



IOWA  
FFA ASSOCIATION

State  
Leadership  
Programs

## About AMPLIFY Conference (Grades 10-11)

**AMPLIFY Conference focuses on student development. Every year, the conference rotates between two themes: Vision and Purpose. Please see below for more information about the theme of this year's conference.**

### **AMPLIFY Conference Program: 2020-2021**

**Vision: *See. Believe. Achieve.***

- Examine the importance of having a vivid vision
- Discover personal passions and talents to shape a clearer vision of the future
- Create a detailed vision of *who* (not just what) they want to be in life
- Develop a sense of self-confidence and winning mentality
- Establish a strategy to reach for their declared vision
- Summarize the value of accountability in reaching vision

### **AMPLIFY Conference Program: 2021-2022**

**Purpose: *Connect. Care. Create.***

- Establish purpose as a daily practice and draft a leader purpose statement
- Discover how people are connected to purpose and identify their talents
- Discover what it means to live to serve as a leader and examine methods for serving others while pursuing purpose
- Identify the value in practicing practical self-care as a leader
- Discover the difference between living with purpose and completing action items
- Draft a personal purpose team and identify how to live out a purpose plan at home