DEVELOPING LEADERS

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 65 corporate partners spanning the financial services, law, media & entertainment, digital & technology, non-profit, and public sectors. Through a series of 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 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 Fellows Program, and CUP 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.

“A SEAT AT THE TABLE”: Through our “A Seat at the Table” Initiative, CUP secures strategic board and career placements for our highly motivated and qualified members so that, individually and collectively, our organization fulfills its vision of enhancing the capacity of organizations, institutions, and agencies to better serve our communities. In addition to board matches, our “A Seat at the Table” Initiative also trains emerging leaders to make a difference once they are at decision-making tables. We place women and people of color on non-profit and public sector boards – a strategy for developing long-term structural change; increasing the diversity of boardrooms; and holding non-profit organizations accountable for creating boards that reflect their stakeholders.

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.

“This was a great exercise. I plan to be more thoughtful around the different social styles of the team I work with. I now have a better understanding of who to get to the point with and who to ease into issues with. It was very telling.” – Summer 2013 Participant
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:** Senior Vice Presidents and Executive Directors identified as being in the pipeline for promotion and/or a senior leadership position
- **Legal:** Senior Associates and junior Partners on an upward career trajectory
- **Media & Entertainment:** Experienced Directors and Vice Presidents on an upward career trajectory

PROGRAM COMPONENTS

- 2.5 day intensive professional development retreat
- Training and coaching from leading academics, business leaders, and industry experts
- One year CUP Executive Level Membership (valued at $1,000)
- Invitation-only networking events for client introductions and business generation
- Access to influential business leaders across industries
- Access to CUP’s board matching service via the “A Seat at the Table” Initiative
- Ongoing support network of CUP ELP alumni

PROGRAM INVESTMENT

- Program Tuition: $6,000
- Room & Board: $2,000

CUP ELP PROGRAM OVERVIEW

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.

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.

CUP 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 program kicks-off with a preliminary professional development intensive, giving the participants the opportunity to bond 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 (approximately 20 hours in total).

“It was a great experience and I feel privileged to have been selected to participate. I am excited about the new relationships that I have established and opportunities to continue strengthening my network. Very empowering.” Summer 2013 Participant

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 industry.
- Provide participants with an influential network of professionals to leverage for client introductions, career assistance, mentoring and sponsorship.
In addition to skills-based training from leading business leaders and industry experts in an intensive kick-off professional development retreat, the CUP Executive Leadership Program includes continuing unparalleled access to leaders and prominent thinkers across financial services, law, media & entertainment, digital & technology, and non-profit and public sectors. Other program components include:

1. Access to CUP’s **BOARD MATCHING SERVICE** via the “A Seat at the Table” Initiative

2. One year **CUP EXECUTIVE LEVEL MEMBERSHIP** (valued at $1,000). Membership includes complimentary tickets to the following invitation-only events and industry forums for Managing Director and Partner level executives:
   - Networking Reception: Annual Wall Street Partners Forum (October)
   - Networking Reception: Annual Lawyers Forum (October)
   - Networking Reception: Annual Media & Entertainment Forum (November)
   - Distinguished Leadership Series
   - Invitation-only Power Breakfasts with CEOs of Fortune 500 Companies

**THE CUP DIFFERENCE: ACCESS, OPPORTUNITY, IMPACT**

**PROGRAM INVESTMENT**

**2012 / 2013 DISTINGUISHED SPEAKERS INCLUDE:**

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

**GEOFFREY CANADA**
President and CEO, Harlem Children’s Zone

**MELLODY HOBSON**
President, Ariel Investments

**ROSIE RIOS**
Treasurer of the United States
Additional program components include:

3. **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 quarterly networking receptions and peer-to-peer mentoring groups.

4. 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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**2013 LEADERSHIP GALA HONOREES**

**KATHRYN & KENNETH CHENAULT**  
Philanthropic Leadership Award

**LIN-MANUEL MIRANDA**  
Breakthrough Leadership Award

**VIACOM**  
Accepted by Philippe Dauman, President and Chief Executive Officer  
Corporate Diversity & Inclusion Leadership Award

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**2012 LEADERSHIP GALA HONOREES**

**YOUNG MEN’S 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
“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. All good!!”
– Summer 2013 Participant
I think of myself as a fairly good negotiator. I think my ability to empathize with people allows me to gain their trust and deliver the best outcomes for my clients. However, one of the things that working in the world of law has done is make me less likely to trust individuals in negotiation. The training really showed us how trust can be a powerful tool in any negotiation and I am trying to use that more in my practice. – Fall 2012 Participant

“...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.”
– Fall 2013 Participant