

The Media Association Jamaica Limited presented a Leadership seminar entitled "Leading with Vision and Purpose: Maximizing Vitality and Engagement" for Executives on January 30, 2013 at the Jamaica Pegasus Hotel. The Keynote Speaker was Professor Michelle Buck, Clinical Professor of Management and Organizations, from Kellogg School of Management, Northwestern University.

The session addressed how leaders influence and inspire others in a way that maximizes performance and generates engagement and commitment. It examined factors that affect employee engagement and a variety of ways to increase vitality and effectiveness. In particular, it emphasized the importance of leaders engaging others by communicating a sense of purpose, values and vision. The session was designed to be practical and personally relevant, using reflection and discussion about building effective and motivated teams.

Professor Michelle Buck's work in personal leadership development focuses on the importance of self-reflection and the awareness of strengths, weaknesses, values, purpose, and aspirations as foundational elements of effective leadership and of management education. Her teaching also addresses the role of leadership communication in motivating and engaging others, and leadership as a relationship and the dynamics of leading and following. Professor Buck teaches Negotiations as a process of effective communication and creative problem solving, in which people are able to transform perceived conflict into new opportunities.