



McCOLL
SCHOOL OF BUSINESS

TWIST

Leadership Conference

TRUST

Define. Build. Cultivate.

February 3-5, 2025

TWIST 2025

Feb. 3 at 11:30 a.m. – Feb. 5 at 1:30 p.m. | The Duke Mansion



TWIST 2025

TRUST

Define. Build. Cultivate.

Trust is at the heart of successful leadership. It impacts how efficiently teams operate and how quickly goals are realized. When trust is strong, progress is swift; when it falters, even the best plans can unravel. In today's fast-changing and complex business world, leadership demands both courage and self-awareness.

Are you fully utilizing the trust placed in you as a leader? Trust extends beyond your team to include colleagues, stakeholders, and even yourself. This session will explore the many facets of trust and how it shapes your leadership approach. We will start by uncovering your core leadership motivations. An effective leader not only recognizes their strengths but also acknowledges blind spots, taking intentional steps to unlock their fullest potential.

By cultivating a deeper understanding of trust and refining your leadership approach, you can inspire your team to move forward with confidence and embrace the future.

We will focus on building leadership mastery through:

- **Your Authentic Speaking Style:** Find your voice, tell your story and increase your leadership impact.
- **Coaching:** Learn how your presence, motives and emotions factor into each coaching interaction to produce more impactful outcomes.
- **Reflective Listening:** Learn specific techniques to restate and confirm what you hear. Ensure each party understands and feels heard.
- **Leadership and Executive Presence:** Discover and examine your personalized leadership style and how it affects your professional and personal relationships.
- **Asking Powerful Questions:** Pose thoughtful and powerful questions to provide clarity and understanding for you and your team.
- **Giving and Receiving Feedback:** Learn what feedback is and how it is different from coaching. Experience real-time feedback for optimizing performance and for building trust.

A Conference with a TWIST

Each year, Queens University creates a unique experience that tackles the current issues and topics faced at work. The conference is attended by regional and national leaders, looking to take the next step in their leadership journey. To help guide them on their journey, Queens brings in distinguished faculty from the Queens McColl School of Business and local leaders in both the corporate and non-profit sector to equip attendees with the tools and knowledge to maximize their potential.

Every detail of the three-day conference is planned to create a powerful opportunity for self-discovery. Disconnect from your daily responsibilities and give yourself a chance to reflect and reconnect with your purpose.

Who Attends TWIST?

Who in your organization is showing promise as a leader, affects an important component of your business, and may have greater skills than the organization is fully utilizing? Who shows the capability to honestly look at themselves and others along with the desire to pursue more challenging and meaningful leadership goals?

Registration: \$6,000 per person

Registration is all-inclusive (excluding travel). The package includes accommodations for three days and two nights, all meals, access to senior leaders, books by conference authors, conference materials, networking, and full access to the grounds.



The McColl School Difference

Leadership is the thread that runs through all of our programs at the McColl School of Business at Queens University. Our solid reputation is based on relevance, a focus on leadership, customer intimacy, and a highly interactive learning environment.

Our faculty is skilled at facilitating self-examination, exploration, and shared learning in a group setting. Participants will leave the TWIST Conference, like all of our programs, with new insights, personal growth, and a clear path for becoming a more effective leader to add value to your organization.

**ACTUALIZED LEADERSHIP:
Building Trust to Optimize Performance**



Will Sparks, Ph.D.
Creator of the Actualized Leader Profile
Professor, Business and Behavioral Science,
Queens University of Charlotte



Tammy DeBoer
President,
Harris Teeter

**ROUNDTABLE DISCUSSIONS WITH SENIOR WOMEN LEADERS:
Adjusting and Evolving**



Kandi Deitemeyer
Queens University's Charlotte
BusinessWoman of the Year
President,
Central Piedmont Community College



Jennifer DeWitt
SVP, Community Relations –
Charlotte Market,
Bank of America



Deepa Naik
Senior Director of Impact,
The Merancas Foundation

TWIST Faculty



COACHING AND REFLECTIVE LISTENING
Kathleen Connolly, Ph.D.
Adjunct faculty at the McColl School of Business

Dr. Connolly's approach to executive coaching is informed by humanistic, cognitive and psychodynamic theories, as well as an interest in emotional intelligence, particularly as it relates to leadership. Dr. Connolly is a licensed clinical mental health counselor and national certified counselor. Her career in psychology, mental health, and counseling has spanned over 30 years. In 2011, Dr. Connolly joined the faculty in the McColl School of Business at Queens University as an adjunct professor where she teaches Advanced Coaching in the Master of Science in Talent and Organization Development program.



