

As a valued Member of the North American Steel Alliance, you understand that the long-term success of a family-owned business is deeply rooted in its people—and its future depends on the next generation of leaders. We have heard from many of you asking about NASA offering personal development opportunities for your employees. We are excited to offer the first session that addresses this need.

This program allows you to invest in your company's future by enrolling your next-generation family members, emerging leaders, and high-potential employees in the upcoming **NASA 3-Day Leadership Training Program**—a training experience tailored specifically for family-owned steel companies.

This is more than training—it's a strategic investment in the individuals who will carry your company's mission forward.

Program Overview

Location: The Westin O'Hare, Rosemont, IL

Dates: June 24–26, 2025

Ideal Participants: Next-generation family members, emerging leaders, and high-potential employees

Day 1: *DISC Communication Breakthrough*

Time: 1:00 PM – 5:00 PM CST

Facilitator: Penny Schlyer, Authentic Impact Business Coaching

Participants will complete a DISC Talent Insights Assessment in advance and learn to:

- Understand and leverage their communication and leadership styles
- Adapt to others to minimize conflict and improve collaboration
- Increase influence and build clarity across teams

Includes: Individual DISC report, participant workbook, and a personalized communication framework

Meals: Dinner on own

Day 2: *Legacy Leadership in Action*

Time: 8:00 AM – 5:00 PM CST

Facilitator: Shawna Lecuyer, The Family Business Consulting Group

A dynamic, interactive session designed to explore the unique challenges of leadership in multi-generational, family-owned businesses. Participants will:

- Clarify their personal leadership identity
- Learn to influence across teams and generations
- Develop a vision for personal and organizational growth

Meals: Breakfast and lunch included

Evening: Group dinner at 6:30 PM at Crust Brewing, Rosemont (Dinner hosted by NASA)

Day 3: *From Insight to Impact*

Time: 8:00 AM – 12:00 PM CST

Facilitator: Shawna Lecuyer

This closing session focuses on putting learning into action. Through collaborative discussions and guided activities, participants will:

- Strengthen alignment and team decision-making
- Adapt leadership styles to evolving business needs
- Define their leadership legacy with clarity and confidence

Meal: Breakfast included

Why It Matters

Leadership in a family business is not inherited—it is cultivated. This program equips your rising leaders with the tools, mindset, and strategies to lead with purpose while honoring the legacy your business was built upon.

Please Note: Space is limited to the first 20 registrants. Early registration is encouraged.

To Register: [CLICK HERE to register](#)

Questions? Contact Ryan Thomas at Ryan@steelalliance.com or 219-895-0133.

Cost per participant: \$2,200.00

Hotel Accommodations Not Included, NASA Room Block Rate \$219/night, Link Will Be Provided Upon Registration