

DESCRIPTION

Are you ready to discover how you can be more B.O.L.D. as a leader? The B.O.L.D Leadership Certificate, in partnership with BREAKTHRU Brands, empowers emerging leaders to be their authentic selves and, in turn, have the greatest impact on the world around them.

With decades of experience in leadership brand-building and storytelling, BREAKTHRU Brands utilizes their Limitless Mindset approach and the B.O.L.D (Brave, Outspoken, Lucid, and Distinct) Leadership Framework to guide individuals through an inspiring leadership development experience.

WHO SHOULD APPLY?

Women and Underrepresented Leaders who are:

- Rising in their field (senior managers or directors)
- Transitioning careers (new to an organization or department)
- Supporting Diversity, Equity, and inclusion initiatives for their team, league, union, or venue
- Seeking to take their leadership to the next level and increase their impact and influence

DATES

February 22, 2024 - August 15, 2024

FORMAT

Four (4) 60-minute virtual webinar sessions + one (1) capstone project

SCHEDULE *(all sessions are scheduled at 12:00 PM ET)*

- Thursday, February 22
- Thursday, April 25
- Thursday, June 20
- Thursday, Aug 15



Certificate of Completion will be provided to participants that attend all four sessions and complete the capstone project

INTERESTED? [APPLY TODAY!](#)

Session 1: Be BRAVE – Do it, and do it scared! Believe in yourself, trust your decision.

How Believing In Yourself & A Limitless Mindset Can Help You to BREAKTHRU

Through positive psychology and resiliency lenses, we will share useful frameworks, self-reflection exercises, and tactics to help you gain internal clarity and lean into your strengths, talents, abilities, and greatest potential as a leader.

Session 2 – Be OUTSPOKEN – Own your truth, your goals, and your beliefs.

Knowing & Owning Your “Why” to Help Guide Your Ideas and Content

This session will include exercises to help you uncover your key beliefs, key motivations, purpose, mission, and vision and identify what you want to speak up for and the values you want to be known as standing for as a leader.

Session 3 - Be LUCID – Convey your ideas and plans clearly; don't assume people can read your mind

How Your Main Messages Can Support Your Goal for Impact. In this interactive session, you will work in small groups to practice and finetune how you show up for others. You will have the opportunity to understand how your key messages are received and how they can support your goals for impact.

Session 4 - Be DISTINCT–Cut through the noise. Live your best, unique life.

The Power of Telling the Story of YOU. A thought-provoking look at why storytelling is the most powerful way to put your ideas out into the world, plus tactical steps you can take to hone and enhance your storytelling skills, tone of voice, and presence to showcase what makes you distinctly YOU.

Capstone Activity:

Create and refine your own B.O.L.D. purpose/mission statement based on the learnings and insights gained in the four sessions.

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COURSE FACILITATORS**Laura Barnard**

Laura Barnard founded BREAKTHRU Brands (a proud partner of PRO Sports Assembly since 2021) to empower underrepresented leaders to break barriers and help make the world a more equitable place.

Leveraging her two decades of experience leading global, iconic brands, Barnard has focused her agency on building personal leadership brands for those boldly leading us into the future. Collaboration is central to Barnard's brand. As a former Division I athlete, she has experienced the power of teamwork and the importance of each teammate. She brings energy, openness, and perseverance to collaborative environments while motivating others to self-actualize.

Her BA in Psychology from Harvard University and MBA in Marketing & Strategic Management from the University of Chicago have informed her belief in the power of brands to connect people and drive positive change. As a proud member of the LGBTQ+ community, Barnard is passionate about aligning with other purpose-driven leaders and organizations to help end prejudice, eliminate discriminatory obstacles, and advance equity.

Accommodations Statement

If you have a disability that requires reasonable accommodation to fully participate in a PRO event, email membership@prosportsassembly.org at least three (3) business days in advance for arrangements to be made. Your response helps us make all PRO events more inclusive.

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