YOUR AUTHENTIC SPEAKING STYLE™
Lou Solomon, MSOD
Founder and CEO of Interact

Lou Solomon is the Founder and CEO of Interact Studio, a communications company that develops individuals and teams into authentic communicators with increased influence. Solomon's award-winning book, "Freeing Your Radical Hero: Fighting the Imposter Mindset," was released following her TEDx Talk, a popular video on YouTube that has reached nearly one million views. Solomon holds a master's in organization development and is a former adjunct faculty member at the McColl School of Business at Queens University. She is co-founder of the school's annual TWIST Conference. She and her partner, Patrick Sheehan, bring to TWIST a unique experience from their acclaimed on-camera course, Your Authentic Speaking Style™. The purpose is to help uncover your voice and increase its impact within your community, team, and organization. The agenda for this on-camera workshop includes Leadership Listening, Storytelling in Business, Executive Presence, Owning the Message, and Human Connection Tools.



ACTUALIZED LEADERSHIP: MEETING YOUR SHADOW AND
MAXIMIZING YOUR POTENTIAL
Will Sparks, Ph.D.
Distinguished Chair and Professor of Leadership at the McColl School of
Business

Dr. Sparks is a TEDx speaker, award-winning teacher and researcher and an Amazon #1 bestselling author. His new book, "Actualized Teamwork: Unlocking the Culture Code for Optimal Performance" (Society for Human Resource Management (SHRM) Press, 2024) explores the impact of leader style of team culture and group dynamics. His other books include "Actualized Leadership: Meeting Your Shadow & Maximizing Your Potential" (SHRM Books, 2019) and "The Directors Manual: A Framework for Board Governance" (with Peter C. Browning, Wiley, 2016). He holds a Ph.D. in Organizational Psychology from The George Washington University.



DELIVER AND RECEIVE IMPACTFUL FEEDBACK
Carson Tate, MSOD
Managing Partner at Carson Tate Consulting

Carson Tate, co-founder of the TWIST Conference, has spent her career empowering executives to amplify their leadership impact, lead transformation organizational change, build high-performing teams and maximize revenue growth. As a highly analytical, results-oriented consultant and executive coach, Carson's clients include AbbVie, Alcon, Citadel Securities, Deloitte, EY, FedEx, Johnson & Johnson, KKR, Kraft Heinz, Lending Tree, Lowe's, Synchrony, TIAA-CREF, and Wells Fargo. The author of "Work Simply: Embracing the Power of Your Personal Productivity Style" (Penguin Portfolio, 2015) and "Own It. Love It. Make it Work: How to Make Any Job Your Dream Job" (McGraw-Hill, 2020) her views have been included in top-tier business media including Bloomberg Businessweek, Business Insider, CBS Money Watch, Fast Company, Forbes, Harvard Business Review blog, The New York Times, USA Today, Working Mother and more.

Accommodations



About The Duke Mansion

Built in 1915 and tripled in size by its most famous owner James Buchanan Duke, The Duke Mansion offers the TWIST Conference a private and casual retreat atmosphere. *(No other guests will be in the Duke Mansion.)*

Located in one of Charlotte's most beautiful neighborhoods, the mansion includes spacious rooms, comfortable sitting areas with vaulted ceilings, beautiful gardens, an outdoor patio, a fitness room, and a business center.



Conference Agenda

MONDAY, FEBRUARY 3

The Duke Mansion

400 Hermitage Road, Charlotte, NC 28207

11:30 a.m.–Noon	Registration at The Duke Mansion
12–1 p.m.	Welcome Lunch
1–2 p.m.	Orientation and Setting the Stage
2–4:30 p.m.	Actualized Leader Profile with Will Sparks, Ph.D.
4:30–5:30 p.m.	Cocktails and Connections
5:30–7 p.m.	Meeting Your Shadow and Maximizing Your Potential with Will Sparks, Ph.D. and Tammy DeBoer
7 p.m.	Dinner
8 p.m.	Solarium Lounge / Free time

TUESDAY, FEBRUARY 4

The Duke Mansion

7:30–8:30 a.m.	Breakfast
8:30 a.m.–Noon	Leadership and Executive Presence with Lou Solomon and Interact Team
12–1:30 p.m.	Networking Lunch
1:30–4 p.m.	Coaching and Reflective Listening with Kathleen Connolly, Ph.D.
4–4:45 p.m.	Free Time Break
4:45–5:30 p.m.	Cocktails and Connections
5:30–6:30 p.m.	Dinner
6:30–8 p.m.	Roundtable Discussions with Senior Women Leaders
8 p.m.	Solarium Lounge / Free Time

WEDNESDAY, FEBRUARY 5

The Duke Mansion

8–9 a.m.	Breakfast and Check Out
9–9:30 a.m.	Mindfulness Session
9:30 a.m.–Noon	Activating Your Productivity and Dream Job with Carson Tate
12–1:30 p.m.	Wrap Up and Lunch
1:30 p.m.	Departures

** Agenda is subject to change*

TWIST

Sponsored By: 

For more information and to register,
please visit queens.edu/TWIST

Questions?

For TWIST program content and speaker information contact:

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TWIST Co-Director

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