SPRING 2013

CUP EXECUTIVE LEADERSHIP PROGRAM

EMPOWERING FOR IMPACT
ABOUT THE COUNCIL OF URBAN PROFESSIONALS

The Council of Urban Professionals (CUP) connects, empowers and mobilizes the next generation of diverse business and civic leaders. Founded in 2007, CUP is a 21st century leadership development organization with over 1,500 individual members, a national network of 20,000, and 61 corporate partners spanning the financial services, law, media & entertainment, digital & technology, and non-profit and public sectors. Through a series of forums, leadership development programs, and peer networks, CUP empowers aspiring diverse professionals to develop relationships, expertise, and opportunities that best position them for top leadership positions, resulting in transformative impact on society.

ABOUT OUR PROGRAMS

CUP LEADERSHIP INSTITUTE: The Council of Urban Professionals (CUP) develops diverse business and civic leaders, empowering them to exert influence, achieve their individual goals, and create collective impact. 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, non-profit organizations, and the public sector. The Leadership Institute houses the CUP Executive Leadership Program (CUP ELP), CUP Fellows Program, and Leadership Board. 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, decision makers, thought leaders and industry experts. CUP ELP develops the pipeline of professionals of color and women through a mix of leadership workshops, coaching sessions, and learning series. CUP Fellows are talented and visionary professionals of color and women professionals aged 25 to 45 who complete a rigorous ten month leadership development experience that includes comprehensive training, events, and board placement services. CUP’s Leadership Board members leverage their experiences to build strategic networks, develop their leadership skills, and enhance the CUP membership experience.

“A SEAT AT THE TABLE”: Through our “A Seat at the Table” Initiative, CUP recruits and trains a pipeline of new and diverse civic leaders and matches them with nonprofit, public sector, and private sector opportunities – on boards, commissions, and in senior management roles – so that their voice and perspective at decision-making tables will make a difference. CUP also secures strategic board and career placements for our highly motivated and qualified members so that, individually and collectively, our organization enhances the capacity of corporations, non-profit organizations, and public agencies to better serve our communities.

PROVOKING DIALOGUE. INSPIRING LEADERS.

CUP not only introduces you to inspiring leaders, we help you become one. The Distinguished Leadership Series is critical to this vision, offering a unique public affairs forum that features local, national and global leaders in conversation with CUP Members at dynamic events on topics ranging across politics, the economy, culture and society.
CUP ELP Background

The CUP Executive Leadership Program (CUP ELP) is a premier leadership opportunity aimed at developing the pipeline of senior professionals of color and women.

CUP ELP was developed in direct response to the findings from CUP’s 2010 Financial Services Survey of Wall Street Professionals, 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 industry forums and events 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.

“The Executive Presence & Communication workshop provided very concrete steps to what creates and detracts from executive presence. I am now monitoring my body language, tone and presence more closely. I personally have decided to speak louder, slower and minimize my usage of fillers. Very good workshop. The level of interaction was just right.” – Vice President, Morgan Stanley
CUP ELP is an aspirational program designed for diverse professionals who have been identified as the next generation of senior leadership.

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<tr>
<th>TARGET POPULATION</th>
<th>CUP ELP PROGRAM OVERVIEW</th>
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<tr>
<td><strong>Financial Services:</strong></td>
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<td>Nominated high performing Senior Vice Presidents and Executive Directors identified as being in the pipeline for promotion and/or a senior leadership position</td>
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<td><strong>Legal:</strong></td>
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<td>Nominated high performing mid- to senior level associates on an upward career trajectory</td>
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<td><strong>Media &amp; Entertainment:</strong></td>
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<td>Nominated high performing Directors on an upward career trajectory</td>
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<tr>
<th>PARTICIPANT PERKS</th>
<th>CUP ELP PROGRAM OVERVIEW</th>
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<td>One year CUP Executive Level Membership (valued at $1,000)</td>
<td>The CUP Executive Leadership Program platform includes a mix of leadership workshops, coaching sessions, and learning series 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.</td>
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<td>Access to influential business leaders across industries</td>
<td>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 senior business leaders within their industry. It also aims to serve as a retention tool for organizations focused on retaining their top, diverse talent.</td>
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<td>Training and coaching from leading academics, business leaders and industry experts</td>
<td>CUP ELP is an aspirational program designed for a class of 75 participants, 25 per professional track, nominated by their firms and identified as the next generation of senior leadership.</td>
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<td>Access to CUP’s Board Matching Service via the “A Seat at the Table” Initiative</td>
<td>Program participants will have the opportunity to bond and take full advantage of the leadership experience in a retreat environment. The program will take place at Hamilton Park Hotel &amp; Conference Center in New Jersey and will comprise a structured series of workshops over 2.5 days (approximately 20 hours in total).</td>
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<td>Ongoing support network of CUP ELP alumni via the CUP ELP Leadership Impact Network</td>
<td>“I have made a concerted effort to diversify my network and the types of networks I develop. The presentation made it abundantly clear that to be effective I must be a conduit and a primary source of information flow.” – Vice President, Morgan Stanley</td>
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<th>PROGRAM INVESTMENT</th>
<th>PROGRAM OBJECTIVES</th>
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<td>Program Tuition: $8,000</td>
<td>Equip participants with the leadership and development skills needed to advance to the next level.</td>
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<td>Room &amp; Board: $1,500</td>
<td>Provide participants with access and exposure to senior leaders and key decision makers within their industry.</td>
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<td>Provide participants with an influential network of professionals to leverage for client introductions, career assistance, mentoring and sponsorship.</td>
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TUITION FOR THE EXECUTIVE LEADERSHIP PROGRAM INCLUDES:

