



Seattle Management Association  
leadership • excellence • commitment

# THE LEADERSHIP CHALLENGE

HOW TO MAKE EXTRAORDINARY THINGS  
HAPPEN IN ORGANIZATIONS

James  
Kouzes

Barry  
Posner

## “THE LEADERSHIP CHALLENGE” CHALLENGE THE PROCESS

SMA presents the “Leadership Challenge”  
focusing on the Challenge the Process practice.

Come hear how Brian Surratt is putting the Mayor’s  
vision for an innovative city into practice by searching  
for opportunities, experimenting and taking risks.

Cost: SMA member \$15.00; Non-SMA member \$25.00

Registration is open at:

<https://www.surveymonkey.com/r/CGR3MLC>



**Brian Surratt**

**Office of Economic  
Development Director**

**OED works to maximize  
Seattle’s potential as a  
thriving hub for busi-  
nesses, jobs, robust  
neighborhoods and eco-  
nomic opportunity for  
everyone in our city.**

**Washington Athletic Club  
1325 6th Ave**

**July 21, Thursday  
4:00 p.m. to 6:00 p.m.**

**FOR MORE INFORMATION:**

**SEATTLE MANAGEMENT ASSOCIATION**

[www.seattle.gov/sma](http://www.seattle.gov/sma)

or email

[sma@seattle.gov](mailto:sma@seattle.gov)