



NPMA EXECUTIVE LEADERSHIP PROGRAM
CURRICULUM
JANUARY – DECEMBER
YEAR ONE

Pre-call Homework:

Answer the following questions:

- What three things do you want to accomplish in this program?
- List five professional goals.
- List five personal goals.
- Identify what keeps you up at night.

January

Topic: Welcome and ELP Curriculum Introduction

- Set Expectations (participate in calls, participate in mentoring program, etc.)
- Overview of Curriculum
- Review Calendar of Events
- Review of Packet of Material Sent
- Review ELP Community
- Assign Mentors

Group Discussion: What Keeps You Up at Night?

Assignment: Get to Know Your Mentor

Homework

- Schedule a meeting with your mentor and develop a regular meeting schedule with them. Provide a summary of the meeting – including three non-public facts about your mentor and post it to the community.
- Begin reading “Good to Great”

February

Topic: About NPMA

1. Discuss Homework – Challenges, Opportunities
2. Scope of Pest Management Industry and How NPMA Fits In
3. NPMA Yesterday
4. NPMA Today
5. NPMA Tomorrow (P3)
6. PPMA, QP and Foundation

Q/A Opportunity with NPMA Leadership

Presentation of Membership Benefit by ELP Participant

Assignment: Get to Know Them

- Board Member (1)
- Staff Member (1)
- Other Industry Leader (2)

Homework:

- Write a summary of the conversations you had with these individuals and what you learned from them and post it to the community.
- Meet with your mentor and provide a summary of the meeting.
- Continue reading “Good to Great”

March

Topic: Public Policy

Pop Quiz: About NPMA?

- Public Policy Overview
 - Key Issues Impacting the Pest Management Industry
 - Preparing for Legislative Day
 - Q/A with NPMA Public Policy Team

Guest Speaker: Expectations and Opportunities

Overview of what to expect in both board and committee meetings which will be inclusive of some etiquette items.

Presentation of Membership Benefit by ELP Participant

Homework

- Finish reading “Good to Great”
- Write a paragraph summarizing what you read and how you can apply it to your business and post it to the community.
- Post a paragraph about your Legislative Day experience to the community.
- Meet with your mentor and provide a summary of the meeting and post it to the community.

April

Pop Quiz: Legislative Initiatives

Topic: NPMA Strategic Plan

- Discuss Legislative Day experiences – good, bad, ugly – what do you wish you had known?
- Group Roundtable Discussion – “Good to Great”
- Overview of P3 Initiative – Dominique Stumpf
- Discuss Four Key Tenants
 - Consumer Connections - Cindy Mannes (PPMA) and Allie Allen (QP)
 - Public Health – Jim Fredericks
 - Membership – Kelly Harris
 - Advocacy – Andrew Architect

Discussion: How will these areas help you in your communities? What will you do to support NPMA’s efforts in these areas? How will you engage your state?

Presentation of Membership Benefit by ELP Participant

Homework

- Write an article for your state association about the strategic planning initiative and why it is important to PMPs and post it to the community.
- Start reading “From Technician to CEO”

- Write a paragraph summarizing what you read and how you can apply it to your business and post it to the community.
- Meet with your mentor and provide a summary of the meeting and post it to the community.

May

Topic: NPMA Initiatives

- Discuss Volunteer Initiatives
 - About PWIPM
 - About LDG
 - About PestVets
 - About Diversity

Q/A with Representatives from Each Group

Presentation of Membership Benefit by ELP Participant

Homework

- Finish reading “From Technician to CEO”
- Write an article for your state association newsletter about the NPMA initiatives and how to become involved and post it to the community.
- Meet with your mentor and provide a summary of the meeting and post it to the community.

June

Pop Quiz: NPMA Initiatives

Topic: Networking

- Discuss Reading Assignment
- 6 Month Check-in – Review of Engagement to Date

Guest Speaker: Dan Gordon – From Technician to CEO – Part 1

Presentation of Membership Benefit by ELP Participant

Homework:

- Identify five existing opportunities you have to build your network and post it to the community.
- Identify five new opportunities to network at Academy and post it to the community.
- Meet with your mentor and provide a summary of the meeting and post it to the community.

July

Topic: Academy

- Roundtable Discussion: “From Technician to CEO”
- Discuss Networking Opportunities at Academy
- 6 Month Check-in – Review of Engagement to Date

Guest Speaker: What to expect at Academy. How can you maximize your experience?

Presentation of Membership Benefit by ELP Participant

Homework:

- Online Diversity Training - <http://www.diversityresources.com/diversity-e-learning/>
- Write a paragraph summarizing your experience at Academy and post it to the community.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

August

Topic: Unconscious Bias

- Discuss Academy experiences – good, bad, ugly – what do you wish you had known?
- Guest speaker: Unconscious Bias

Presentation of Membership Benefit by ELP Participant

Homework:

- Write a paragraph and discuss what you learned about unconscious bias
- Begin reading “Traction”
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

September

Topic: State Associations

- State Associations and NPMA
- Virtual Roundtable: Utilizing State Meetings/Programs

Presentation of Membership Benefit by ELP Participant

Homework:

- Write one article on an NPMA benefit and submit to your respective state association to publish in their newsletters. Post the article to the community.
- Continue reading “Traction”
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.
- If possible – participate in a state association event

October

PESTWORLD!

Pop Quiz: State Associations

Preparation for PW:

- ELP Task Force and NPMA Board Members to Provide Tips and Tricks
 - How do successful NPMA members navigate through this event to maximize their time and networking?
 - Is there a strategy that successful people use?

