



19TH THURGOOD MARSHALL COLLEGE FUND

LEADERSHIP INSTITUTE

Where you enter as a student **and leave as a professional**

AGENDA

PRESENTED BY

**WELLS
FARGO**

WASHINGTON MARRIOTT WARDMAN PARK | WASHINGTON, DC | OCTOBER 16-20, 2019

The award-winning TMCF Leadership Institute is a national program intended to develop students' leadership skills, create a community of scholars, provide companies access to a talented and diverse student population, and help students make connections that lead to careers.

This power-packed four-day conference prepares carefully selected students from the 47 *publicly-supported* Historically Black Colleges and Universities (HBCUs) and Predominantly Black Institutions (PBIs) to compete in today's very competitive global workforce. The conference culminates with a recruitment fair where Fortune 500 companies, government agencies, and graduate program representatives offer jobs, internships, and continuing education opportunities.

GOALS

- Empower student leaders to realize the skills necessary to make an impact on their campuses and in their career
- Enrich students' understanding of career readiness through structured engagement on topics such as personal branding and leadership
- Encourage students to network with other student leaders and employers to explore ways to apply the information received at the Leadership Institute to post-graduate and academic opportunities
- Provide conference partners access to top students and students access to top employers

CONFERENCE STRANDS

- Financial Literacy
- 21st Century Skill Development
- Personal Branding
- Leadership

WEDNESDAY, OCTOBER 16, 2019

10:00 am - 6:00 pm	Conference Registration Powered by: Pfizer <i>Location: Exhibit Hall B South</i>
4:00 pm - until	Hotel Check-in <i>Location: Washington 1 and 2</i>
6:00 pm - 7:30 pm	Opening Plenary Presented by: Wells Fargo <i>Location: Marriott Ballroom - Salon 3</i>
7:30 pm - 8:15 pm <i>Immediately following the Opening Plenary</i>	Opening Reception Hosted by: The Kellogg Company <i>Location: Thurgood Marshall Ballroom</i>
8:15 pm - 9:15 pm	Special Receptions <i>(Invitation Only)</i>

THURSDAY, OCTOBER 17, 2019

7:00 am - 5:00 pm	Conference Registration Powered by: Pfizer <i>Location: Exhibit Hall B South</i>
7:30 am - 8:30 am	Breakfast on Your Own Courtesy of: McDonald's USA <i>Nearest Location: 2616 Connecticut Ave NW Washington, DC 20008</i>
8:00 am - 8:00 pm	Digital Lounge Powered by: Microsoft <i>Location: Exhibit Hall B South</i>
8:00 am - 8:00 pm	Student Interviews <i>(By Appointment Only)</i>

MORNING FOCUS: FINANCIAL LITERACY

8:30 am - 10:00 am

Morning Plenary

Presented By: Wells Fargo

Location: Thurgood Marshall Ballroom

#Empowerful! Setting Up for the Come Up: Strategies for a Successful Financial Future

Balancing today's needs and wants while saving for the future can often leave many young leaders feeling overwhelmed. While many understand the importance of creating and leaving a financial legacy, where to start is not always clear. This session will help young leaders begin to create a financial action plan that they can use now while they prepare for a prosperous future.

10:15 am - 11:30 am

Morning Concurrent Sessions

Locations: Madison B, Hoover, Wilson A, Wilson B, Wilson C, McKinley, Coolidge

Discussion Points:

- Financial Wellness Platforms
- Developing "real life" budgets
- Developing and setting financial goals including setting debt limits
- Assessing one's current financial status
- **Global-View:** Financial considerations when living abroad

At the completion of these sessions, students should understand practical strategies that can be used to set and reach financial goals. Credit management, retirement planning, insurance, and taxes are some of the topics that will be covered during this session.

AFTERNOON FOCUS: PERSONAL BRANDING

11:45 am - 1:15 pm

Afternoon Luncheon Plenary

Presented by: Walmart

Location: Thurgood Marshall Ballroom

The Importance of Inclusion in Creating a Design Thinking Culture

Problem-solving is a critical skill for leaders. Young leaders who demonstrate the ability to solve complex business issues will set themselves apart in the workplace. During this session, we will explore the aspects of problem solving focused on the Human Element and Inclusion and how they are critical to organizational problem solving. The discussion will center around real-world scenarios that address the challenges of Diversity and Inclusion on a global scale. It will promulgate for the audience the need for collaborative and creative dialogue to create an environment where inclusion can flourish, and diversity of thought, abilities, and capabilities become the cornerstone of success.

