



WISCONSIN LUTHERAN COLLEGE

Wednesday, March 24, 2021

Radisson Hotel Milwaukee West
2303 North Mayfair Road
Milwaukee, WI 53226

EVENT SCHEDULE

10:45 a.m.
Registration
and Networking

11:45 a.m.
Luncheon and Keynote

“The Leadership Paradox:
Why doing what works might
be totally wrong”

Greg Marshall
*Chief Storyteller and
Producer – CI Design*

12:40 p.m.
Keynote Discussion
with Q&A

1:15 p.m.
Closing Comments

REGISTRATION AND FEES

Register online
by March 17
at wlc.edu/i3WLC

- **Individuals: \$50**
- **Corporate Tables: \$350**
reserved table for six
and corporate name
displayed

KEYNOTE ADDRESS

**The Leadership Paradox:
Why doing what works might be totally wrong**
by Greg Marshall, Chief Storyteller and Producer at CI Design

If we're not thoughtful about our leadership tendencies and intentional about how we lead and grow ourselves, we can easily get stuck in behavior patterns that appear to “work” but are really causing damage beneath the surface. This presentation will explore the most valuable leadership skills and habits to ensure we're leading in the most beneficial ways. Sometimes we need to see ourselves more clearly before we can see the opportunities that are truly in front of us. You will walk away from this conversation with practical tips on how to grow and develop yourself, your team, and your organization's brand.

KEYNOTE SPEAKER

Greg Marshall
Chief Storyteller and Producer at CI Design



Greg Marshall is Chief Storyteller and Producer at CI Design, a creative marketing agency in Milwaukee's Third Ward. He assists organizations with design-thinking to achieve marketing objectives, using storytelling, strategy, and activation. Greg's story includes working as a therapist for children who have autism, starting a publishing company, being a full-time hip hop artist, co-founding a music mentorship nonprofit, and growing a creative marketing company. Greg has won national and international awards for his writing and producing, including two Emmy wins and several Emmy nominations. He is also a *Milwaukee Business Journal* 40 Under 40 recipient. Greg is married to Laura and they live with their four daughters in Milwaukee's Sherman Park.

I₃ is a power luncheon for business leaders to network with Christian leaders, be **INSPIRED** through excellent keynotes and discussions, and **IGNITE** a passion for servant leadership to **IMPACT** those within their sphere of influence. **QUESTIONS?** Contact **Jeremy Bock** at 414.443.8935 or email jeremy.bock@wlc.edu.