

Tuesday  
September 12, 2017

**LOCATION:**

Columbia River Catering  
Shilo Inn  
50 Comstock  
Richland, Washington

**5:30 p.m.** - Check in/Networking  
(no host cocktail service)

**6:00 p.m.** - Buffet Dinner

**6:45 p.m.** - Presentation

**DINNER BUFFET MENU:**

The Chef and crew at Columbia River Catering always provide a fine and varied buffet dinner for us at the Shilo Inn. The buffet usually includes two entree choices, plus accompanying vegetable, a number of tasty salads, and a vegetable and/or fruit tray.

Your choice of coffee, tea or decaf is included with dinner. And don't forget to save room for dessert!

**Cost:**

\$20 ASQ members  
\$25 non members  
\$5 presentation only

(cash, check or credit card)

Reservations are due September 7.  
E-mail [Panda\\_2@charter.net](mailto:Panda_2@charter.net) with your name, phone number, company affiliation, and type of reservation.

**Note:** All no shows will be billed unless cancelled 48 hours in advance.

For more information about our ASQ section and other upcoming events: [www.asq614.org/](http://www.asq614.org/)

## “Leading with Personal and Professional Intelligence”

**M. Semi Bird**

**Associate Director – Senior Instructor  
WSU Tri-Cities Leadership Academy**



Personal and Professional Intelligence (PPI) theory is a qualitative and quantitative framework which underpins a leader's social cognitive ability to effectively engage with employees and stakeholders alike.

PPI is a methodological framework that enhances leader self-awareness and leverages environmental awareness to maximize team member performance and drive operational excellence.

The ancient Chinese general and philosopher Sun Tzu once said, “If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.”

PPI begins with a comprehensive understanding of an individual's natural style of leadership. A high performing leader has the ability to seamlessly and heuristically leverage his or her knowledge, skills, and abilities toward mission success with confidence and conviction. Arguably, understanding your natural style of leadership makes you a more effective and authentic leader by leveraging your true self.

In this presentation, M. Semi Bird, internationally acclaimed educator, instructor, and author, will share how his exploits and experiences as a combat tested Special Forces Green Beret led him to create the PPI theory and why he thinks it's a game changer for leading in the 21<sup>st</sup> century.

*About the speaker:* Prior to joining the Office of Professional Development & Community Education at WSU Tri-Cities, Semi Bird had transitioned from the battlefield to the business world after 23 years of military service. As an Army Special Forces Green Beret, Semi received two of our nation's highest awards for heroism and valor on the battlefield; the Bronze Star – Valor, and the Purple Heart, for wounds received in combat. Semi knows first-hand the value of developing high performing teams and the impact on organizational performance. Semi has leveraged his experience in leadership and organizational development to develop a suite of highly effective workshops, seminars, and courses focusing on developing high performing teams and emotionally intelligent leaders.

Semi has held several senior positions in training and leadership development over the years in various sectors of industry including government, banking, and education. In his last position, he led strategic training initiatives as the Director of Training and Leadership Development for a U.S. government agency. His international work has taken him all over the globe which culminated with a special assignment in 2013 – 2014 where he served as a Senior Advisor to the U.S. Ambassador, Dhaka Bangladesh.

Semi earned his first graduate degree from Villanova University where he studied Human Resource development. He is currently pursuing his PhD. in Organizational Psychology. Semi holds certifications in Emotional Intelligence, Behavioral Analysis, Human Resources, Organizational Performance, Lean Six Sigma, and is currently an Executive in Residence at WSUTC.