



EMPOWER DECORAH

The Empower Decorah Class Series is led by the Decorah Area Chamber of Commerce in Decorah, Iowa. This program is available to chamber members and is best-suited for young professionals who are new to their business/organization and would benefit from leadership training, learning more about the Decorah area, and increasing their connections with other professionals. New residents will also find benefit. A translator option is available for those who do not speak English as their first language.

To submit yourself or your employee for consideration, please visit the chamber's website and complete the application form online or contact chamber staff directly. A maximum of 20 individuals will be accepted into the 2025 program. Cost is \$500 per individual which covers all classes and materials.

PROGRAM PILLARS



THE CLASS LEARNS ABOUT LOCAL GOVERNMENT, PUBLIC SERVICES, AREA NONPROFITS, THE LOCAL BUSINESS ECOSYSTEM, AND SOCIOECONOMIC / WORKFORCE ISSUES SPECIFIC TO THIS PLACE.
GOAL: BE A MORE INFORMED RESIDENT.



CLASS MEMBERS CONNECT W/ 50+ NEW PROFESSIONALS INCLUDING PEERS, AREA LEADERS, ENTREPRENEURS, EXPERIENCED BUSINESS REPRESENTATIVES, ELECTED OFFICIALS, AND THOSE WITHIN AND OUTSIDE THEIR AREAS OF EXPERTISE.
GOAL: INCREASE CONNECTEDNESS



INFORMED PROFESSIONALS WHO ARE CONNECTED ARE MORE LIKELY TO SHARE THEIR TALENTS, SERVE ON BOARDS, VOLUNTEER THEIR TIME, AND SHAPE THE AREA'S QUALITY OF LIFE. THE CLASS IS INTRODUCED TO OPPORTUNITIES. THEY ALSO COMPLETE A SMALL GROUP PROJECT THAT CONTRIBUTES TO DECORAH'S AESTHETIC.
GOAL: EMPOWER ENGAGEMENT



LEADERSHIP SKILLS AND TOOLS ARE IMPORTANT IN EVERY WORKPLACE. THIS CLASS COMPLETES GALLUP STRENGTH FINDER AND COMPLETES SMALL GROUP WORK TO BETTER UNDERSTAND TEAM DYNAMICS, THE ROLE OF PERSONALITIES, AND HOW THE BEST LEADERS NAVIGATE BOTH CHALLENGES. **GOAL: ENHANCE LEADERSHIP**



Assessments

Class participants will complete **Gallup CliftonStrengths Assessment**, and the **NERIS Analytics Limited 16 Personalities Test**. The Chamber provides access codes/information ahead of the course. These tools benefit the individual, the team as a whole, and can be applied/used in any workplace.

Outside Class

Participants read the book **Strengths Based Leadership: Great Leaders, Teams, And Why People Follow By Tom Rath Barry Conchie**. Books are provided to participants. During the class series, **participants will watch a recorded public meeting that is relevant to the class material.**

Public Art
Class Project

The 2025 class will be supporters for a small, **new public artwork, as part of the Postage Stamp Series**. Chamber staff secure a location and select the artist. Class participants review and select the final design. When the artwork is complete, a Ribbon Cutting event will be held and class participants are invited.

In-Person
Classes**Class One: Individual Strengths & Strengths on a Team**

Thursday, April 10th (830AM - Noon)
at Decorah Bank Education Center
Gallup Strengths Finder w/ Luther Career Center Sarah Crose
Group Work - Strengths as Individuals, Strengths in a Team

(Optional) Chamber Gala Event Friday, April 25th at Impact Coffee

Class participants get a complimentary ticket for themselves and a guest

Class Two: Place-based Issue, Housing in Decorah

Thursday, May 22nd (830AM - Noon)
at Viking State Bank Conference Room
Small Group Work / Needs Assessment for Town
City of Decorah & Winneshiek County Development Presentation
Leadership and Housing Project Management for Rural Towns

Class Three: Cognitive Diversity & Understanding Bias in the Workplace

Friday, June 27th (830AM - Noon)
at Viking State Bank Conference Room
NERIS Analytics Limited 16 Personalities Test
Presentation by Michelle Ptacek: "Different Minds at Work"
Discussion with Artist for Postage Stamp Mural Design Selection

Class Four: Downtown Decorah & Women Leadership in Business

Thursday, August 21st (830AM - Noon)
at Viking State Bank Conference Room
Downtown Decorah's Cultural & Entertainment District
Panel: *Women Leadership in Business* with panelists: Owner Jamie Gavle (Rendered Unique), Owner Lisa Lantz (The Getup), Owner Linley Cavin (Storied Folk & Co.)

(Optional) Ribbon Cutting Event & Cocktail Hour for New Public Artwork

Fall Date to be Scheduled Upon Completion of Art