership style and areas for growth.
- ✓ Learn strategies to **effectively communicate, influence, and collaborate** with diverse stakeholders at your institution.
- ✓ **Build and lead high-performing teams**, fostering a culture of trust and accountability.
- ✓ **Develop a network of executive-level women leaders** to help you navigate challenges and future leadership transitions.

How You'll Use This to Move Work Forward

Vice Presidents & AVPs – Generate ways to **lead at the organizational level** that are collaborative, build trust, and lead to better results.

Academic Leaders – **Navigate campus politics and faculty challenges** by developing conflict mitigation strategies.

Directors & Executive Directors – Dive into how **responding to crisis** can make or break successful leadership.

Senior Staff Leaders – **Support the well-being of your team** through times of stress and burnout.

Learn More: <https://www.academicimpressions.com/executive-level-leadership/>

Specialized Program

Coaching

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