

## **Closing Keynote**

“Building Communities That Last” by Asya Watkins, MBA, 6σGB, PMP®

Each and every one of us, no matter how introverted or extroverted, is designed to live in community. But many of us go about our lives longing for more than the corporate and social circles we experience on a day-to-day basis. We crave *stronger, tighter, and more meaningful* connections that are based on our actual *needs, passions, struggles, and dreams*. We desire relationships that will go the distance; we long for life partners, accountability, and growth. Unfortunately, society has failed many of us in that effective communities and support systems have historically been reserved for certain groups of privilege, while others have remained marginalized without a seat at the table. But I have good news for you: there’s nothing stopping *you* from creating the community you’ve always dreamed of — one that will not only foster a sense of security and belonging, but also creativity, career advancement, mentorship and more. But where do you begin?

In our discussion, we will explore insights on developing communities that are worth having – ones that make *real* impact.

### **Takeaways:**

- Three core stages of community development
- How to find a potential community by identifying an unmet need
- Approaches to servant leadership
- The importance of assessments (or reality checks) and how to pivot when needed
- How to retain your team and sustainably grow your community

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