



CUP EXECUTIVE  
LEADERSHIP  
PROGRAM





## CONNECT, EMPOWER, AND MOBILIZE THE NEXT GENERATION OF DIVERSE BUSINESS AND CIVIC LEADERS

### ABOUT THE COUNCIL OF URBAN PROFESSIONALS

CUP's vision seeks racial, ethnic, and gender parity in the highest business and civic leadership positions in the U.S. CUP's mission is to connect, empower and mobilize the next generation of diverse business and civic leaders. Founded in 2007, CUP is a non-profit organization focused on preparing high-performing professionals of color and women for the rise to senior leadership roles within targeted sectors. The CUP Leadership Institute, provides structured leadership development programs and serves as CUP's formal training arm. With over 65 events annually, including forums, leadership development programs, and peer networks, CUP empowers aspiring diverse professionals to develop connections, opportunities, and expertise that best position them for top leadership roles, resulting in transformative impact on our communities.

### ABOUT THE CUP LEADERSHIP INSTITUTE

The CUP Leadership Institute is a multi-faceted professional development platform established to increase the level of diversity amongst the senior ranks of Fortune 500 organizations, nonprofit organizations, and the public sector. The Leadership Institute houses the CUP Executive Leadership Program, CUP Fellows Program, Learning to Lead Series, CUP Member Training Series and A Seat at the Table Initiative. It aims to level the playing field by providing mid-to-senior level diverse professionals with innovative professional development programming and access to an extensive network of peers, thought leaders, and industry experts.



## PROGRAM BACKGROUND



The **CUP Executive Leadership Program (ELP)** is a premier leadership opportunity aimed at developing the pipeline of senior professionals of color and women. CUP ELP was developed in response to findings from CUP's 2010 Financial Services Survey, which indicated a clear need for leadership and professional development training for diverse professionals across industries. The survey results, coupled with data from research reports, one-on-one conversations and Q&A at CUP's annual industry forums, highlighted clear gaps diverse professionals are facing in the workplace, specifically around understanding the unwritten rules of success, understanding how to effectively navigate their organizations, and the lack of strategic relationships.

### **Nearly half of all survey respondents highlighted the following as areas of need:**

- 77% expressed they would devote at least 3-4 hours per month to professional development if provided the opportunity.
- 42% expressed lack of leadership development and opportunities for growth.
- 42% preferred training external to their firm.
- 41% communicated lack of firm sponsorship and industry network.

*"While my expectations were exceedingly high for the program, I remain amazed by the structure and content. Very powerful digestible messages with real-world implications delivered with maximum effect and impact. Aside from the structure, however, the most valuable aspect of the program were the participants, including the organizers, all of whom seemed very eager, enthusiastic and dedicated."*

*– Director, RBC Capital Markets*

# THE CUP DIFFERENCE: ACCESS, OPPORTUNITY, IMPACT

## PROGRAM OVERVIEW

CUP ELP is an aspirational program designed for high-performing professionals who have been identified as the next generation of senior leadership

### TARGET POPULATION

- **Financial Services:**  
Director, Vice President, Senior Vice President
- **Legal:**  
Senior Associate, Junior Partner, Counsel, Associate General Counsel
- **Media & Entertainment:**  
Director, Vice President

### PROGRAM COMPONENTS

- 2.5 day intensive professional development retreat
- Training and coaching from leading academics, business leaders, and industry experts
- One-on-one executive coaching
- One year CUP executive-level membership
- Invitation-only networking events for business generation
- Access to influential business leaders across industries
- Access to CUP's A Seat at the Table board matching service
- Ongoing support network of CUP ELP alumni

The **CUP Executive Leadership Program (ELP)** is a one year leadership development experience designed for high-performing professionals who have been nominated by their firms and identified as the next generation of senior leadership.

The CUP ELP platform includes a mix of leadership workshops, one-on-one and group coaching sessions, and keynote conversations aimed at unlocking the unwritten rules of success and helping diverse professionals navigate their firms and industries more effectively. These offerings are delivered by CUP via leading academics, prominent thought leaders, industry experts, and seasoned trainers.

