



# LEADERSHIP BY DESIGN:

**The Blueprint for Intentional  
Friendship and Service**

# ***COMMAND THE ROOM:***

***Negotiating, Planning & Delivering Impactful Events***

***The L.I.N.K.S. Framework***

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GAIL ASH DOTSON  
GREATER MIAMI (FL) CHAPTER



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# WORKSHOP PRESENTER



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# AGENDA

- **Linkspiration**
- **Command the Room**
- **The L.I.N.K.S Framework**
- **Putting it all together:**
  - **A case study for a successful *Links* event**



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# Linkspiration

**Leadership is not a title — it is a link between vision and action. It is the quiet courage to step forward when others hesitate, the steady hand that brings clarity to complexity and the generous heart that lifts others as it rises.**

**True leaders do more than guide.**

**They create pathways.**

**They build bridges.**

**They strengthen the chain.**

**When we lead with integrity, intention, and service, we honor every woman who linked arms before us — and we set the standard for those who will follow. Leadership becomes legacy when it is rooted in purpose and lived with grace.**

# COMMAND THE ROOM

# The Five Pillars of Commanding the Room

**Strategic  
Presence**

**Negotiation  
with Intent**

**Operational  
Mastery**

**Stakeholder  
Orchestration**

**Impact-Driven  
Execution**

# Strategic Presence

**Set**

**Set tone, expectations and energy**

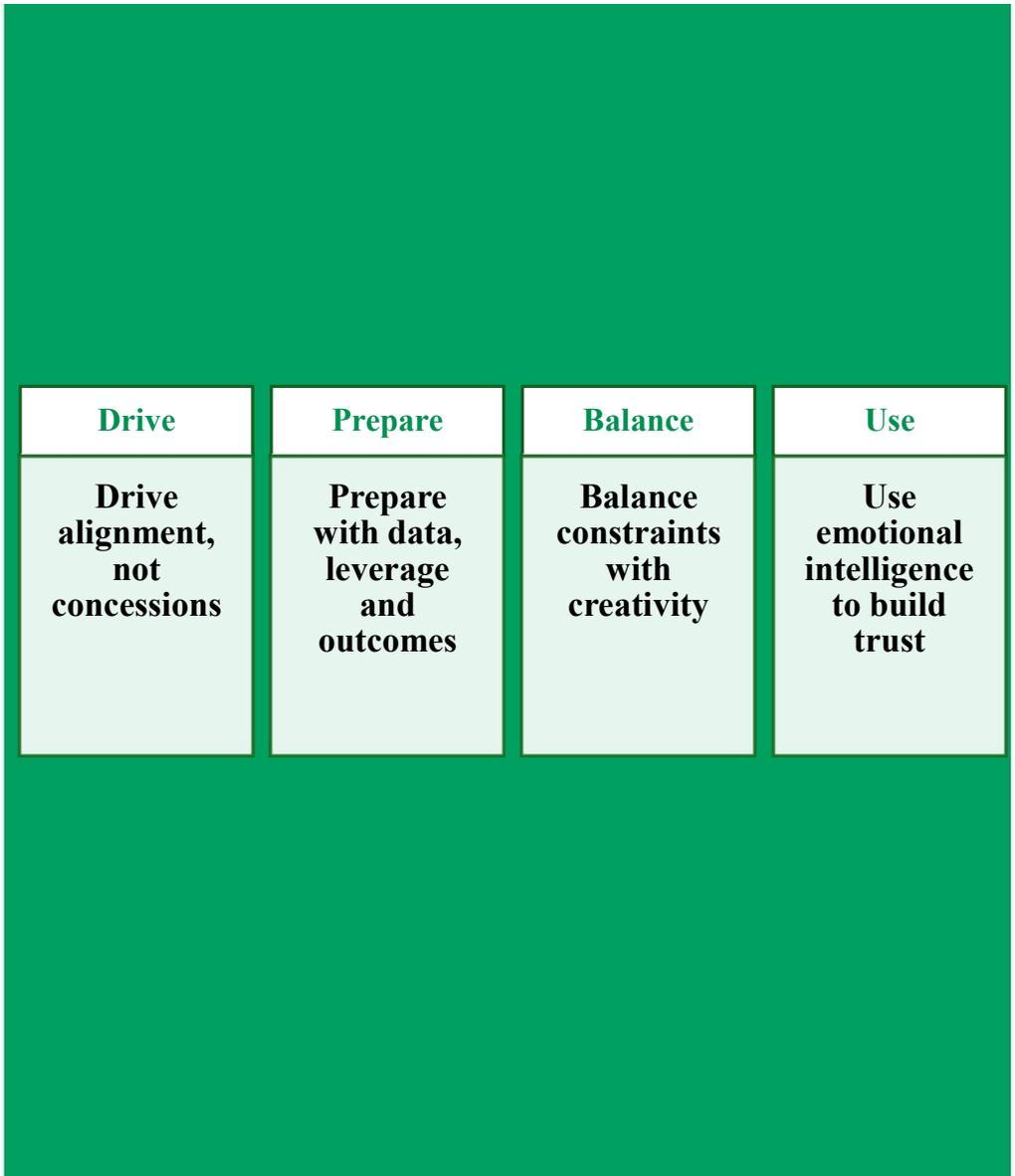
**Read**

**Read the room: power dynamics, tension, opportunity**

**Speak**

**Speak with clarity and authority**

# Negotiation With Intent



# Operational Mastery



**Great events  
are built long  
before event  
day**



**Scenario  
planning and  
contingency  
mapping**



**Cross-functional  
coordination**



**Protecting  
integrity, safety  
and guest  
experience**

# Stakeholder Orchestration

**Managing the  
ecosystem**

**Chapter  
members,  
leaders, partners  
and vendors**

**Chapter and  
cross-committee  
alignment**

**Transparent  
communication  
and expectation  
setting**

# Impact Driven Execution

Execution that elevates the entire experience

Operational excellence under pressure

Sponsor and guest experience integration

Turning delivery into measurable outcomes

**THE L.I.N.K.S  
FRAMEWORK FOR  
EVENT  
EXCELLENCE**

# The L.I.N.K.S. Framework

**A modern  
blueprint  
for event  
excellence:**

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**Lead with vision and strategy**