1:30 pm - 2:45 pm

Afternoon Concurrent Sessions

Locations: Madison B, Hoover, Wilson A, Wilson B, Wilson C, McKinley, Coolidge

Case Study

Using company scenarios that:

- Ask the right questions and inspire innovation
- Provide strategies for stepping beyond the obvious to inspire next-level thinking
- Provide strategies for leveraging varied perspectives and strengths of team members
- Help uncover unexpected solutions
- Help young leaders encourage teams to accept new solutions
- **Global-View:** Problem-solving strategies within global companies and teams

At the conclusion of these sessions, students should be equipped to employ creative problem-solving strategies that will strengthen their personal brand and increase their impact at work.

3:00 pm - 3:50 pm

Power Networking Fireside Chat

Powered by: United Airlines

Location: Thurgood Marshall Ballroom

4:00 pm - 5:15 pm

Power Networking Event

Presented by: Eli Lilly

Location: Atrium

During this interactive event, companies will have additional access to top HBCU students; and, students will have the opportunity for one-to-one interactions with recruiters and other company representatives.

5:30 pm - 7:00 pm

Branding Sessions

Presidential Partners

Locations: Madison B, Hoover, Wilson A, Wilson B, Wilson C, McKinley, Coolidge

During these 90-minute interactive sessions, partners will meet exclusively with small groups of students to present opportunities, discuss the skills they desire in future hires, and explain how to navigate their hiring processes.

FRIDAY, OCTOBER 18, 2019

7:00 am - 5:00 pm	Conference Registration <i>Powered by: Pfizer</i> <i>Location: Exhibit Hall B South</i>
8:00 am - 8:00 pm	Digital Lounge <i>Powered by: Microsoft</i> <i>Location: Exhibit Hall B South</i>
8:00 am - 8:00 pm	Student Interviews <i>(By Appointment Only)</i>

7:15 am - 8:15 am

Kellogg's Breakfast Café
Hosted by: The Kellogg Company
Location: Hallway J

MORNING FOCUS: LEADERSHIP

8:30 am - 10:00 am

Morning Plenary
Presented by: John Deere
Location: Thurgood Marshall Ballroom

Leadership and The Big Picture...Not the Weeds

Great leaders understand how to balance emotion with reason and make decisions that positively impact themselves, their employees, their customers and stakeholders, and their organizations, all while fulfilling the strategic direction of the organization. The organizational choices we make can have a long reach. Understand how decision-making can positively or negatively impact your organization's ecosystem. Learn the need to see and understand the big picture when making individual decisions.

10:15 am - 11:30 am

Morning Simulation Exercises
 Locations: Madison B, Hoover, Wilson A,
 Wilson B, Wilson C, McKinley, Coolidge

Case Study

Using company scenarios such as:

- When one thinks of an "effective leader" what comes to mind?
- Personal awareness of leadership skills
- Strategies to build trust within a work team
- How do I speak up and take initiative without making rushed or emotional decisions?
- How do I employ strategies to remain calm in challenging situations?
- Strategies for praising team members
- How do I hold myself accountable without blaming others for mistakes?
- **Global-View:** Working locally and thinking globally: The global impact of decision-making leadership

At the conclusion of these exercises, students should understand how their emotions and actions impact the people around them. Students will learn strategies for approaching challenges and engaging in a well thought out decision-making process.

AFTERNOON FOCUS: PERSONAL BRANDING

11:45 am - 1:15 pm

Luncheon Plenary

Presented by: The Kellogg Company

Location: Thurgood Marshall Ballroom

Politics and Work Teams: Decoding the System

Recognizing the overarching paradigm of the business and culture and how it shapes corporate behavior is key to successfully navigating corporate landscapes. While there are no clear rules, learning to recognize the unwritten and unspoken norms can help leaders avoid organizational and career pitfalls. During this session, young leaders will learn the rules of engagement, where to look for culture cues and the importance of figuring out the landscape to avoid corporate landmines.

1:30 pm - 2:45 pm

Afternoon Concurrent Sessions

Locations: Washington 1, Washington 2, Harding, Wilson A, Wilson B, Wilson C, Madison B

Discussion Points:

- Corporate culture and corporate politics
- Common corporate landmines and how to avoid them
- Habits, attitudes, and behaviors that will help leaders win in spite of politics
- Recognizing and effective management of power structures within teams Strategies and tactics to avoid political pitfalls
- **Global-View:** Global appreciation and understanding the norms of different cultures on work teams

After these sessions, students should have a better understanding of the unwritten rules of corporate America. They should be equipped with strategies to successfully identify and navigate company culture, employ behaviors that will improve their effectiveness, and understand the importance of recognizing spoken and unspoken culture cues.

