

NÄMİC ELDP

EXECUTIVE LEADERSHIP DEVELOPMENT PROGRAM



DARDEN
Executive Education



2018-2019

NATIONAL ASSOCIATION FOR MULT-ETHNICITY IN COMMUNICATIONS



"Few would argue that for over a decade and a half NAMIC's Executive Leadership Development Program has played a unique role in the shaping of the future of the media and entertainment industry. The ELDP experience produces change architects and boundary busters who tell the stories, sell the stories, and build the platforms of world-wide access for an extraordinarily diverse customer base."

— **JAMES C. JONES**

SVP, Education & Diversity Solutions
NAMIC

THE EXECUTIVE LEADERSHIP DEVELOPMENT PROGRAM

In the fall of 2001, NAMIC (National Association for Multi-ethnicity in Communications) created the Executive Leadership Development Program (ELDP), a direct, positive outcome of NAMIC's groundbreaking 1999 research, *A Look Toward Advancement: Minority Employment in Cable*. This study among cable operators and programmers found that people of color were significantly underrepresented in the cable industry's executive suites, occupying only five percent of all upper-level management positions, from Senior Vice President to Chief Executive Officer.

Though more recent NAMIC research has revealed that the representation of senior level executives and managers of color has grown somewhat, the industry continues to be challenged to promote and retain professionals of color for positions that traditionally have been considered gateways to the "C-suite."

The launch of ELDP also was due in no small measure to a generous gift from MTV Networks, which provided NAMIC with the financial support and momentum to take the important first steps towards ultimate success. Seventeen years later, NAMIC's ELDP is widely praised as an indispensable industry staple for executive schooling.

NAMIC is pleased to announce the 2018-2019 Class XVIII of the Executive Leadership Development Program (ELDP), designed around a rigorous, engaging curriculum tailored specifically for the empowerment and advancement of executives of color.



ELDP Class XVII



"NAMIC's Executive Leadership Development Program is a critical component of Charter's efforts to develop a talent pipeline of diverse and inclusive senior leaders. Our executives continuously graduate from ELDP with greater self-awareness and confidence, deeper market understanding and enhanced leadership skills. It's an exceptional program that contributes to individual career aspirations and our company's talent development goals. We are proud to offer this transformational learning opportunity to our leaders."

— **RHONDA CRICHLAW**

SVP and Chief Diversity Officer
Charter Communications

WHY ELDP MATTERS

In 2014, NAMIC authorized a second independent third-party assessment of its education programs, including the Executive Leadership Development Program. The first Education Program Impact Study had been conducted in 2007. Respondents continued to be unanimous in hailing ELDP as having had significant and measurable impact on their leadership acumen and professional development.

Among key benefits of having participated in ELDP, participants in the 2014 study cited the following critical success factors:

- Leadership skills building
- Increased self-confidence as leaders of color
- Individual career enhancement
- A more profound understanding of the strategic

value of a diversity of inputs stemming from cultural context and worldview

- Knowledge of how to link personal vision to organizational success.

ELDP participants also reported statistically significant positive differences in salary growth, promotions, and both internal and external recognition for their accomplishments when compared with non-participants that had comparable professional profiles.

EXECUTIVE EDUCATION AT DARDEN

In May of 2018, NAMIC celebrated the graduation of ELDP Class XVII, marking completion of the fifth year of partnership with the University of Virginia Darden School of Business. For over half a century, Darden has served as a critical resource for businesses around the world, conveying the relevant strategies and specific business skills needed to formulate decisions, set action plans, and apply sustainable options.

- Financial Times in its 2017 Executive Education ranking named Darden Executive Education's open-enrollment programs No. 2 in the United States and No. 5 in the world.

- Darden's globally celebrated program combines a proven track record of excellence in the executive education arena with research targeting participants' core development needs to provide learning that is both practical and relevant. Darden also boasts a wealth of experience with leading industry partnerships, while leveraging a culturally diverse faculty of world class academics to deliver robust, research-anchored content.

With ELDP, the Darden School of Business continues to deepen its reputation of commitment to cultural diversity in a changing business landscape.

PROGRAM OVERVIEW AND CURRICULUM: COMPETENCY POWERS SUCCESS!

The core objectives of the NAMIC Executive Leadership Development Program are as follows:

- Deepen understanding of the changing strategic and market context in the communications industry in an increasingly global and competitive context
- Develop an enterprise-wide perspective anchored in the overall business and the interconnections of key areas such as financial management, operations and business ethics
- Enhance participants' capacity to convert strategy into action
- Cultivate a learning mind-set that drives innovation
- Introduce the competencies needed to build and sustain high-performing diverse teams that span organizational, cultural, and ideological spectra.

