ALPFA’s premier leadership development program targets Latinos seeking to reach the next level in their careers and life. Based on ALPFA’s L.E.A.D. VC model we’ll provide a holistic development program that addresses both the professional and personal aspects of an individual’s growth journey revolving around 6 Pillars: Business Mastery, Professional EQ, Wealth Creation, Health & Wellness, Community Engagement, and Xtrapreneurship.

Participants will learn from industry experts, interact with other emerging leaders, engage in thought provoking discussions, benefit from group coaching sessions, and enhance their skills in multiple areas of life and career domains.

The program is designed for Latino leaders that have a successful track record and are looking to take their skills to the next level. By leveraging group and individual exercises, tools, strategies, mentoring, and assessments, the participants can explore areas of opportunity, challenge existing limiting beliefs and obstacles, and design their desired future outcomes.

<table>
<thead>
<tr>
<th>Modules Address Each of the ALPFA LEAD Value Pillars</th>
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<tbody>
<tr>
<td>Business Mastery</td>
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</table>
Not just another leadership development program. We’re not here to drop off a few tips and motivate you for a few days. We’re here to build something big.

**Partners**
We’re here to build, with you, the organizational scaffolding you need to promote more high-potential Latinos and to bridge the gap between your existing Latino talent and your organization’s senior executive roles.

**Participants**
We’re here to provide you with specific and tangible tools, including consideration of your holistic executive identity, to excel and become a senior leader within your organization.

**Outcomes**
It’s simple and it’s a win-win; your organization should see a higher percentage of Latinos promoted to senior executive roles than it did previously.

**Requirements**
Every participant must have an internal sponsor who commits to walking this journey alongside the future executive. We know that both organizational and personal success depends on this, and the key to prolonged ROI is visible organizational support.

**Timing/Delivery**
16 hours of required synchronous learning and development spread over 5 weeks with some additional self-directed work intended to enhance and apply module outcomes. Virtual “classroom” serves as resource repository and virtual meeting space for cohort of 50.

**Price**
$3000 per participant

**Incentives:**
L.E.A.D. participants will receive a LinkedIn badge upon completion of the program and be recognized at the ALPFA national convention.
THIS PROGRAM WILL:

- Assess competencies, skills, behaviors, and habits
- Challenge obstacles holding you back
- Identify and develop areas of growth and opportunities
- Build a network of strategic relationships
- Enhance innovation and creative thinking skills
- Practice powerful communications strategies
- Leverage the power of diversity

RESULTS FOCUS:

- Retention Improvement
- Employee Engagement Increase
- Executive Recruiting Opportunities

AUDIENCE:

- Target professional is 1-2 years away promotion to next level Executive position
- Max class 50 participants
- Each participant is required to have a Sr. Executive sponsor
# L.E.A.D. AGENDA

**May 14 – June 18, 2021**

Total of 16 hours live instruction with several hours of "bonus" pre-recorded content

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Syllabus</th>
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<tbody>
<tr>
<td>5/14/21</td>
<td>4:00-5:00 PM EST</td>
<td>Welcome and Overview of the Program</td>
</tr>
<tr>
<td>5/19/21</td>
<td>4:00-5:00 PM EST</td>
<td>The Missing Link to Your Career Success</td>
</tr>
<tr>
<td>5/21/21</td>
<td>3:00-4:00 PM EST</td>
<td>Strategic Relationships</td>
</tr>
<tr>
<td>5/21/21</td>
<td>4:00-5:00 PM EST</td>
<td>The Power of Your Origin Story</td>
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<tr>
<td>5/26/21</td>
<td>3:00-4:00 PM EST</td>
<td>Diversity as Innovation and Growth Strategy</td>
</tr>
<tr>
<td>5/26/21</td>
<td>4:00-5:00 PM EST</td>
<td>Make Change – Your Personal Plan for Making Community Impact</td>
</tr>
<tr>
<td>5/28/21</td>
<td>4:00-5:00 PM EST</td>
<td>Corporate Finances and Venture Capital (VC)</td>
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<tr>
<td>6/2/21</td>
<td>4:00-5:00 PM EST</td>
<td>Executive Communication</td>
</tr>
<tr>
<td>6/4/21</td>
<td>3:00-4:00 PM EST</td>
<td>Power and Influence in the Corporate World</td>
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<tr>
<td>6/4/21</td>
<td>4:00-5:00 PM EST</td>
<td>Effective Leaders – Leadership Journey</td>
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<tr>
<td>6/9/21</td>
<td>3:00-4:00 PM EST</td>
<td>Technology Trends</td>
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<tr>
<td>6/9/21</td>
<td>4:00-5:00 PM EST</td>
<td>Cultural Intelligence</td>
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<tr>
<td>6/11/21</td>
<td>4:00-5:00 PM EST</td>
<td>Ethical Decisions and the Traps of Power</td>
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<tr>
<td>6/16/21</td>
<td>3:00-4:00 PM EST</td>
<td>Executive Presence and Branding</td>
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<tr>
<td>6/16/21</td>
<td>4:00-5:00 PM EST</td>
<td>Investing for Generational Wealth</td>
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<tr>
<td>6/18/21</td>
<td>3:00-4:00 PM EST</td>
<td>Financial Planning Strategy</td>
</tr>
<tr>
<td>6/18/21</td>
<td>4:00-5:00 PM EST</td>
<td>Closing Session</td>
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</table>
**Module 1**
The Missing Link to Your Career Success
Identify what is missing in your career in order to take the next step into an executive role and establish the support you need from your employer.

