

# NÄMIC ELDP

EXECUTIVE LEADERSHIP DEVELOPMENT PROGRAM



**DARDEN**  
Executive Education

2019-2020

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS



*“The Executive Leadership Development Program continues to deliver on NAMIC’s commitment to prepare skilled and innovative professionals to step into the highest leadership roles in the media and entertainment industry. The program’s best-in-class reputation is enriched each year through a continually evolving holistic design that offers a unique blend of academic rigor, business savvy, and self-reflection.”*

— **A. SHUANISE WASHINGTON**  
NAMIC President & CEO

## THE EXECUTIVE LEADERSHIP DEVELOPMENT PROGRAM

***NAMIC is pleased to announce the 2019-2020 Class XIX of the Executive Leadership Development Program, a rigorous, engaging curriculum tailored specifically for the empowerment and advancement of executives of color.***

In the fall of 2001, NAMIC (National Association for Multi-ethnicity in Communications) created the Executive Leadership Development Program. ELDP was 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.

More recent NAMIC research reveals that the representation of senior level executives and managers of color has improved. However, 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 was also due in no small measure to a generous gift from MTV Networks, which provided NAMIC with financial support. Nearly two decades later, NAMIC’s ELDP remains widely praised as an indispensable industry staple for executive preparedness.



ELDP Class XVIII



*“Charter Communications is pleased to support NAMIC’s Executive Leadership Development Program (ELDP). Charter has sponsored 83 ELDP participants to date, representing 14% of the program’s graduates since its inception nearly 20 years ago. Our executives come away from this training with deeper market understanding, enhanced leadership skills and important new relationships in the industry. NAMIC is a great partner to us in our effort to recruit and develop top talent who reflect the diversity of the customers and communities we serve. We’re proud to be the Visionary Sponsor of this program.”*

— **TOM RUTLEDGE**

Chairman and CEO, Charter Communications

## WHY ELDP CONTINUES TO MATTER

In 2014, NAMIC authorized an independent third-party assessment of its Executive Leadership Development Program. Respondents were unanimous in hailing ELDP as having had significant and measurable impact on their leadership acumen and professional development.

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 report statistically significant positive differences in salary growth, promotions, and both internal and external recognition for their accomplishments, compared to non-participants with comparable professional profiles.***

## EXECUTIVE EDUCATION AT DARDEN

In **May of 2019**, NAMIC celebrated the graduation of ELDP Class XVIII, marking the seventh 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, partnering with organizations to inspire and elevate the mindsets of leaders. By enhancing capabilities, agility and resilience, organizations are prepared to anticipate tomorrow’s business opportunities while dealing with the challenges of today.

***Darden has served as a critical resource for businesses around the world.***

- Financial Times 2018 Executive Education ranking named Darden Executive Education’s open enrollment programs No. 5 in the United States and No. 9 in the world. Darden’s faculty have been recognized as No. 1 in the world since 2014.
- 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.

# PROGRAM OVERVIEW AND CURRICULUM: COMPETENCY POWERS SUCCESS!

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

- Deepen understanding of leadership challenges in the shifting global market context
- Strengthen the competencies needed to grow and sustain high-performing culturally and ideologically diverse teams
- Develop an enterprise-wide business perspective
- Enhance the capacity to convert strategy into action
- Cultivate a learning mind-set that drives innovation

In order to nurture visionary and transformational leaders to achieve these goals, the comprehensive curriculum focuses on four key business pillars:

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

ELDP participants engage in analyses of current industry challenges. They engage in real world, implementable solutions by the conclusion of the ELDP Class XIX seven-month cycle. Finally, the holistic, transformational ELDP experience incorporates 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.



*"Knowing that it would enhance me as a leader within and beyond my organization, I had aspired to participate in NAMIC's ELDP. Doing so has been a life-changing experience, both personally and professionally. The rigorous program — designed around strategic thinking, business culture, and fostering lasting relationships — sharpened my purpose as a mentor, community leader, and a person of service. I will leave the ELDP Class of XVIII equipped with the tools to discover my best future."*

— **TONY STRICKLAND**

Vice President, Physical Production  
BET Networks VIACOM

*ELDP Class XVIII*



*"The NAMIC ELDP is such a unique program that it not only empowers me to perform at a higher level with confidence, but also equips me with the tools to help others in my organization to grow. The faculty and my classmates are like family, I'm honored to be around them and learn from them. The amount of support and the knowledge they share makes the curriculum so much more rewarding than it already is."*

— **WEN TAN**

VP, Accounting & Financial Reporting  
A+E Networks

*ELDP Class XVIII*

# APPLICATION PROCESS

NAMIC's Executive Leadership Development Program Class XIX will be held on the grounds of the University of Virginia Darden School of Business in Charlottesville, Virginia and at the newly-renovated Rosslyn, Virginia site close to Washington D.C.

The schedule, comprising four modules, is as follows:

Module I:	October 7-11, 2019	<b>Charlottesville, VA</b>
Module II:	December 10-13, 2019	<b>Rosslyn, VA</b>
Module III:	February 18-21, 2020	<b>Rosslyn, VA</b>
Module IV:	May 4-8, 2020	<b>Charlottesville, VA</b>

Forty executives from the media and entertainment industry will be selected to participate in **ELDP Class XIX**. Those not attending all four sessions may not be granted a certificate of completion.

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 Class XIX (including application information to be completed by nominees) are due no later than **August 16, 2019**.

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 selected to participate in **ELDP Class XIX** will be notified by **August 30, 2019**.

All materials should be sent to:

NAMIC Executive Leadership Development Program  
50 Broad Street - Suite 1801  
New York, New York 10004  
Attention: Jim Jones

Please visit [namic.com/eldp](http://namic.com/eldp) for additional information about ELDP Class XIX or contact the NAMIC office at 212.594.5985.



*"The NAMIC ELDP experience will be one I'll never forget. The program was very rewarding and provided me an opportunity to dig deep into many aspects of business where I don't ordinarily get a chance to in my role. Equally rewarding was the opportunity to network with classmates from across the industry, creating many life-long connections."*

**— TONI STUBBS**

VP, Field Engineering & Operations  
Cox Communications, Inc.

*ELDP Class XVIII*



*"NAMIC's Executive Leadership Development Program offers high value to its participants and the companies that make the investment in their employees. In conjunction with its partner UVA, NAMIC has developed a holistic program that encourages critical thinking, promotes the development of new skills, sharpens existing ones and advocates the use of essential self-assessment exercises, all geared towards enhancing leadership qualities necessary to excel in evolving industries."*

**— ASIM KASSIM-LAKHA**

VP, Associate General Counsel, Operations  
Charter Communications

*ELDP Class XVIII*

*"A firm believer that life provides the teaching we need at every moment, ELDP came at a crucial time for me, as I am making choices that may alter my career and personal life trajectories. We were encouraged to dive deeply into personal stories of challenge and triumph with executive peers which was beyond life-enriching. I am forever grateful to NAMIC and Darden for an impactful time in my life which I can't imagine being replicated anytime soon."*

**— ATUL PRASHAR**

Founding Partner  
KMH Investment Groups

*ELDP Class XVIII*



**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 4,000 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy and empowerment, NAMIC collaborates with industry partners to expand and nurture a workforce that reflects the cultural richness of the populations served. Please visit [www.namic.com](http://www.namic.com) or follow @NAMICNational on Twitter for more information about NAMIC and its many opportunities.

**Charter**  
COMMUNICATIONS

NAMIC recognizes Charter Communications as Visionary Sponsor of ELDP Class XIX.