

MBA Insider

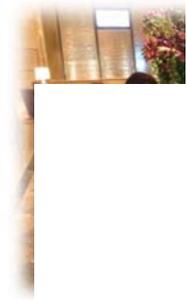
National Black MBA Association, Inc. - WGC Chapter

Q3 2013

A Glance at the 35th NBMBA Conference

By Nicole Campbell

Attending the 35th Annual National Black MBA Association Conference in Houston, Texas was a phenomenal experience. From the informative and relevant workshops to world renowned keynote speakers, the conference gave attendees a chance to re-connect and network with old friends and colleagues as well as develop new relationships.



This year's theme was entitled, "Courageous Leadership: Defining Your Own Success". Throughout the conference, attendees learned from accomplished individuals such as, Robert L. Johnson, Chairman of the RJL Companies and founder of BET and Bonnie St.

John, the first African American to win Olympic medals in ski racing.



This theme resonated in the diversity of workshops offered. As an example, the Entrepreneur Institute track offered workshops such as, "Leadership, There Is No App for That" and "Before the Cameras Roll: Perfecting Your Pitch for Investors". The former dealt with defining what true leadership is and learning how to effectively lead others. The speaker stressed to the audience that you first have to be authentic; understand who you are and know how to lead from yourself. The speaker then led the audience through a series of interactive exercises on how to assess their values, define their purpose and vision in life in

order to effectively use their leadership skills to influence others. This workshop provided practical techniques and tools I can use in my everyday life to strive to be a better leader.

The latter workshop was geared towards entrepreneurs who either had a business or an idea for a business. We practiced our



"60 second elevator pitch" in front of a panel of investors and were given constructive advice. A key take away from the conference was preparation is the key to traveling the road to success.

Consider this take away for yourself and live courageously as you define your own path to success! *See you in Atlanta for the 2014 NBMBA Conference!*

“Reflection of a Leaders of Tomorrow Mentor”

By Courtney Craig

A few years ago, I was asked to attend a NBMBA WGC Chapter - Leaders of Tomorrow (LOT) session. I thought about it for a few minutes and said, “why not, it will only be a few hours”. Those few hours turned into me being a mentor for the past four years. During my first session, I was able to observe a fellow mentor in action. I said to myself, “can I do this, do I want to do this?” After attending a few more sessions, I was asked to facilitate a session. I immediately questioned whether the students would positively receive my leadership, would they respond to me, and most importantly, what would I say to them? Our first discussion was about the first African American president, Barack Obama. The questions that the students asked me and the answers that they provided blew me away. It was then, that I knew I had to stay and that being a mentor was how I can give back to my community and be a vehicle in implementing social change.

Social change is defined as making a change in the community and making a change in a human’s behavior and thought patterns. Being a mentor is just that, it involves influencing the lives of students and helping them navigate life’s decisions. For high school students, those decisions can vary from choosing to go to class, to helping a neighbor, to standing up for someone that is being bullied.

When I took this position, I thought it was all about what I give to the students, but over time, I

realized it is also about what I received from my students. I’ve come to realize that my mentees rely on me to supply them with the knowledge they need to be successful in high school and to help them apply that to their everyday life. With this newfound responsibility, I concluded that I have to stay sharp; be creative, insightful and ready to educate the students on the curriculum. They command the best from me. That means I have to be and deliver the best! I have to constantly self-reflect, strive always to be a better person and be ready in each session.



Throughout the years, I wondered if I was making an impact. My mentees answered that question this year by voting me **2013 WGC Leaders of Tomorrow “Mentor of Year”**. That was such a proud moment. Working with teenagers is rewarding and challenging at the same time. It’s an honor to be voted by a group of teenagers that I admire so much. It confirmed to me that I am impacting the lives of these very special youth. I love being a mentor, and will continue to strive to be an asset for our chapter’s Leaders of Tomorrow Mentoring Program.

COURAGEOUS LEADERSHIP

Owning your Own Success

LEADERSHIP DEVELOPMENT SUMMIT

Thought leaders will share their insight on how to distinguish and position yourself for advancement in the global workplace.



Thursday, November 14, 2013

UCONN at Stamford
1 University Place, Stamford CT

2pm-8pm

Complimentary to all attendees

For more information, please contact Programs at programs@nbmbaa-wgc.org

To register go to: <https://nbmbaaswgcsuimif2013.eventbrite.com>

AGENDA

- 1:00 - 4:30 Registration
- 2:00 - 3:30 First Workshop
- 3:45 - 5:00 Second workshop
- 5:00 - 6:00 Reception
- 6:00 - 8:00 Welcome and Roundtable sessions
- 8:00 - 8:30 Networking

WORKSHOP/ROUNDTABLE TOPICS:

Change Leadership:

Become a Change Leader in Your Organization

Courageous Leadership:

Three Buckets of Courage- Try, Trust, Tell

Developing Your Leadership Brand

Leadership Is Your Fate:

Using Your Authentic Leadership Style to Maximize your Impact

When Leadership Calls, Be Ready and Step Up.

