

EXPERIENCE NELI

PRACTICING A HIGHER STANDARD OF LEADERSHIP

Welcome to NELL,
where diversity-minded
companies, admired
professionals, and
corporate-bound students
are setting a higher
standard of leadership
in America's workforce.

OUR MISSION
IS TO HELP
YOU LEAD.

A HIGHER STANDARD OF LEADERSHIP

Thank you for taking a closer look at the National Eagle Leadership Institute® (NELI), where creative collaboration has one purpose: **To Help You Lead.**

NELI is a trusted leadership-development resource for Black and Latino professionals and college students, launched in 1995 in response to corporate America's increasing focus on leadership and diversity in the workplace. We offer creative programs that empower leaders and enrich the companies that support them. Our approach is designed to help you escape the status quo and discover new, even inspiring ways to reach, recognize, recruit, and retain culturally diverse leaders.

We understand that at the end of the day — and often late into the night — marked leadership is the engine that drives your organization's innovation, winning partnerships, creative teams, best practices, and, yes, profits. That's why, in all that we do, we discover and support men and women who strive to set a higher standard of leadership.

Nothing allows you to compete more aggressively than people who are committed to leading your organization past the inevitable periods of inertia. NELI's programs provide the ammunition to awaken your senses and maximize personal and organizational performance. And since our programs are designed for professionals of color, your active participation underscores your company's diversity and inclusion promise.

We've made it our business to help organizations like yours manage the enormous task of recruiting, retaining, and recognizing culturally diverse leaders. As a result, we help you build leaders from within and keep your best talent on board longer.

The measure of our success is a matter of how well we exceed your expectations. So if you seek a collaborative partner in diversity recognition, recruitment, or retention; if you are ready for an innovative approach to leadership development; and if you believe in the power of high-performance individuals, teams, and organizations, then you're in the right place. We invite you in for a closer look at NELI.

Leadership Practice #1:

INCREASE YOUR MOMENTUM

Pick up the pace at which you reject inertia and propel yourself toward greatness.

RECOGNITION. RECRUITMENT. RETENTION.

Recognition, recruitment, and retention are the 3Rs behind every program, every partnership and every success story that NELI creates. We believe that corporate achievement in these three elements — threaded by a high standard of leadership — is the secret to developing and maintaining a high-performance work environment.

CEOs, senior human resource officers, talent management, and diversity-marketing executives choose NELI because we are connection specialists. Our 3Rs connect people, brands, needs, solutions, and markets. In doing so, we maintain a reputation for quality and provide personalized client service driven by your goals, not ours.

NELI Discovers Leaders. We work with your talent-management executives to identify and develop leaders within your organization via programs that nurture, defend, motivate, and glorify leaders at every stage of the career cycle. No matter the level at which you're developing leaders, if you're willing to take a leap and rely on NELI's imagination and experience, there's a chance that you will discover something phenomenal — a new and better way to lead, recognize, recruit, and retain.

Wherever your business is taking you, we can help. Like you, we are committed to producing measurable results and real change. Consider us an extension of your talent-management team.



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Leadership Practice #2:

ALWAYS ALLOW INTEGRITY TO TRUMP RECOGNITION.

Public recognition without private integrity
is mockery.



Corporate Bound Academy

Where talented college juniors and seniors prepare to lead in corporate America.

CORPORATE BOUND
ACADEMY

TIMELESS LEADERSHIP
FOR AN EMERGING
WORKFORCE



Leadership Practice #3: VIEW LEADERSHIP AS

Executive Network Exchange

Where executives and students find common ground and enrich their spheres of influence.



Executive Leadership Exchange

Where executives connect, recharge, and discover strategies that help maintain high-performance leadership.



ACTION, NOT POSITION The important thing is not that you have rank, but that you have responsibility.



Eagle Awards Gala

Where corporate leaders nationally recognize the men and women who contribute to their success.



THE CAREERFOCUS EAGLE AWARD™

MORE THAN AN AWARD...A MEMORABLE EXPERIENCE

Recognizing leadership at its best is our trademark — no one does it better. Thus, NELI's flagship presentation is the *CareerFOCUS* Eagle Award™ — a symbol of leadership achievement for African-American and Hispanic/Latino executives.

The *CareerFOCUS* Eagle Award was launched in 1993 by *CareerFOCUS* Magazine™, “The Magazine for Today's Professional Lifestyles™,” to recognize brilliantly successful leaders within the trenches of corporate America. Eagle Award recipients mirror the magazine's distribution, which targets Black/African-American (70%) and Latino (30%) professionals who practice principled leadership in business and community endeavors.

