

BLACK  
EXECUTIVE  
MEN

*Executive Blueprint*

## OVERALL CAREER GOALS

The purpose of having overall career goals is to provide direction and focus for your professional development and advancement. Setting clear and achievable goals can help you stay motivated and on track, as well as provide a sense of purpose and fulfillment in your career.

Your career goals very specifically refer to the highest level of seniority you want to obtain, in which industry, and earning what amount. It's concrete, and specific. It can change in the future but it should be decided upon now.

## PROFESSIONAL DEVELOPMENT

For executives, professional development involves continuing to learn and develop skills that are necessary to succeed in leadership positions. This can include attending conferences and seminars, pursuing advanced degrees or certifications, engaging in executive coaching, and seeking out opportunities to network with other executives.

The benefits of professional development for executives include improved leadership skills, increased ability to manage complex challenges, enhanced decision-making capabilities, and a stronger strategic vision for the organization. Additionally, professional development can lead to increased visibility and reputation within the industry, and greater opportunities for career advancement and personal growth.

It's important to have at least one small-sized professional development activity per week, such as a 1-hour virtual workshop, one medium-sized activity per quarter, such as a 2-day conference, and one large-sized annual activity, such as a multi-month training.

## YOUR SUCCESS TEAM

An executive success team is a group of professionals who work together to support and advise an executive in achieving their goals and overcoming challenges. The team can include an executive coach, a psychotherapist, a virtual assistant, and other professionals who provide specialized expertise or services as needed.

The benefits of having an executive success team include having access to diverse perspectives and insights that can inform decision-making and problem-solving. The team can help the executive stay accountable and motivated towards their goals, and provide guidance and support during times of transition or change.

Additionally, having a strong support network can help the executive manage stress and maintain a healthy work-life balance. Overall, an executive success team can help the executive develop and refine their leadership skills, increase their confidence and effectiveness, and achieve greater success in their career.

## **YOUR EXECUTIVE COACH**

An executive coach is a professional who works with executives, senior managers, and other leaders to help them improve their performance and achieve their professional goals through one-on-one coaching sessions.

The coach provides guidance, feedback, and support to the client in developing new skills, overcoming personal or professional obstacles, and identifying opportunities for growth and development. Executive coaching is useful for individuals at all stages of their career and aims to help clients become more effective and successful in their roles while achieving their career objectives.

## **YOUR PSYCHOTHERAPIST**

A psychotherapist is a trained mental health professional who works with clients to help them improve their emotional, psychological, and social well-being. Psychotherapists use a variety of therapeutic techniques to help their clients overcome challenges such as depression, anxiety, relationship issues, trauma, addiction, and more.

Through one-on-one sessions, psychotherapists provide a safe and confidential environment for clients to explore their thoughts, feelings, and behaviors. They help clients develop coping strategies, gain insight into their emotions and behaviors, and work towards personal growth and positive change. Psychotherapists can work in a variety of settings, including private practice, hospitals, clinics, schools, and more.

## **VIRTUAL ASSISTANT**

A virtual assistant for a corporate executive is a remote worker who provides administrative and other support services to an executive or a team of executives. The virtual assistant is typically a self-employed professional who communicates with the client via email, chat, or video conferencing.

The services provided by a virtual assistant may include managing the executive's schedule, booking travel arrangements, handling correspondence, conducting research, and performing other tasks as needed. Virtual assistants can help corporate executives manage their workload more efficiently and free up time for more strategic tasks, without the need for additional office space or overhead costs.

## **EXECUTIVE RECRUITER**

The purpose of an executive recruiter for a job seeker is to help them connect with potential employers and job opportunities that align with their skills, experience, and career goals. The benefit of working with an executive recruiter is that they often have access to exclusive job openings and can provide valuable guidance and support throughout the hiring process.

## **BOARD SEARCH RECRUITER**

The purpose of a corporate board recruiter is to identify and recruit qualified candidates to serve on the board of directors of a company. The benefit for a job seeker is that they can potentially gain a high-level position with significant influence in the company, as well as opportunities for professional development and networking.

## **THOUGHT LEADERSHIP**

Thought leadership in a professional context refers to the practice of being recognized as an expert in a particular field or industry, through the creation and sharing of original and innovative ideas that challenge conventional thinking. By establishing

themselves as a thought leader, individuals can benefit from increased credibility, reputation, visibility, and influence within their industry or field of expertise.

This can lead to enhanced career opportunities and professional growth, increased demand for their expertise and services, as well as networking and collaboration opportunities. Overall, thought leadership can help establish a strong personal brand and position the thought leader as a go-to authority in their area of expertise.

## **SIGNATURE TALK**

A signature talk is a unique presentation that showcases a speaker's expertise and perspective on a particular topic, providing benefits such as increased credibility and visibility, new opportunities for professional growth, and personal fulfillment.

## **PODCAST**

A podcast is a digital audio program that can provide an executive with a platform to share their expertise and perspectives, showcase their leadership abilities, and connect with a broader audience, leading to increased credibility, visibility, and networking opportunities.

## **MAGAZINE ARTICLES**

Publishing articles can help executives establish a strong personal brand, position themselves as a go-to authority in their field, and open up new opportunities for career advancement and professional growth.