What the Most Successful Leaders do Automatically, Every day?

The Art of Courting Your Future Employer

Leverage Volunteering to Enhance Your Career

Preparing for Global Assignments

Lights Camera Action:

Perfecting your Pitch to potential investors

Organizational Savvy - Secrets of the Inner Circle

"Own Your Career: Become an Entrepreneur"

When Leadership Calls, Be Ready and Step Up.

The CEO of Me, Inc. Paradigm

By: Rod Colon

The CEO of any company runs the company. CEOs direct all critical operations such as sales and marketing, research and development, strategy, finance, corporate culture, human resources, community affairs, public relations, and so on.

CEOs are primarily responsible for setting the corporate strategy and vision. They decide which products to introduce into which markets and against which competitors. CEOs decide how the company will brand itself and differentiate itself in the marketplace.

Ultimately, the CEO is responsible for the success or failure of the company.

Here are some key CEO responsibilities that you must learn to incorporate into your career management tool kit:

As the CEO of your career you will:

- Learn to partition your responsibilities to ensure that all critical operations are carried out and none get overlooked. For example, your Research & Development Department will be in charge of networking — making connections, digging up new leads, gathering business information, etc... Right from the start, anything you do that's part of this effort is processed in the R & D "department" of your mind. Likewise, your Sales & Marketing Department will oversee the development of a powerful value proposition and various parts of the 7-Step Job Search Methodology until every task is properly niched.
- Take responsibility for making tough decisions — there's just no way around this. Tough decision-making is a skill with tremendous short- and long-term benefits. It trains your mind to weigh options before you commit to a course of action.
- Accept the consequences of your tough decisions — both good and bad. You can savor the

good results and analyze why the bad results occurred. Most importantly, don't waste time beating yourself up when a decision yields poor results. Pick up the pieces and move on. Learn from every aspect of the failure experience because it will move you closer to winning the race for 21st century jobs.

- Bring a new level of personal accountability to your job search. Why? Because you have a "governing body" to which you now have ultimate responsibility: your Personal Board of Directors (e.g., spouse, family, extended family, significant other, etc...).

Still not convinced your career management can benefit from thinking like a CEO? Are you saying, Why bother? This sounds like a whole lot of work for very little benefit.

If that's how you see it, consider this: For every terrific opportunity you identify — and for which you're qualified — there could be hundreds, maybe thousands of others competing for the same position. But there's one critical difference: Most of them fail to adopt the "I'm in charge" attitude and their race for the finish line becomes a mediocre performance at best. They remain mired in the "employee mind-set", a part of the Black Hole crowd that inevitably lags behind in the race to get the job that you are busy targeting. And while most of us don't want others to fail, there's nothing wrong with capitalizing on the inept business decisions of others to gain a tactical advantage whenever possible. In other words, if you are thinking like a business owner and your competitors aren't, you have a significant edge over them in the race for 21st century jobs. Do not fail to leverage it!

Rod Colón *Motivational Speaker, Career Coach, Corporate Trainer, Author [Own Your Career Radio Show](#) - Saturdays at 9AM (ET).* Rod Colón Consulting, LLC
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2013 2014 Leaders of Tomorrow Mentoring Program in Full Swing

By Leanna Alexander

Saturday, September 21st marked the start of another exciting Leaders of Tomorrow program year! Approximately 30 leaders, their parents and mentors participated in our annual Kick-Off Session during which we educated our new members about our program, our expectations and informed every one of the exhilarating curriculum that we have in store for this year. Since the start of our 2013/2014 program year we have welcomed a total of twenty-two new leaders into the program, bringing our total number of enrolled students to sixty-two.

LOT provides a support system for the students and helps them transform into leaders by developing their life skills - networking, interviewing and public speaking – providing cultural exposure, college preparation and scholarship opportunities through a series of workshops, tutoring and group support. To date, we have graduated four classes from our program and 100% of our graduates have completed high school and gone on to either attend college or joined the military.