Homework:

- Finish “Traction”
- Write a paragraph summarizing what you read and how you can apply it to your business and post it to the community.
- Write a paragraph summarizing your experience at PestWorld and post it to the community.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

November

Topic: Time Management

- Roundtable Discussion: Key Takeaways from “Traction”
- Guest Speaker: Time Management (QP Module)

Presentation of Membership Benefit by ELP Participant

Homework:

- Begin "Ownership Thinking".
- Write a summary demonstrating how you can apply this to your business and post to the community.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

December

Topic: Association Leadership

Check in – Year One

- Are you getting what you wanted accomplished through this program?
- Are the personal and professional goals you set for yourself coming to fruition?
- Are the items that kept you up at night still a challenge and if so, should these be discussed throughout the group or possibly with your mentors?

Presentation of Association Leadership Responsibilities

Presentation of Membership Benefit by ELP Participant

Homework:

- Finish reading “Ownership Thinking”
- Write a paragraph summarizing what you read and how you can apply it to your business and post it to the community.
- Meet with your mentor
- Participate in your committee meetings.

NPMA EXECUTIVE LEADERSHIP PROGRAM CURRICULUM JANUARY – DECEMBER YEAR TWO

January

Topic: PPMA and QualityPro

- Overview of PPMA – Cindy Mannes
- Overview of QP - Allie Allen
- Q/A

Presentation of Membership Benefit by ELP Participant

Homework

- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Write an article for your state association newsletter on either PPMA or QualityPro
- Participate in your committee meetings.

February

Topic: NPMA Educational Opportunities and Pest Management Foundation

Presenter: Mike Bentley and Jim Fredericks

Homework

- Write an article for your state association newsletter on NPMA's educational opportunities
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

March

LEGISLATIVE DAY

- Public Policy Overview
 - Key Issues Impacting the Pest Management Industry
 - Preparing for Legislative Day
 - Q/A with NPMA Public Policy Team

Presentation of Membership Benefit by ELP Participant

Homework

- Write an article for your state association newsletter on the key advocacy issues impacting the industry
- Begin "Y-Size Your Business"
- Meet with the NPMA SPAR for your state to identify how you can become involved.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

April

Topic: Public Health

Presenter: Jim Fredericks

Presentation of Membership Benefit by ELP Participant

Homework:

- Continue "Y-Size Your Business"
- Write an article on NPMA's public health initiatives for your state association newsletter.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

May

Topic: Consumer Research Study, Marketing and Social Media

Presenter: Cindy Mannes

Presentation of Membership Benefit by ELP Participant

Homework:

- Finish “Y-Size Your Business”
- Write a summary demonstrating how you can apply this to your business and post to the community.
- Write an article on how to maximize Mainframe and NPMA’s marketing resources for your state association newsletter.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

June

Topic: Public Speaking

Roundtable Discussion – “Y-Size Your Business”

Speaker: TBD

Presentation of Membership Benefit by ELP Participant

Homework:

- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

July

ACADEMY

Topic: Professional Growth

Guest Speaker: Dan Gordon “From Technician to CEO, Part 2”

Homework

- Summarize what you learned from this month’s guest speaker.
- Complete personality assessment <https://www.123test.com/disc-personality-test/>
- Interview two other company owners at Academy and write an article for PestWorld magazine on how they are using the NPMA network to grow their business. Be sure to incorporate your personal success stories.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

Presentation of Membership Benefit by ELP Participant

August

Topic: Personality Testing

- Roundtable Discussion: How Will You Use Your Personality Profile Info?
- Guest Speaker: Sandy Seay

Presentation of Membership Benefit by ELP Participant

Homework:

- Write a paragraph regarding your personality test results and how you can utilize what you know to enhance your networking skills and post it to the community.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

September

Topic: Safety

Presenter: NPMA Safety Task Force

Presentation of Membership Benefit by ELP Participant

Homework:

- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.
- Begin to develop your association career path.

October

PESTWORLD!

Topic: Technician to CEO

Guest Speaker – Dan Gordon – Part Three

Homework:

- Summarize what you learned from the guest speaker and post to the community.
- Identify the questions you still have in order to complete your association “career path” and seek answers to finalize your career path plan.
- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

November

Topic: Graduation Part 1

5 ELP participants will present their association career path to the group and guests via webinar.

- Write an elevator speech to explain the ELP program to a pest control colleague.
- Complete the following sentences with what you think:
 - For me personally, the most valuable part of being an NPMA member is _____.
 - For my company, the most valuable part of being a part of NPMA is _____.
 - For the industry, the most important thing NPMA does is _____.
- What has been the most valuable thing you have learned from the ELP program and how will you use that in professional/personal/business life?
- What is your ultimate association career goal (this could be something you might not reach for many years) and why do you want to meet this goal?

- What are some shorter-term objectives you have set for yourself that will ultimately help you meet your goal?
- As you transition from a sponsored ELP member to an association volunteer, what are the topics that should prompt the NPMA staff to think of you?

Homework:

- Meet with your mentor and provide a summary of the meeting and post it to the community.
- Participate in your committee meetings.

December

Topic: Graduation Part 2

5 ELP participants will present their association career path to the group and guests via webinar.

- Write an elevator speech to explain the ELP program to a pest control colleague.
- Complete the following sentences with what you think:
 - For me personally, the most valuable part of being an NPMA member is _____.
 - For my company, the most valuable part of being a part of NPMA is _____.
 - For the industry, the most important thing NPMA does is _____.
- What has been the most valuable thing you have learned from the ELP program and how will you use that in professional/personal/business life?
- What is your ultimate association career goal (this could be something you might not reach for many years) and why do you want to meet this goal?
- What are some shorter-term objectives you have set for yourself that will ultimately help you meet your goal?
- As you transition from a sponsored ELP member to an association volunteer, what are the topics that should prompt the NPMA staff to think of you?

Homework:

- Participate in your committee meetings.