

Meta-Leadership Summit for Preparedness

SUCCESS STORY

SAN DIEGO, CALIFORNIA

Meta-Leadership Strengthening & Expanding *Ready San Diego*

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Leslie Luke, Group Program Manager within the Office of Emergency Services for San Diego County, attributes the recent increase in participation and engagement of the business and especially the non-profit sectors to the Meta-Leadership Summit for Preparedness which was held in San Diego in February 2011. “The Summit gave the Ready San Diego Business Alliance* an opportunity to reach out to different groups and sectors that we did not have access to,” describes Luke. Katie Wiest, Director of Operations for Qualcomm, Inc., and member of the Alliance, agrees with Luke, noting that “the value that the Summit brought was a much larger audience including non-profits and a broader awareness of disaster preparedness and a need to work together.” Additionally, member Robyn Sharp, Director of Corporate Giving for The San Diego Foundation, notes that the “Ready San Diego Business Alliance had been picking up steam steadily for the past few years, but the brand of Meta-Leadership helped give it a big boost.”

Working Together to Address a “Gap”

Not only did the Summit provide an opportunity to educate non-traditional preparedness partners on the Ready San Diego Business Alliance and how to get involved, but it provided an opportunity to “gather input on what is important to the business and non-profit community,” describes Luke. Among the “Gaps” identified during the “Gaps, Gives & Gets” afternoon brainstorming session at the Summit was the need for improved communications between the government, business, and non-profit sectors. Luke explained, “We looked at some of our ‘Gaps’ with the private sector and the information they need during a crisis. We learned how we could mitigate some of these gaps with improved communications.”

Widening the Audience by Strengthening Relationships

Moving forward, Luke continues to look for ways to include the wider audience of leaders that were identified through the Meta-Leadership Summit and Post Summit Activity in collaborative efforts to promote emergency preparedness in San Diego County. As member Steve Hauser, Manager of Business Continuity Services with SAIC, aptly notes, “the relationship piece is more than exchanging business cards - you need to be able to work on something together to exercise those relationships.”

* The Ready San Diego Business Alliance, created in September 2009, is a coalition focused on building and maintaining public/private partnerships within San Diego County. Developed and operated by the San Diego County Office of Emergency Services, the Alliance boasts more than 300 members representing over 260 local business and non-profit organizations within San Diego County.

The Meta-Leadership Summit for Preparedness empowered business, government and nonprofit leaders to act together in times of crisis. The five-year initiative connected 5,000 business, government and nonprofit leaders in 36 communities. For resources and more information about Meta-Leadership visit the [CDC Foundation Meta-Leadership Website](#).



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