- All program workshops, assessments and materials.
- **Training and Coaching** from leading academics, business leaders and industry experts.
- One year **CUP Executive Level Membership** (valued at $1,000). Membership includes complimentary tickets to the following events and industry forums:
  - Network Reception: 4th Annual Lawyers Forum (October 2013)
  - Networking Reception: 5th Annual Media & Entertainment Forum with Dick Parsons (November 2013)
  - Distinguished Leadership Series: Innovation in Digital and Tech (May 2013)
  - Distinguished Leadership Series: Business of Performing Arts with Wynton Marsalis, Misty Copeland & Ruben Santiago-Hudson (July 2013)
  - Distinguished Leadership Series: New York City & 2013 Mayoral Campaign (September 2013)
  - Invitation only Power Breakfasts

### 2012 DISTINGUISHED SPEAKERS

- **JOHN MACK**
  Chairman Emeritus, Morgan Stanley

- **ROSIE RIOS**
  Treasure of the United States

- **GEOFFREY CANADA**
  President & CEO, Harlem Children’s Zone

- **CORY BOOKER**
  Mayor, City of Newark, New Jersey

### 2011 DISTINGUISHED SPEAKERS

- **DEEPAK CHOPRA**
  Founder of The Chopra Foundation
  New York Times Bestselling Author

- **HAROLD FORD JR.**
  Managing Director, Morgan Stanley
  Former House Representative, Tennessee
THE PROGRAM TUITION ALSO INCLUDES:

- **Access** to CUP’s Board Matching Service via the “A Seat at the Table” Initiative.

- **Ongoing Support Network** of CUP ELP alumni via the CUP ELP Leadership Impact Network.
  - Upon completion of the program, CUP ELP participants will join the CUP ELP alumni network, giving them access to quarterly networking receptions and peer-to-peer mentoring groups.

- **Access** to the CUP ELP Alumni **Continuing Education Curriculum**; includes alumni networking events and forums.
  - All CUP ELP alumni are invited to attend quarterly forums featuring high profile business leaders who will address professional development and global trending business topics.

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**2012 LEADERSHIP GALA HONOREES**

**YOUNG MENS INITIATIVE**
Michael R. Bloomberg, Mayor, City Of New York
Public Service Innovation Leadership Award

**MISTY COPELAND**
Soloist, American Ballet Theatre
Breakthrough Leadership Award

**AMELIA & BAYO OGUNLESI**
New York City Vision Leadership Award

**TIME WARNER**
Accepted by John Martin, Chief Financial and Administrative Officer
Corporate Diversity & Inclusion Leadership Award

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**2011 LEADERSHIP GALA HONOREES**

**AT&T**
Accepted by Cindy Brinkley, Chief Diversity Officer
Corporate Diversity & Inclusion Leadership Award

**VALERIE B. JARRETT**
Senior Advisor to President Barack Obama
Public Service Innovation Leadership Award

**RUSSELL SIMMONS**
Chairman & CEO, Rush Communications
Distinguished Philanthropist & Entrepreneur Leadership Award

**KATHRYN WYLDE**
President & CEO, Partnership for New York City
New York City Vision Leadership Award
“Just an amazing workshop. While the training included a lot of things we know or have been taught before, it was amazingly refreshing to see how our lack of attention to these matters can be perceived by others. I’ve really made an emphasis of practicing and driving home the importance of how I present myself in everything from meetings to discussions with my wife and I have already seen a huge difference.” – Fall 2012 Participant
“I am much more observant of the social styles of others now. It allows me the opportunity to adjust my communication style when interacting with them.” – Vice President, Morgan Stanley