The award-winning *CareerFOCUS* Eagle Awards™ Gala invites corporate leaders to salute the essential men and women who contribute to their bottom-line success. Eagle Award honorees embody exemplary leadership, anchored with the highest degree of dignity, integrity, and honor.

A POWERFUL NETWORK

Receiving the *CareerFOCUS* Eagle Award is an experience worth savoring. Recipients have compared the Gala — an elegant red-carpet affair where award recipients are made to feel exceptionally celebrated — to none other than the Academy Awards.

The four-day experience includes an opportunity to enhance personal-leadership strategies through a series of seminars presented the days before and after the Gala. Eagle Award winners and their nominating companies also enjoy a full-page profile published in *CareerFOCUS* Magazine. Most important is the privilege to connect with like professionals who have also received the Eagle Award.

According to recipients — who are thereafter referred to as Eagles — the most valuable part of receiving this award is the instant national network. *CareerFOCUS* and NELI have named this distinguished group The Eagle Roundtable.

Membership in The Eagle Roundtable is reserved for recipients of the *CareerFOCUS* Eagle Award. Relationships are nurtured as each class of Eagle Award winners collaborates as a team to bring about a class project. The results of that project inspire compelling discussion or activity for the annual Eagle Roundtable Forum (presented in collaboration with the Eagle Awards Gala) where current and alumni Eagles convene to exchange ideas on executive leadership. Research findings also provide the basis for an in-depth article featured in *CareerFOCUS* Magazine. Each project is different, but all speak to leadership in a unique way that positively influences corporate, professional, and student leadership.

Eagles walk away bonded to a new sphere of influence that can be formed only during the class-project experience. These relationships often lead to professional partnerships and cross-company collaborations that sustain your bottom line.

The *CareerFOCUS* Eagle Award is so much more than an award. It's an opportunity to build your executive reservoir, to change the way your team leads, to recognize innovation, and to be identified as a member company of NELI's powerful corporate network.



THROUGH THE EYES OF AN EAGLE

“I have had the honor of visiting the White House to meet with the President. This surpasses that.”

S. Lewis Hill
President

First American Real Estate Services

“This award serves as a tribute to the legacy of those who have come before us and as inspiration to future leaders.”

James Taylor
Vice President, Office of the President
Sodexo

“The Eagle Award, along with this experience, is a wonderful acknowledgement. It's encouragement to keep moving ahead.”

Kathleen Wilson-Thompson
Senior Vice President, Human Resources
Kellogg Company



Leadership Practice #4:

MAKE IT YOUR MISSION TO GIVE

It's nice to be important but it's more important to be nice. Give of yourself — to your company, your team, your passions, and your community— and get radically better results.

NELI's recognition, recruitment, and retention programs can help you achieve extraordinary business results and become the kind of leader you strive to be.

CORPORATE LEADERS CHOOSE NELI BECAUSE WE:

- Champion leadership as a fundamental tool for success
- Enhance recognition for culturally diverse professionals
- Offer achievement-based executive-leadership programs
- Expand recruitment solutions
- Connect businesses with prospective employees and customers
- Provide national recognition for individuals and companies alike

NELI'S CLIENTS:

- Champion leadership as a
- Want to increase their access to Black and Latino professionals and students
- Seek innovative ways to stretch their diversity-marketing strategies
- Are ready to try new recruitment avenues
- See the value in performance recognition
- Champion continued leadership development for employees
- Are inspired by a culturally diverse workforce

THE NELI AWARD

The NELI Award — NELI's namesake award is the Institute's distinguished corporate honor, presented to innovative corporate leaders who demonstrate a marked commitment to diversity in their recognition, recruitment, and retention initiatives. The NELI Award honors companies that see the connection between ethnic and cultural diversity and the performance of the bottom line.

In an increasingly competitive marketplace, where the need to influence and innovate across cultural and global lines is paramount, it's no longer just good business to place a premium on diversity, it's required business.

If your company is proud of its branded initiative to recognize, recruit, and retain diverse talent, then we invite you to submit it to NELI for award consideration. Previous winners include Prudential Financial, IBM, Verizon, Tyco International, Avaya, Williams, Chevron, AT&T, Sprint, and HSBC Bank USA.

The NELI Award is presented to the Chairman or CEO during NELI's annual *CareerFOCUS* Eagle Awards Gala. It is truly an exceptional showpiece of accomplishment for your entire company.

