

# Share2Uplift Conference 2015

Continuous leadership development of ethical leaders

November 27<sup>th</sup> and 28<sup>th</sup>

Santa Barbara Beach and Golf Resort





## Our mission

**Continuously work towards the development of ethical leadership and cooperate with the next generation of leaders of Curaçao.**

# What is our goal?

## What do we want to achieve?

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By the end of 2018 participating teachers - and all others whom want to endorse this approach - will have empowered a group of 250 ethical leaders on Curacao from all walks of life as being interactively involved in continuous leadership development.

# Why do we want this?

## The global challenge:

- The tempo of changes in science and technology outstrips our ethical development and leadership adjustments.
- Leadership development has become the number one priority in 2014 whilst in 2013 it was number 10.
- 83 % of companies are seriously worried about their leadership pipelines and only 8 % have strong programs to build leadership skills in their Millennial employees.

# Why do we want this?

## **The local challenge:**

- *How are you reacting to the myriad of increasingly complex challenges in the social-economic, educational, cultural, security environmental and ethical areas in Curacao?*
- *Are you investing continuously in your personal leadership development and through “sharing” in the leadership development of your management team*

# Question:

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If it is so important, why are we not investing continuously in our own leadership development to master it?

*Jethro Willems, Adrelthon Simmons, Didi Gregorius*



# How would we feel if we have reached this goal?

- *Elated*
- *Happy*
- *hopeful*
- *Joyful....just like life suppose to be.*





## Why do we expect and belief this will work?

- Teachers of different leadership methodologies involved in the event will team up for a joint event/conference, Joint web presence / launching of a “share2uplift revolving fund” for financing of leadership development among youth and leaders of NGO's.
- Creates momentum for leadership development in all walks of life on Curaçao.

# What do we expect for the sponsor?



*Naf1 7.500,- in cash support;*



*On top of this: tickets bought for youth and NGO-  
leadership;*



*Long term partnership through periodic contributions  
to share2uplift fund.*

# In return the sponsor will get

- *Four free tickets and sponsor promotion*
- *On [share2uplift.org](http://share2uplift.org): Logo, a small text and link to the sponsors website*
- *On [facebook.com / share2uplift](https://facebook.com/share2uplift) and [twitteraccount](#)*
- *Mentioning of sponsors in press-releases*
- *Logo in program-booklet*
- *Logo on tickets*
- *In the promotional video (can be seen on [share2uplift.org](http://share2uplift.org), [Facebook.com / share2uplift](https://facebook.com/share2uplift) and on YouTube)*

# And more...

- *Possibility of placing company banner at the Conference Venue Santa Barbara Beach Resort*
- *Advertorials: why does the sponsor support Share2Uplift*
- *Some paid advertisements in the newspapers, radio or TV*
- *Mentioning sponsors in interviews Radio / TV / newspapers.*

*Etc etc etc etc*

# Finally...

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*In conversations with the media we will mention that this event is only being made possible by the support of different sponsors, that all endorse and support the need of leadership development.*



*Visit [share2uplift.org](http://share2uplift.org)  
where all supporting sponsors are  
mentioned.*