To nurture visionary and transformational leadership to achieve the above, the

comprehensive curriculum will focus on four key business silos anchored in extensive research:

- I. Strategic Thinking and Enterprise Perspective in a Global Context
- II. Financial and Business Acumen
- III. Customer Orientation and Innovation
- IV. Leading Strategic Change and Fostering a High-Performing, High-Engagement Business Culture

In addition, ELDP participants will engage in analyses of current communications business challenges, with the action-learning goal of devising real world, implementable solutions by the conclusion of the ELDP Class XVIII cycle. Finally, the holistic transformational ELDP experience will incorporate opportunities for participants to embrace a regime of executive wellness, exercise and expert led information sessions on nutrition, health risks, peak energy, and other whole-health topics.



"I had high expectations about the NAMIC ELDP program, but the experience surpassed them. The quality of the course work, faculty and coordination is what makes this program special. The life-long relationships you build is what makes it unique. This program empowers you to think differently and teaches you management skills that are directly applicable to our industry. Every time I came back from a session I applied something I learned into my work."

— VERONICA MOLINA

Executive Director, News Standards and Practices
CNN (Turner)

ELDP Class XVII



"I came into NAMIC with three expectations — learn something new to improve myself, build new relationships and be challenged beyond my work environment. I would say this program hit a homerun in each of those three and more. I have never seen such a dynamic group of folks and I am so glad to have built a strong friendship with all of them. The curriculum, faculty and environment made this program memorable, challenging, valuable and fun!"

— R.K. GOPINATH

Executive Director, Smart and Connected Home
Cox Communications

ELDP Class XVII

APPLICATION PROCESS

NAMIC's Executive Leadership Development Program Class XVIII will be held on the grounds of the University of Virginia Darden School of Business in Charlottesville, Virginia and at a newly-renovated site in the Washington D.C. area. The schedule, comprising four modules, is as follows:

- i. September 24-28, 2018: **Charlottesville, VA**
- ii. December 4-7, 2018: **Washington, D.C. area**
- iii. February 19-22, 2019: **Washington, D.C. area**
- iv. May 6-10, 2019: **Charlottesville, VA**

Forty executives from the media and entertainment industry will be selected to participate in **ELDP Class XVIII**. Attendees will be required to attend all four (4) sessions for successful completion of the program.

Tuition for the NAMIC Executive Leadership Development Program is **\$24,000** per participant, including all books, course materials, and meals. Travel and lodging expenses are the responsibility

of the participants' sponsoring companies.

Nominations for ELDP including information to be completed by nominees are due no later than August 3, 2018.

A confidential committee comprising senior executives from throughout the industry — including a select group of ELDP alumni — will review and evaluate the materials submitted for all nominees. The sponsoring organizations of those individuals selected to participate in **ELDP Class XVIII** will be notified by **August 24, 2018**.

All materials should be sent to:
NAMIC Executive Leadership Development Program
50 Broad Street - Suite 1801
New York, New York 10004
Attention: Jim Jones - SVP, Education and Diversity Solutions

Please visit namic.com/eldp for additional information about ELDP Class XVIII, or contact the NAMIC office at 212.594.5985.



"For me, ELDP was a transformative experience. As a woman and a professional of color, this has been an extraordinary opportunity to reflect on my multiple identities through the lens of leadership and has expanded my potential. I am honored to be among my ELDP Class XVII classmates, who represent the BEST this industry has to offer. I know that I have formed bonds that will last a lifetime."

— ANGELA B. TURNER

SVP, Affiliate & Consumer Marketing
REVOLT

ELDP Class XVII



"The Executive Leadership Development Program provided me the tools to navigate a complex corporate structure. My coaches and fellow participants helped hone my skills as a leader and the knowledge acquired has empowered me to take our organization to the next level. I have grown, and I feel even more empowered to help others to grow."

— ROBERTO LACAYO

News Director
Spectrum Noticias NY1

ELDP Class XVII



A view across the Potomac River to Washington, D.C., near Darden's Rosslyn, Virginia facilities.

ABOUT NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on cultural diversity, equity and inclusion in the communications industry. More than 3,500 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy and empowerment, NAMIC collaborates with industry partners to grow and nurture a workforce that reflects the cultural richness of the populations served. Please visit www.namic.com for more information about NAMIC and its many opportunities.

50 Broad Street, Suite 1801, New York, NY 10004
212-594-5985 • 212-594-8391 (fax) • www.namic.com