3:00 pm - 4:00 pm

Branding Sessions - Signature Partners

Locations: Madison B, Hoover, Wilson A, Wilson B, Wilson C, McKinley, Coolidge, Washington 2

4:00 pm - 4:15 pm

Student Break (Change Clothes)

4:30 pm - 6:30 pm

Gender-Based Session: Sister to Sister

(Female Students Only)

Location: Thurgood Marshall Ballroom West

MINDing your business!

Moderated by: Michelle Horton, YOUiversity Drive

Has being “booked & busy” for professional women gone too far? How has society’s growing trend to prioritize work over other aspects of life affected women? Are there different expectations for us? Have we fallen prey to the belief that, as women, pushing ourselves to the point of exhaustion will lead to a bigger reward? Now more than ever, learning how to create a healthy work-life balance and embodying self-care has become a necessity instead of a luxury. Without it, living your best life will be next to impossible!

4:30 pm - 6:30 pm

Gender-Based Session: Brother to Brother

(Male Students Only)

Location: Thurgood Marshall Ballroom North

Taking care of you, so you can take care of business!

Moderated by: Akeem Iman-Jones, The Boeing Company

Does your daily grind become an unwanted chore? Has the “hustle-hard” mentality taken a toll on the minds, bodies, and souls of professional men? Have we fallen prey to the belief that pushing ourselves to the point of exhaustion will lead to a bigger reward? Now more than ever, self-care has become a necessity instead of a luxury. Without it, it will be hard to function at your best. Without it, it will be impossible to take care of business!

“Of all the judgments we pass in life, none is more important than the judgment we pass on ourselves.”

- **Nathaniel Braden**

6:30 pm - 6:45 pm

Student Group Photo

To immediately follow gender-based sessions (Location: Marriott Ballroom – Enter through Marriott Foyer)

SATURDAY, OCTOBER 19, 2019

7:00 am - 1:00 pm	Conference Registration <i>Powered by: Pfizer</i> <i>Location: Exhibit Hall B South</i>
7:30 am - 9:00 am	Exhibitor Move-in <i>Location: Exhibit Hall B South/Exhibit Hall C</i>
8:00 am - 3:00 pm	Digital Lounge <i>Powered By: Microsoft</i> <i>Location: Exhibit Hall B South</i>
8:00 am - 3:00 pm	Student Interviews <i>(By Appointment Only)</i>

MORNING FOCUS: 21st CENTURY SKILL DEVELOPMENT

8:15 am - 9:45 am

Morning Breakfast Plenary

Presented by: Koch Industries

Location: Thurgood Marshall Ballroom

Networking Matters! Build Authentic and Effective Professional Relationships

We all know the importance of networking before you get the job but few discuss the importance of networking once you land it. Building strong networks at work is critical to leadership effectiveness. Building authentic relationships at work requires leaders, at times, to get out of their comfort zone to build bridges with coworkers and managers. This session will provide insight into why and how these kinds of relationships enable the ability to influence teams, projects, outcomes, and impact.

10:00 am - 1:00 pm

RECRUITMENT FAIR

Location: Exhibit Hall C

AFTERNOON FOCUS: LEADERSHIP

1:15 pm - 2:30 pm

Closing Luncheon Plenary

Presented By: The Boeing Company

Location: Thurgood Marshall Ballroom

Life Skills for Corporate Survival

Successfully managing change is a core survival skill for every corporate leader. Uncertainty is the one certainty in Corporate America. Every day, corporate leaders face changing market dynamics, financial and budget cuts, organizational changes, and shifting strategies and priorities. During this session, leaders from The Boeing Company will share insights, strategies, and behaviors that young leaders must develop in order to advance in their careers. Personal accountability, empathy, emotional intelligence, and communication are just a few of the tools needed to survive and thrive as a corporate leader.

2:45 pm - 4:30 pm

Special Interest Sessions

Locations: Harding, Hoover, Coolidge, McKinley

SATURDAY, OCTOBER 19, 2019

32nd ANNIVERSARY AWARDS GALA

Presented by: Ally Financial

5:00 pm - 8:30 pm	Check-in/Seating Assignments <i>Location: Registration Desk (Right Lobby)</i>
5:00 pm - 6:30 pm	VIP Reception (Invite Only) <i>Location: Virginia Suite</i>
5:00 pm - 6:30 pm	Cocktail Reception <i>Location: Marriott Ballroom Foyer (Mezzanine Level)</i>
7:00 pm - 9:30 pm	Gala Program & Dinner <i>Location: Marriott Ballroom</i>
Immediately Following the Gala - 12:00 am	Student Farewell Social <i>Location: Exhibit Hall B South</i>
Immediately Following the Gala - 1:00 am	Post VIP Reception (Invite Only) <i>Location: Thurgood Marshall Ballroom</i>

SUNDAY, OCTOBER 20, 2019

By 12:00 pm	Hotel Checkout
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