

# EVENT SPEAKER



## CRAIG ZABLOCKI

Making a profound difference for 25 years, Craig has spoken to over one million people internationally and in all 50 states. From cops to gang members, from surgeons to

school superintendents, from lawyers to realtors; he addresses corporate executives, child-abuse-prevention specialists, and social service advocates of all kinds, .... college professors, federal prison workers, mental health specialists and the armed forces. Thousands of organizations rely on Craig to help them transform the obstacles that keep them stuck, lift them up, and breathe new life into their purpose!

He has been described as a "CHIROPRACTOR FOR THE SOUL", as he works prescriptively with his audiences not just to customize his programs to meet their vision, but he rolls up his sleeves and works in the audience, into the unknown, unexpected magic that brings real change.

**"IT'S NOT ABOUT LEARNING. IT'S ABOUT UNLEARNING!"**

Craig embodies his simple principle of "Unlearning" and has integrated it into his work with groups spanning all industries, finding it to be invaluable to their well-being, both organizationally and personally

CRAIG GRADUATED WITH A BUSINESS DEGREE FROM COLORADO STATE UNIVERSITY AND HAS A TEACHING CERTIFICATE. HE TAUGHT IN AN INNER-CITY SCHOOL FOR SEVERAL YEARS, MANAGED SEVERAL BUSINESSES, AND HAS BEEN SPEAKING WORLDWIDE FOR OVER 25 YEARS. CRAIG'S BACKGROUND IN IMPROVISATIONAL THEATER, ALONG SIDE HIS QUICK WIT AND CLEAR PERSPECTIVES, LEAVES THE AUDIENCE WITH SIMPLE WISDOM WHICH CONTINUES TO UNFOLD FOR THEM WELL AFTER THE EVENT IS OVER. HE HAS SPOKEN TO OVER 2000 GROUPS ACROSS INDUSTRIES, IMPACTING OVER 1,000,000 FOLKS IN ALL 50 STATES AND INTERNATIONALLY.

# EVENT LOCATION

THE COLLEGE CENTER AT  
TRIDENT TECHNICAL COLLEGE  
BUILDING 920  
7000 RIVERS AVENUE  
NORTH CHARLESTON, SC 29406

## LODGING INFO

### HYATT PLACE

[HTTPS://NORTHCHARLESTON.PLACE.HYATT.COM/EN/HOTEL/HOME.HTML](https://northcharleston.place.hyatt.com/en/hotel/home.html)

843-735-7100

### FAIRFIELD INN & SUITES BY MARRIOTT

[HTTP://WWW.MARRIOTT.COM/HOTELS/TRAVEL/CHSNE-FAIRFIELD-INN-AND-SUITES-CHARLESTON-NORTH-UNIVERSITY-AREA/](http://www.marriott.com/hotels/travel/chsne-fairfield-inn-and-suites-charleston-north-university-area/)

843-300-3100

### SPRINGHILL SUITES

[HTTP://WWW.MARRIOTT.COM/HOTELS/TRAVEL/CHSNC-SPRINGHILL-SUITES-CHARLESTON-NORTH-ASHLEY-PHOSPHATE/](http://www.marriott.com/hotels/travel/chsnc-springhill-suites-charleston-north-ashley-phosphate/)

843-572-8866

### DOUBLETREE BY HILTON

[HTTP://DOUBLETREE3.HILTON.COM/EN/HOTELS/SOUTH-CAROLINA/DOUBLETREE-BY-HILTON-HOTEL-NORTH-CHARLESTON-CONVENTION-CENTER-CHSCODT/INDEX.HTML](http://doubletree3.hilton.com/en/hotels/south-carolina/doubletree-by-hilton-hotel-north-charleston-convention-center-chscodt/index.html)