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**Inspire through storytelling and design**

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**Nurture relationships and experiences**

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**Know your audience, data and market**

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**Serve with excellence and purpose**

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# LEAD: Lead with vision and strategy



**Define purpose, outcomes,  
and success metrics**



**Align with chapter, area and  
national priorities**



**Establish clear roles and  
decision pathways**



**Build a milestone-driven  
planning roadmap**

# INSPIRE: Inspire audiences and stakeholders

## Craft

- **Craft** a compelling theme rooted in mission

## Use

- **Use** storytelling across visuals and programming

## Select

- **Select** speakers and honorees who elevate the brand

## Design

- **Design** emotional moments that resonate

# NURTURE: Nurture relations and experiences

1	Personalize communications and touchpoints
2	Create intentional opportunities for connection
3	Prioritize hospitality, accessibility and warmth
4	Follow up with gratitude and next steps

# KNOW: Know your audience, data and market

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**Understand**      **Understand** needs, motivations and expectations

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**Use**              **Use** data from past events to guide decisions

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**Benchmark**      **Benchmark** against peer organizations and trends

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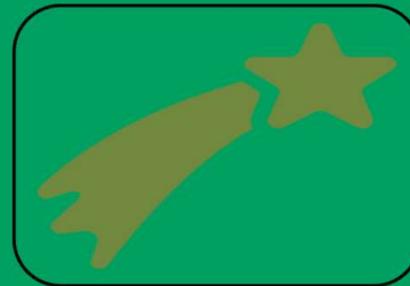
**Align**             **Align** pricing, sponsorship and programming with insights

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# SERVE: Serve with excellence and purpose



# WHY IT MATTERS



**Elevates our brand  
through intentional,  
high-quality  
experiences**



**Strengthens chapter  
visibility and  
community trust**



**Deepens engagement  
with members,  
partners and guests**



**Reflects the  
excellence and legacy  
of The Links,  
Incorporated**

# PUTTING IT ALL TOGETHER

## CASE STUDY: *Book & Author Luncheon*

**Purpose:** Why we held the event

**Strategy:** How L.I.N.K.S. helped to guide planning

**Outcomes:** How commanding the room drove attendance, engagement, partnerships, impact

**Insights:** How we've repeated and refined the event

**Any  
Questions?**



# GET IN TOUCH

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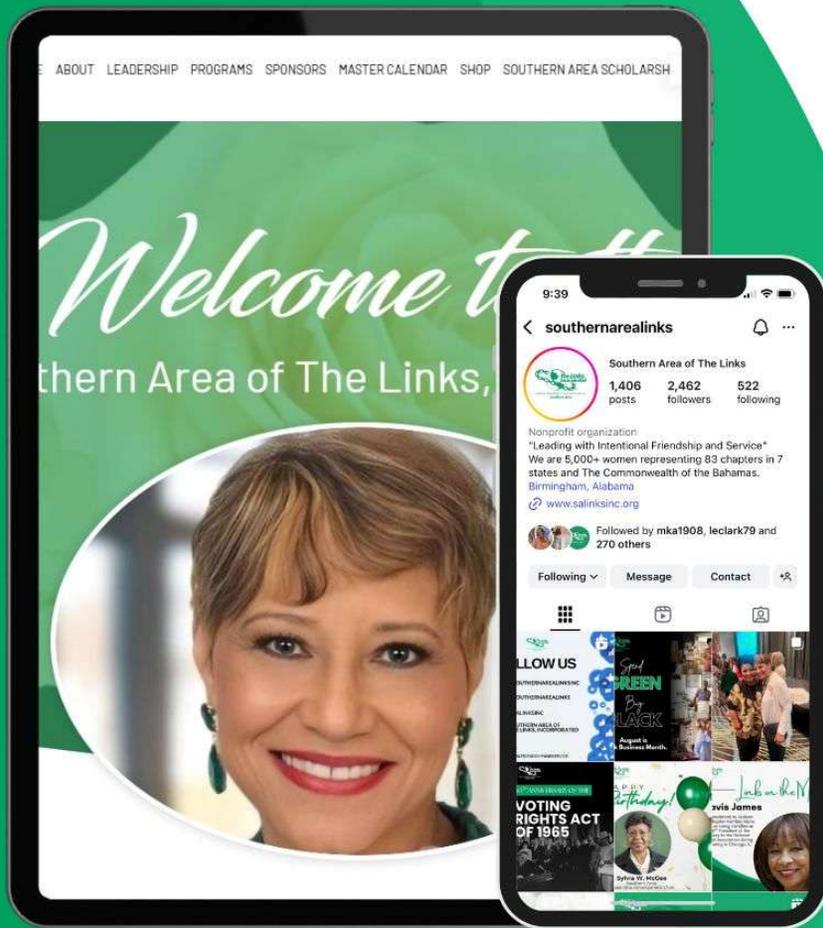
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# Join The Conversation



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# Thank You!



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