Additional thought leadership positioning tools include: books, LinkedIn newsletters, LinkedIn posts, websites, and emails newsletters.

## **BOARD ROLES**

Paid board roles refer to positions on a board of directors for which the board member receives compensation or other financial benefits, such as stock options or bonuses.

These roles are typically found in for-profit organizations, where the board of directors is responsible for making decisions related to the company's financial and operational performance.

Non-paid board roles, on the other hand, refer to positions on a board of directors for which the board member does not receive financial compensation. These roles are typically found in nonprofit organizations or volunteer-based organizations, where the board of directors is responsible for overseeing the organization's mission, goals, and activities. Non-paid board roles are often filled by individuals who are passionate about the organization's mission and want to contribute their time and expertise to support its success.

## HERE ARE THE SIX STEPS TO LANDING A PAID BOARD ROLE:

- **Develop your skills and expertise:** To be considered for a paid board role, you need to have a solid foundation of skills and expertise related to the industry or sector in which the board operates. Consider joining board readiness programs that will enhance your knowledge and credibility in the field.
- **Publicize your intent:** when networking it's key to let others know that you are interested in paid or non-profit board roles. Just like you tell them about your educational background and current job title, you also want to let people know that you are interested in landing a board role.
- **Gain board experience:** Consider serving on a nonprofit board or volunteering with organizations that align with your interests and expertise. This can help you gain valuable board experience and develop a track record of success that can be attractive to paid board opportunities.
- **Identify potential opportunities:** Keep an eye out for paid board opportunities in your industry or sector. Research the organizations that interest you, understand their mission and goals, and determine how your skills and expertise align with their needs.

- **Find a recruiter:** find an executive recruiter who has experience placing people, especially Black men, on paid boards. They will have the contacts and good word in places that will make it easier for you to land an excellent opportunity.
- **Apply and interview:** When you identify a paid board opportunity that interests you, submit your application and prepare for the interview process. Be ready to articulate your value proposition, highlight your skills and experience, and demonstrate your passion and commitment to the organization's mission.

## EXECUTIVE NETWORK

Your executive network are the five or more people who are currently at the level of seniority, and earning the amount of money that you would like to earn. These are people who you support and are supported by over the years in order to mirror their success and have them open doors for you. These relationships may be paid or unpaid. You may know these people or simply go to their workshops and be an avid fan.

## EXECUTIVE PRESENCE

Executive presence refers to the combination of qualities and behaviors that convey confidence, authority, and credibility in a professional setting. It includes elements such as effective communication, self-assurance, authenticity, and the ability to inspire and influence others. Executive presence is often associated with individuals in leadership positions and is considered an important factor in career advancement and success. It involves projecting a sense of gravitas, professionalism, and competence, while also being able to connect with others and build relationships.

## PROFESSIONAL MISSION

Your professional mission is exactly how you want to impact the world of business. Examples include passing seven new cancer drugs through the FDA, or increasing the use of cold storage units by 50% in West Africa.

## ZONE OF GENIUS

Your zone of genius is a statement about how you are the best in the world at what you do. Examples include being a people manager for tech companies who decreases Black millennial retention or selling sustainable tires to large scale luxury electronic vehicle producers in the United States.

## IMPACT STATEMENT

Your impact statement is the impact you desire to make on people, animals, or the planet through your work. Simon Sink calls this your “why”, or more commonly known as your purpose.

## APPEARANCE

How do you wish to present yourself regarding your clothing, hairstyle, smile, fitness, etc.



# BLACK EXECUTIVE MEN

*Worksheet*

## OVERALL CAREER GOALS

Highest Role: \_\_\_\_\_

Highest income: \_\_\_\_\_

Highest Compensation Package: \_\_\_\_\_

## PROFESSIONAL DEVELOPMENT

Weekly professional development activities:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Medium-sized quarterly professional development activities:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Large-sized annual professional development activity.

1. \_\_\_\_\_

## YOUR SUCCESS TEAM

Executive Coach: \_\_\_\_\_

Your Psychotherapist: \_\_\_\_\_

Virtual Assistant: \_\_\_\_\_

Executive Recruiter: \_\_\_\_\_

Board Recruiter: \_\_\_\_\_

## YOUR EXECUTIVE NETWORK

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## THOUGHT LEADERSHIP

Signature talk title: \_\_\_\_\_

Podcast name, format, and start date: \_\_\_\_\_

Magazine Articles:  Yes  No

LinkedIn Newsletter:  Yes  No

LinkedIn Articles:  Yes  No

Book:  Yes  No

Website:  Yes  No

Newsletter:  Yes  No

## BOARD ROLES

Paid, non-profit: \_\_\_\_\_

Board readiness program:  Yes  No

Which program and when: \_\_\_\_\_

Which industries: \_\_\_\_\_

What is your specialty: \_\_\_\_\_

## EXECUTIVE PRESENCE

Resume last updated: \_\_\_\_\_

Headshot last updated: \_\_\_\_\_

Professional Mission: \_\_\_\_\_

Zone of Genius: \_\_\_\_\_

Impact Statement: \_\_\_\_\_

Executive communication: \_\_\_\_\_

Your Story: \_\_\_\_\_

Appearance: \_\_\_\_\_