843-518-6200

FEBRUARY 10, 2018  
8:00 AM - 4:00 PM

RADICAL  
LEADERSHIP,  
GROUP POWER,  
AND FUN...  
KEYS TO BEST  
PRACTICES FOR  
WORK AND LIFE

WITH CRAIG ZABLOCKI

## HOSTED BY:

BETA CHI CHAPTER  
PHI LAMBDA SIGMA LEADERSHIP SOCIETY  
MEDICAL UNIVERSITY OF SOUTH  
CAROLINA



# OVERVIEW

In Craig's approach to leadership, collaborative communication and fun, he brings a strong element of both relevance and levity. In his non-power pointed and highly interactive style, he will challenge the attendees work to define an effective leader today as one who: leads by example, take themselves lightly while leading from purpose; one who is willing to be vulnerable and champion others, who can own their "stuff", tap into their innate creativity, joy, and passion and helps others do the same. They are visionaries and know how to get results. Radical leaders listen deeply and lead from their heart. They speak honesty and lastly, embody the intelligence of fun. Craig's message gets people to laugh at themselves, and brings them back to their authentic selves, their organization's mission and their personal sense of purpose.

# PROGRAM AGENDA

- **8:00 AM** - Registration
- **8:30 AM - 10:30 AM** - Define Radical Leadership  
- The "Comfort Zone Spectrum"  
- Barriers to Wisdom  
- Innate and Authentic Leadership
- **10:45 AM - NOON** - Ownership Versus Victimhood Leadership  
- The Fear Factor  
- Unleashing Creativity  
- The "Why" of Motivation
- **1:00 PM - 2:15 PM** - Group Power  
- We is Greater Than I Plus You  
- Empowerment of Self and Others
- **2:30 PM - 3:30 PM** - The Intelligence of Fun  
- Group Dynamics, Deep Listening  
- Experiential Learning
- **4:00 PM** - Wrap Up and Conclusion

# LEARNING OBJECTIVES

## For Pharmacists and Pharmacy Technicians

At the Completion of this Program, the participant will be able to:

- Distinguish qualities of radical leadership and what it takes to uncover them.
- Describe the barriers that hold you back from authentic expressions of leadership in pharmacy practice.
- Identify your effect on co-workers and patients, then employ methods to re-energize yourself and engage others.
- Evaluate group power... the rewards and productivity within teamwork.
- Develop power tools of honest communication and deep listening for authentic leadership in all aspects of pharmacy practice.
- Explore the Intelligence of Fun as a culture-shifting best practice, right down to the bottom line.
- Develop a distinction between "being interested" versus "being committed," and a "purposeful" vs "personality" leader.
- Choose one authentic quality that is outside your "comfort zone spectrum," and demonstrate it to a co-participant, towards enhancing your daily effectiveness.

## CONTINUING EDUCATION

### CREDIT

#### Pharmacists and Pharmacy Technicians:

The University of South Carolina College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This program is accredited for a total of 6.0 live contact hours (0.6 CEUs) for pharmacists and pharmacy technicians. To claim credit, participants must sign-in at the registration table at the beginning of the day and attend the entire program. No partial credit will be issued. Participants must complete an online evaluation within 30 days (providing their correct NABP e-profile number and day/month of birth) in order to have credit reported to the NABP CPE Monitor. All credit must be claimed and reported within 60 days. *This is an application-based program.*

ACPE#0062-9999-18-001-L04-P  
ACPE#0062-9999-18-001-L04-T



# TUITION

- **PHARMACISTS** \$100
- **PHARMACY TECHNICIANS** \$75
- **HEALTH PROFESSIONS STUDENTS** \$50  
\*bring ID badge to registration

## PAYMENT

- **Online:** <https://squareup.com/store/phi-lambda-sigma>  
Venmo: @PLSbetachi
- **Check:** Payable to *Phi Lambda Sigma*  
**Send payment to:**  
Cathy Worrall, PharmD, BCPS, FAPhA  
Medical University of South Carolina  
280 Calhoun Street  
MSC 140 QE223  
Charleston, SC 29425

For questions, please contact Dr. Cathy Worrall:  
(843) 792 - 8451 or [worrallc@muscedu](mailto:worrallc@muscedu)

## REGISTRATION DEADLINE

**Wednesday, January 31, 2018**

NO REFUNDS AVAILABLE AFTER THIS DEADLINE

## REGISTER HERE

<https://www.surveymonkey.com/r/6ZBL2FM>