NAVIGATING THE CORPORATE LANDSCAPE:
THE ART OF “SELLING” YOURSELF TO OTHERS

The Executive Leadership Council
The Executive Leadership Foundation
Your job performance and career achievements are never in your full control. Oftentimes, decision makers and colleagues form perceptions of you that impact your success. Therefore, if you want to reach the top of the corporate ladder (and stay there), you must be skilled at understanding and proactively managing your corporate environment and the decision makers within them.

Navigating the Corporate Landscape: The Art of “Selling” Yourself to Others is a new leadership developmental experience offered by The Executive Leadership Council’s (ELC) Institute for Leadership Development & Research. Navigating the Corporate Landscape is a three-day program designed for managers, directors, vice presidents, individual contributors, and entrepreneurs. It targets participants from a wide variety of industries, organizations, functional areas, and locations.

In this increasingly competitive business environment, technical proficiencies, stellar performance, and clear results are simply not enough to succeed. In every organization, many decisions about you are made in your absence. These decisions are often driven by the brand or perception that you have created for yourself (consciously or unconsciously), the networks that you have cultivated, the risks (or lack thereof) that you have taken, and/or by the prevailing organizational politics. Many of those decisions will impact your job success and will dictate whether you advance within your organization. Many seasoned leaders who have made it to the highest levels within their companies understand this reality. They know how to sail the sometimes rough social, political, and cultural waters within their organizations. They understand their social and political capital, and they are well aware of how to spend it. However, too often, aspiring mid-level professionals neglect these crucial factors, ultimately causing them to derail or to never reach their full potential within their organizations.

Navigating the Corporate Landscape not only focuses on developing participants’ leadership strengths and weaknesses but provides a nuts-and-bolt approach to teaching the key ingredients to thriving and surviving within the business landscape in which they work. Specifically, the program helps participants develop their executive brand and presence, build more impactful relationships and networks, communicate persuasively, and leverage their own political and social capital. Participants will reflect on how others perceive them, and will gain greater insight on behavioral changes needed for breakthroughs within their organizations. Participants also will hear firsthand the experiences of current executives and how they have managed to navigate their own business environments, create wins and avoid pitfalls, and leverage strategies to stay on top. Research-based modules and experiential activities will also be part of this comprehensive experience.
Key Programmatic Features

- Safe forum to learn, practice, and develop critical leadership skill sets
- Exposure to successful black career professionals
- Connectivity between cohort members and other program alumni
- Unparalleled networking
- Group-facilitated discussions
- Experiential activities
- Research-based modules

Learning Objectives

- Gain insight into leadership strengths and weaknesses
- Conceptualize, develop, and enhance your organizational brand and executive presence
- Develop and leverage a network to maximize organizational and career success
- Become skillful at the art of competitively “selling” yourself and your ideas
- Understand how to effectively take and mitigate risks
- Leverage power in responsible and effective ways

Who Should Attend

This program is designed for high-performing black corporate professionals who are:

- High potential leaders with proven success and maturity in a professional environment;
- Mid-career (i.e. 5-12 years in career);
- Managers, directors, vice presidents, individual contributors and entrepreneurs;
- Aspiring to contribute at a higher level within the organization;
- Willing to listen, learn, and be challenged.

Program Dates and Location

*Navigating the Corporate Landscape* provides three full days of leadership development—August 12-14, 2015. The entire program takes place at the Mandarin Oriental Hotel in Miami, Florida.
Program Tuition and Benefits

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<th>Basic Package ($5550)</th>
<th>Premium Upgrade ($5995)</th>
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<tbody>
<tr>
<td>3 days of classroom instruction</td>
<td>X</td>
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<td>Exposure to and discussions with successful black career professionals</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Assessments and interpretation</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Group activities and assignments</td>
<td>X</td>
<td>X</td>
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<td>Books and other materials</td>
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<td>Planned receptions and meals (breakfast, snacks, lunch, dinner)</td>
<td>X</td>
<td>X</td>
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<td>Free Wifi in learning center and hotel rooms</td>
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<td>Associate designation with ELC &amp; the Institute for Leadership Development and Research*</td>
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<td>12 months of online leadership training, skills development, career advice, and other content*</td>
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<td>Inclusion in ELC published networking directory of Black mid-level managers*</td>
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<td>Access to private online social network of black mid-level professionals*</td>
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<td>Future discount on ELC/Institute development programs*</td>
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*Begin on August 14, 2015

Registration

Seats are limited, so we strongly encourage participants or their companies to reserve their seats as soon as possible. Selection of the actual participants can be decided approximately two months prior to the program. For more information about the programs and how to register, please visit https://elcinfo.cvent.com/ldw or contact ldw@elcinfo.com

The Premium Upgrade option is highly recommended and provides a better return on this investment. It affords each participant a full year of leadership development and networking beyond the 2015 Leadership Development Week. In addition, purchasing the Upgrade as part of the registration for Navigating the Corporate Landscape will provide a $200 savings per registration.

Program tuition does not include travel and accommodations. However, substantially discounted hotel room rates have been secured for participants and can be obtained with the appropriate code following registration.

We appreciate the strategic investment you and/or your organization will make by participating in Navigating the Corporate Landscape. Due to the costs of the attendance, full refunds will be granted only if cancellation notice is received in writing at least six weeks in advance of the start of the program. Participants selected for this program are fully transferable at any time prior to six weeks from the start of the program (a modest transfer fee may apply). If you have any questions regarding cancellation or transferring participants, please contact ldw@elcinfo.com.

Sponsorship Opportunities

The Institute for Leadership Development & Research is interested in partnering with organizations committed to diversity and inclusion in corporate America, and with those dedicated to building a pipeline of black executives. If you are interested in becoming a sponsor of one of the Institute’s programs, please contact Institute@elcinfo.com for more details.