**Module 2**
Strategic Relationships
Learn to leverage success strategies such as enlisting executive support, navigating corporate politics, and influencing others.

**Module 3**
The Power of Your Origin Story
Harness the power of storytelling, combined with your unique journey, values, belief system, and behaviors in order to catapult your career to new heights.

**Module 4**
Diversity as Innovation and Growth Strategy
Diversity is an integral part of an organization’s vision, strategy, and culture. Learn to take advantage of a diverse workforce to impact your business' bottom line.

**Module 5**
Make Change - Your Personal Plan for Making Community Impact
Identify your unique long-term goals for your community, and develop a plan to achieve them.
Module 6
Corporate Finances and Venture Capital (VC)
Do you really understand your organization’s P&L and how to identify potential financial opportunities?

Module 7
Executive Communication
Effectively communicate with leaders at all levels by leveraging strategies, tools, and techniques used by seasoned speakers.

Module 8
Power and Influence in the Corporate World
Learn to leverage success strategies such as enlisting executive support, navigating corporate politics, and influencing others.

Module 9
Effective Leaders - Leadership Journey
Effective leaders build great teams, ultimately creating a loyal followership. Define your leadership journey.

Module 10
Technology Trends
Technology is the key to leadership in a post-pandemic world. Have you been keeping up?

Fernando Rosario
President, Exeqpath
Module 11
Cultural Intelligence
Working effectively in culturally diverse environments is critical to any executive’s success in today’s business landscape.

Module 12
Ethical Decisions and the Traps of Power
Understand the ethical implications you will be exposed to as you continue your leadership journey.

Module 13
Executive Presence and Branding
Know your personal and professional strengths and use them to inspire confidence among your peers and to attract new opportunities.

Module 14
Investing for Generational Wealth
Do you know the resources and opportunities available to maximize your family’s future wealth? Let’s talk about cryptocurrency, real-estate investments, and more.

Module 15
Financial Planning Strategy
Are your future and your family protected financially? Every executive needs a financial plan.

Dr. David Rivera, Jr.
Professor, Freytag
YOUR INSTRUCTORS

Damian Rivera serves as ALPFA’s CEO since September 2018. Prior to ALPFA, Damian Rivera was a Managing Director in Accenture’s Resources Utilities practice for 21 years, where he started his career as a coder in their Technology Practice.

Most recently, Damian focused on Customer Care Transformation work for utilities, including helping clients pivot strategically to digital capabilities as they look to improve customer engagement. Damian has performed Digital Transformation Strategy and Implementation, Customer Information System builds, Utility Customer Analytics as well as Customer Care operations work. Through these engagements, he worked on all project phases, including Strategy Development, System Implementation, Business Process Definition, and Operations.

Fernando Rosario is the president and founder of Exeqpath, a leadership development company. Additionally, he is the Chief Technology Officer (CTO) for Raisal, a commercial lending company, and a former executive within Accenture’s Financial Services, Technology, and Human Resources Talent Acquisition organizations. Fernando has over 20 years of experience in large system integration, technology consulting, and outsourcing projects, serving private sector clients in the financial services, products, and technology industries as well as internal Accenture talent acquisition programs that support the multiple human resources functions. He has worked in the banking, capital markets, and lending sectors. In addition, Fernando has years of experience leading large-scale and complex program delivery with multiple technologies, ranging from mobile, online applications, high-volume transaction systems and call centers.

Dr. David Rivera, Jr. is a Freytag Professor / Director of Hospitality and Tourism Management and the newly appointed Chair of the Business Administration Department at Flagler College in beautiful St. Augustine, Florida. Dr. Rivera received his Bachelors and Masters degrees from the University of South Carolina, Columbia, in 1999 and 2000. In 2004, he earned his Ph.D. from Texas Tech University in Hospitality Administration. After completing his Ph.D., Dr. Rivera has held faculty and administrative positions at East Carolina University in Greenville, NC., Texas Tech University in Lubbock, TX, and Livingstone College in Salisbury, NC, before arriving at Flagler College in 2019.

Prior to a career in education, Dr. Rivera spent over ten years in hospitality and tourism management operations.