The CUP ELP curriculum aims to equip participants with the skills needed to advance to the next level in their organizations by providing leadership training, access to key stakeholders, and a support network of peers and business leaders within their industries. It also aims to serve as a retention tool for organizations focused on rewarding and retaining their top, diverse talent.

The program kicks off with a professional development intensive, giving the participants the opportunity to connect and take full advantage of the skills-based training in a retreat environment. The kick-off retreat comprises a structured series of workshops over 2.5 days.

### PROGRAM OBJECTIVES

- Equip participants with the leadership and development skills needed to advance to the next level.
- Provide participants with access and exposure to senior leaders and key decision makers within their industries.
- Provide participants with an influential network of professionals to leverage for client introductions, career assistance, and mentorship.

# THE CUP DIFFERENCE: ACCESS, OPPORTUNITY, IMPACT

## PROGRAM OVERVIEW



In addition to skills-based training from leading academics and experts in an intensive 2.5 day retreat, the CUP Executive Leadership Program includes ongoing and unparalleled access to leaders and prominent thinkers across financial services, law, media & entertainment, digital & technology, non-profit and government. Other program components include:

Access to CUP's **A SEAT AT THE TABLE** board matching service

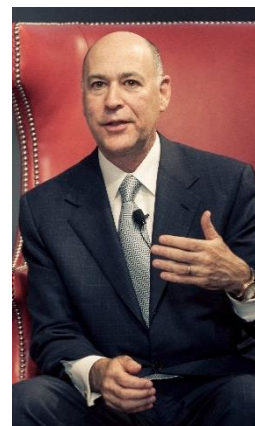
- CUP secures nonprofit and public sector board placements for our talented and highly motivated members

One year **CUP EXECUTIVE LEVEL MEMBERSHIP** (valued at \$1,000). Membership includes complimentary tickets to the following events and industry forums:

- Annual Wall Street Partners Forum Networking Reception (September)
- Annual Lawyers Forum Networking Reception (November)
- Annual Media & Entertainment Forum Networking Reception (November)
- Distinguished Leadership Series and Invitation-only Power Breakfasts with Senior Leaders of Fortune 500 Companies

*"The relationships that I built with the individuals was amazing. But the truly best part is the fact that we were not lectured to during the 2.5 days...The support we garnered from one another in the matter of days helped us to dig deep and be truthful about what we wanted to do, how we wanted to do and what we really needed to do in order to get there. This sort of program should be available to all individuals at all levels of their profession."*

– Senior Counsel, Akin Gump Strauss Hauer & Feld LLP



# THE CUP DIFFERENCE: ACCESS, OPPORTUNITY, IMPACT

## PROGRAM OVERVIEW

Additional program components include:

### **ONGOING SUPPORT NETWORK** of CUP ELP alumni

- Upon completion of the program, CUP ELP participants will join the CUP ELP alumni network, giving them access to networking receptions and peer-to-peer mentoring.

### Access to the CUP ELP alumni **LEARNING TO LEAD** continuing education series

- All CUP ELP alumni are invited to attend quarterly forums and trainings featuring high profile business leaders and industry experts who will address professional development and global business trends.
- All CUP ELP participants receive three one-on-one executive coaching sessions and three small group coaching sessions with expert facilitators



### **2013 LEADERSHIP GALA HONOREES**

**KATHRYN & KENNETH CHENAULT**  
Philanthropic Leadership Award

**LIN-MANUEL MIRANDA**  
Breakthrough Leadership Award

**VIACOM**  
Corporate Diversity & Inclusion Leadership Award

### **2015 LEADERSHIP GALA HONOREES**

**VANESSA MORRISON & NANCY UTLEY**  
Creative Visionary Leadership Award

**THE SELMA FOR STUDENTS MOVEMENT**  
Civic & Educational Leadership Award

**PRUDENTIAL FINANCIAL, INC.**  
Corporate Diversity & Inclusion Leadership Award

### **2014 LEADERSHIP GALA HONOREES**

**NATALIE MORALES**  
Breakthrough Leadership Award

**GREGORY J. FLEMING**  
New York City Vision Leadership Award

**TARGET**  
Corporate Diversity & Inclusion Leadership Award

### **2016 LEADERSHIP GALA HONOREES**

**SOLOMON D. (SOL) TRUJILLO**  
Lifetime Leadership Award

**ROBERT F. SMITH**  
Philanthropic Leadership Award

**BOZOMA SAINT JOHN**  
Breakthrough Leadership Award

**CITI**  
Corporate Diversity & Inclusion Leadership Award

# CUP ELP CURRICULUM

CUP ELP Topics May Include:

- ✓ BUILDING YOUR POWER BASE
- ✓ GENERATIONS IN THE WORKPLACE
- ✓ LEVERAGING SPONSORSHIP FOR SUCCESS
- ✓ SUCCESS STRATEGIES THROUGH PARENTHOOD
- ✓ MANAGING YOUR PERSONAL BRAND
- ✓ HAVING A GLOBAL MINDSET
- ✓ NAVIGATING YOUR CAREER
- ✓ POSITIONED TO LEAD
- ✓ ASSESSING YOUR LEADERSHIP STYLE
- ✓ POWER DYNAMICS IN ORGANIZATIONS
- ✓ MAXIMIZING PRESENCE & COMMUNICATION
- ✓ HIGH IMPACT CLIENT RELATIONSHIPS
- ✓ NEGOTIATION & INFLUENCE



*“Extremely satisfied with the content rich deliverables and facilitation. Speakers were engaging and thought provoking. Their candidness and authenticity helped in making our professional experience more relevant.”*

*– Director, Marsh Inc.*



# UNPARALLELED ACCESS: THE CUP ELP NETWORK

## CUP CORPORATE PARTNERS

AB  
Akin Gump Strauss Hauer & Feld LLP  
American Express Company  
Ariel Investments  
BakerHostetler LLP  
Bank of America  
BET Networks  
BlackRock  
Bloomberg LP  
BNY Mellon  
Bridgewater Associates  
Broadridge  
Brown Brothers Harriman & Co.  
Brunswick Group LLP  
Bryant Rabbino LLP  
CastleOak Securities L.P.  
Citi  
Cleary Gottlieb Steen & Hamilton LLP  
Comcast NBCUniversal  
Condé Nast  
Cooley LLP  
CNN  
Credit Suisse  
CUNY  
Davis Polk & Wardwell LLP  
Delaware Investments  
Deloitte Services LP

Deutsche Bank  
Disney | ABC Television Group  
DTCC  
EY  
Fannie Mae  
Fi-Tek, LLC  
First Data  
Fox Audience Strategy  
Frankfurt Kurnit Klein & Selz PC  
Freshfields Bruckhaus Deringer  
GE  
Gibson, Dunn & Crutcher LLP  
Goldman, Sachs & Co.  
Google  
Home Box Office, Inc.  
Hughes Hubbard & Reed LLP  
IMB Development Corporation  
Interactive One  
J.P. Morgan  
Kirkland & Ellis LLP  
Latham & Watkins LLP  
Macy's & Bloomingdale's  
Malecon Productions, LLC  
Mar Vista Investment Partners, LLC  
MasterCard  
MediaLink

Merrill Lynch  
Metropolitan Transportation Authority  
Morgan Stanley  
NBA  
New York Life Insurance Company  
News Corp  
Nielsen  
Novantas, LLC  
Ogilvy & Mather  
Paul Hastings LLP  
Paul, Weiss, Riffkind, Wharton & Garrison LLP  
Perkins Coie LLP  
Prudential Financial, Inc.  
RBC Capital Markets  
Revolt TV  
Ropes & Gray LLP  
S&P Global, Inc.  
Skadden, Arps, Slate, Meagher & Flom LLP  
Sullivan & Cromwell LLP  
Thomson Reuters  
Time Warner  
Viacom  
Visa  
Weil, Gotshal & Manges LLP  
Wells Fargo  
Williams Capital Group, L.P.



*"This program stands out as a result of the quality programming, networking opportunities and the ability to walk away with actionable information. There was opportunity in nearly every session to apply the information and relate it to your own experience. Very well done."*

*– Vice President, Nielsen*