THE SOARING SPIRIT AWARD

NELI's *Soaring Spirit Award* recognizes prominent figures among us who demonstrate an unprecedented commitment to leadership that serves to strengthen the lives of others. Their works have had tremendous social impact and have left lasting legacies for communities large and small. Honorees hail from the halls of leadership in civic, business, faith-based, social, arts and entertainment industries.

Alumni winners include such recognized luminaries as legendary actor James Earl Jones; Dr. Calvin O. Butts, Senior Pastor of Harlem's renowned Abyssinian Baptist Church; Dr. Gerald Durley, Senior Pastor of Atlanta's Providence Missionary Baptist Church; John W. Mack, President of the Los Angeles Urban League; award-winning actor Ving Rhames, and Congressman Emanuel Cleaver II, Missouri's 5th District Representative, and Senior Pastor of St. James United Methodist Church in Kansas City, Missouri.



Leadership Practice #5:

VISUALIZE THE UNMET NEED

You cannot become a truly exceptional leader by coloring within the lines. Scribble.



THE CUSTOMERS AND TALENT YOU NEED

CareerFOCUS Readers @ a Glance

- 88% are college degreed •
- 12% are college students and candidates for undergraduate degrees •
- 41% have postgraduate degrees •
- 88% are in the coveted 21-54 age bracket •
- 61% have a household income above \$100,000 (compared with only 14.1% of the total U.S. population) •
- 72% own their home •
- 61% own or lease two or more vehicles •
- 72% attend at least one leadership-development conference/seminar per year •
- 43% have either been promoted or changed jobs within their company within the past 12 months •
- 76% read two or more leadership-development books per year •
- 68% shop online •
- 79% are saving for retirement •
- 63% have been employed by the same company for five years or more •
- 58% travel for vacation every year •
- 43% have traveled abroad for business or pleasure within the past 12 months •
- 64% are leaders at work (upper-management capacity) •
- 61% are leaders in the community (board service/volunteerism) •
- 33% have been recognized for their leadership within the past 12 months •

CAREERFOCUS MAGAZINE

FOR THE LIFESTYLE LEADERS LEAD... THE MAGAZINE LEADERS READ

An introduction to NELI would not be complete without the presentation of *CareerFOCUS Magazine*™, “The Magazine for Today’s Professional Lifestyles™,” and the catalyst behind NELI.

Since 1988, *CareerFOCUS Magazine* has been a leading source of information and inspiration for culturally diverse professionals in corporate America. *CareerFOCUS*’ mission is to mentor professionals who champion extraordinary business results and practice a higher standard of leadership. Likewise, *CareerFOCUS* is a winning resource for employers who wish to recognize, recruit, and retain top leaders.

After validating the many ways in which recognition is paramount to one’s success, *CareerFOCUS Magazine* launched the *CareerFOCUS Eagle Award*™ in 1993, to recognize professionals like those who grace its pages—men and women whose records of performance inspire others to reach higher standards of leadership.

It was a hit! So much, in fact, that the first class of recipients wanted to savor the experience and continue to connect beyond the awards program. In response, *CareerFOCUS*’ publisher Georgia L. Clark founded a national network of Eagle Award winners and named it the National Eagle Leadership Institute (NELI).

Now presented in collaboration with NELI, the *CareerFOCUS Eagle Award*™ has emerged as the leading source of individual recognition for culturally diverse professionals in corporate America. It’s just one very big way that we help you support and retain your best talent.

Filled with smart ideas to inform and inspire leaders, *CareerFOCUS* has become “The Magazine Leaders Read™.” It is a highly regarded resource among contemporary Black and Latino professionals who reach for targeted leadership guidance that can be found only in *CareerFOCUS Magazine*.

CAREER

FOCUS

What Leaders are Made of



Leadership Practice #6:

TAKE PEOPLE WITH YOU

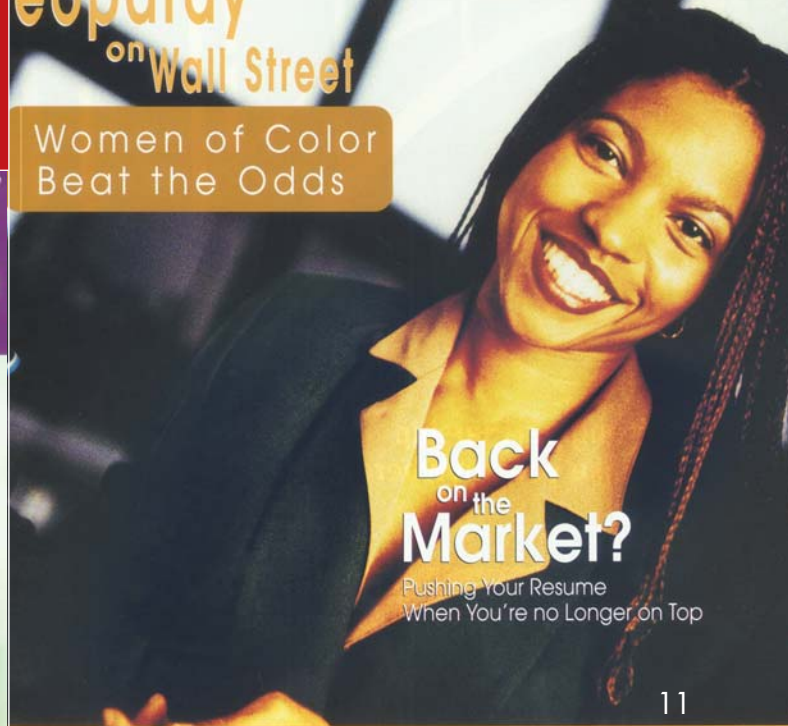
As you move upward, pull everyone around you up too.

CAREER

FOCUS

Double jeopardy on Wall Street

Women of Color
Beat the Odds



Back on the Market?

Pushing Your Resume
When You're no Longer on Top

CAREER

FOCUS

TECHNOLOGY in

Motion

Women Reshaping
the Landscape



CORPORATE BOUND ACADEMY™

WHERE LEADERSHIP DEVELOPMENT AND TALENT MANAGEMENT MEET

NELI believes that effective leadership is the hallmark of professional and personal success. Our goal is to strengthen one's capacity to lead, and Corporate Bound Academy™, "*Timeless Leadership for an Emerging Workforce*," helps us do just that. The Corporate Bound Academy™ Leadership Challenge is a four-day exercise within NELI's annual Leadership Summit.

The Academy is both an exceptional leadership-development resource and a wildly successful recruitment tool for companies that seek imaginative ways to attract intelligently prepared interns and new hires.

Top colleges and universities — including Historically Black College & Universities (HBCUs) and Hispanic Serving Institutions (HSIs) — send exceptional students who have demonstrated the propensity to lead. Corporate leaders who host student interns also send students to participate in the Academy. Graduates are trained to become resourceful, strategic, ethical leaders — a clear advantage when entering the business arena.

LEADERSHIP DEVELOPMENT

The Corporate Bound Academy™ Leadership Challenge confronts students with exactly the kinds of decisions and dilemmas that corporate leaders face every day. Team case studies — real-life corporate challenges — are designed to breathe life into the theoretical lessons of leadership they may have already been taught. Under the skillful guidance of a CBA facilitator, students work in carefully selected teams to analyze and synthesize conflicting data and points of view, to define and prioritize goals, to persuade and inspire others who think differently, and to make tough decisions with uncertain information. It's a test of everyday leadership at its best.

INNOVATIVE COLLEGE RECRUITMENT

The Academy's Inside Corporate America Suites™ are unequalled. If you're seeking an innovative way to recruit the best and brightest, the proprietary suites feature a captive audience of corporate-bound students eager to learn about your business and industry. It's an education process. The deeper the understanding of your business — its culture, products and services, key values, innovation, challenges, and future — the better a prospective employee can contribute to your bottom line.

In the privacy and flexibility of an Inside Corporate America Suite, you'll meet a pre-qualified pool of candidates representing a cross-section of majors and core disciplines. You control this customized, targeted recruitment strategy in the way that best makes sense for your company. It's a winning solution for companies ready to add a creative twist to their college recruitment initiatives.



The Academy is both an exceptional leadership-development resource and a wildly successful recruitment tool for companies that seek imaginative ways to attract intelligently prepared interns and new hires.



Leadership Practice #7:

**LEVERAGE THE POWER
OF YOUR IDEAS**

How you manage isn't nearly as powerful as how well you develop and execute ideas.

EXECUTIVE LEADERSHIP EXCHANGE

A BOLD MOVE TOWARD EXECUTIVE DEVELOPMENT & RETENTION

Without question, creating a high-performance business environment and tending to talent development can be demanding of time and resources, but its payoffs are indisputable. Research suggests that replacing a valued employee can cost 300 percent more than that person's annual salary, not including lost productivity, lost business, impact on customer satisfaction, decrease in morale, and loss of intellectual capital. The expense often doubles when the lost employee is African-American or Latino. A small investment in your top performers can go a long way toward retention.