If you know a student in 9th or 10th grade who may benefit from this program, please encourage them to apply online using the following link:

<https://docs.google.com/spreadsheet/viewform?formkey=dFNRC1pCQWNLZmRoNWZOSkFqbUtOeHc6MQ>

To become a mentor or learn more please visit: <http://nbmbaawgc.org/education/leadersoftomorrow.html> or contact our Program Chair via email at lot@nbmbaa-wgc.org.

Through the Eyes of a Leader...2013 NBMBA Annual Conference

By Hannah Maximin

The NBMBA Annual Conference of 2013 was one of the greatest experiences of my life. It impacted me so profoundly that the minute I stepped foot on the plane to return home - I began to cry. I was going to miss all the sleepless nights, networking, food, motivational speakers, the beautiful hotel and most importantly all the workshops we attended. The Success Boot Camp is designed to shape scholars into leaders that are strong, determined and wise.



My most memorable moment was when I had the chance to meet Bonnie St. John, the first African American ever to win Olympic or

"I left the conference with a fearless attitude and ready to conquer the world"

Paralympic medals in ski racing. Despite having her right leg amputated at the age of five she still took home one silver and two bronze medals in downhill events at the 1984 Paralympics in Austria. Her speech completely changed my life.

I went from “the girl who believed being deaf in one ear may be a setback for delivering babies, to the girl who believes I can do anything that I set my mind too.”

I also had the chance to meet students from across the world and learn about their different lifestyles and career paths they were deciding to take. This boot camp trained us mentally, emotionally and physically for what a successful life would be out of high school. Some of the workshops we attended were public speaking, SAT prep, dress to success and networking. Students and mentors had to wake up before 6 AM for a workout session and then a half an hour later start a day full of seminars in our business attire. Each day we would learn something new and grow as leaders of tomorrow, today, and forever.

Anyone who has the honor to attend The National Black MBA Annual Conference should absolutely take full advantage of this wonderful opportunity. I left the conference with a fearless attitude and ready to conquer the world. It was truly an amazing experience and I wouldn't have changed it at all.

NBMBAA LOT Conference Success Story – Jordan Genias

By Leanna Alexander

This year, the Westchester Greater/CT LOT chapter was able to bring six leaders to the annual Leaders of Tomorrow Success Boot Camp at the NBMBAA National Conference. Through a week that included some of the most intense mental exercises for high school students anywhere, our leaders displayed dedication and commitment towards achieving success.

Programming focused on college preparation, career development, health and fitness, global cultural awareness, leadership and service, overcoming obstacles, public speaking, and still more topics related to leadership and success. The curriculum also included the opportunity to win scholarships through each student's participation within the **300 SECONDS TO GREATNESS SOCIAL TECHPRENEUR CAPSTONE COMPETITION**. This competition comprised of students developing and pitching a profit/non-profit technology based business idea in five minutes in front of a judge. Three finalist

“At conference I learned that I could do just about anything, be more independent, and feel confident about making decisions that are right for me.”

teams were selected and subsequently delivered their presentation in front of over 130 people.

We are extremely proud to announce that WGC LOT sophomore – Jordan Genias – was a part of the finalist team that won this competition. He was awarded a \$1,000 scholarship but more importantly he grew as person. Jordan said, “If anyone would have told me that I would be in Houston, TX attending a conference where I had the opportunity to try new and different things I had never done before, overcome a fear of public speaking that has hindered my growth for years, learn to do ballroom and line dancing in addition to getting up every morning at 6:00 AM to exercise, I would not have believed them. I am ready to take on anything! WHAT AN AWESOME EXPERIENCE!!!”

How can you be a part of the WGC Team?

The WGC is looking for your skills, experience and thought leadership to drive success.

- ✓ Would you like to belong to a dynamic professional group of intellectuals?
- ✓ Are you considering volunteering your time but haven't quite decided where?

Well the WGC needs you. We value our membership's participation in the planning and execution of our programs and would love to see you get involved.

Join a WGC Committee today.

We have something for everyone and we look forward to you joining the team.

Communications	Programs
Corporate Relations	Employment
Membership	Scholarship
Collegiate Affairs	Finance
Leaders of Tomorrow (LOT)	

Contact us at info@nbmbaa-wgc.org and let us know where you would like to volunteer, or we will let you know which committee can use your support. We look forward to hearing from you!



Q4 WGC Events

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|--------|--|
| Nov 14 | WGC Leadership Development Summit – Stamford UCONN Campus |
| Dec 12 | WGC Holiday Party Alvin & Friends Restaurant 14 Memorial Highway New Rochelle |

Check WGC website for updates:
www.nbmbaa-wgc.org

WGC MBA Insider delivers the news of the Chapter to your fingertips.

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