NELI's Executive Leadership Exchange™, "A Timeless Investment in Professional Leadership," reminds us that leadership is action, not position. It supports resilient leaders who contribute at high levels and respond quickly to ever-changing business economies. The session is ideal for professionals who are committed to learning and willing to step outside of their comfort zone. Gone are the days when years of experience was enough. Today's leaders must grasp and implement new skills and ideas on a regular basis.

At the Executive Leadership Exchange, a blend of well-grounded research, logic, practicality, heart, and intuition creates the compelling content and curriculum behind each session.

Programming is business driven, interactive, and compelling. This is not a talking-heads seminar. Rather, it is a hands-on exercise in which you will discover innovative ways to excel in your core business. Discover the power in your ideas, visualize the unmet need and solve it, and rewire your thinking for creativity, all while connecting with peers facing similar dynamics in their respective businesses.

It's been said that executives come to NELI for the leadership development, but they stay for the life-changing connections. The Executive Leadership Exchange interrupts the isolation inherent to leaders and allows you time to connect with trusted peers.

We make efficient use of your time and investment by limiting enrollment and targeting professionals ranging in industry and expertise. Our experience tells us that a diverse, purposeful audience ensures a rich exchange of information between individuals across company lines. By the close of the session — after blending your perspectives with a few of our own — you will have what it takes to clearly define, declare, and demonstrate a unique leadership acumen fit to outpace the speed of change.



The wonderful thing about NELI is that it's not just about great programs, it's also about great people—bringing them together to accomplish a limitless range of professional leadership goals.

Leadership Practice #8:

BALANCE CONTINUITY AND CHANGE

Because change is constant, your
foundation must be strong.



Leadership Practice #9:

LEAVE A SUSTAINABLE LEGACY

Success without succession is inadequate. Consider it your responsibility to nurture a succession of up & coming leaders who are committed to practicing a higher standard of leadership.

**It is our passion
and our privilege to
help you lead.**

OUR VALUE PROPOSITION

You have many choices when it comes to external support to help drive your diversity and inclusion initiatives. NELI's value proposition is this: **The Promise of Personalization.**

We believe that one size fits one. No two companies will solve the exact same challenges or maximize the exact same opportunities in exactly the same way. That's why we tightly integrate leadership development with a full suite of recognition, recruitment, and retention programs, empowering you with the flexibility to choose the options that are right for you.

When you work with NELI, you benefit from customized, flexible, scalable solutions at a reasonable cost.

HOW WE MEASURE SUCCESS

When you work with NELI, you work with people who are personally and passionately committed to your success. We measure our success in direct proportion to how well we exceed the expectations of our clients — program sponsors and participants. NELI's clients are both companies and individuals seeking to emerge as the nation's top leaders. Professionals who want to retool personal leadership strategies turn to NELI for its annual Leadership Summit, featuring the Executive Leadership Exchange. They return year after year for the consistently rich content and connections found exclusively at NELI. Likewise, once a company experiences the thrill of their nominee winning the *CareerFOCUS* Eagle Award™, they can't help but nominate another deserving candidate. Repeat participation — which says that we've exceeded expectations — is the cornerstone measurement of our success.

WHY LEADERS CHOOSE NELI

Diversity-minded employers trust NELI to promote their efforts to attract, retain, and recognize African-American and Latino professionals. We refer to our clients as Corporate Leaders. They include some of the world's most recognized brands. Most have an impressive track record in corporate diversity; others are seeking ways to rise to the occasion. No matter the stage of your initiative, NELI's expertise in connecting emerging markets can help.

We bring more experience and connections than most companies can afford to hire full-time. Partnering with NELI helps you do more with less — less staff and overhead, less time, less money — without sacrificing quality or results. As an extension of your company's talent management, corporate diversity or marketing team, we can maximize your performance by helping you preserve resources for other business priorities. NELI will ignite your imagination.

When you work
with NELI, you work
with people who
are personally
and passionately
committed to your
leadership success.

LET US TAKE YOU BY SURPRISE.

NATIONAL EAGLE LEADERSHIP INSTITUTE
7300 W. 110TH STREET • 7TH FLOOR
OVERLAND PARK, KS 66210
913.317.2888 PH
913.317.1505 FX

WWW.NELI.NET