

DESCRIPTION

We are on a mission to help you BREAKTHRU as a leader: to be seen, to be heard, and to be YOU. We do this by empowering you to be BOLD, tap into the power of your authentic leadership, and, in turn, have the greatest impact on the world around you.

Our decades of experience in leadership brand-building and storytelling, our proprietary Spectrum of Leadership Empowerment™ model, and our B.O.L.D (Brave, Outspoken, Lucid, and Distinct) Leadership framework will guide this inspiring and immersive leadership development experience.

WHO SHOULD APPLY?

Leaders who are:

- Rising in their field (senior managers or directors)
- At a career inflection or transition point (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

**Individuals who have completed PRO's Inclusive Leadership program will be given priority in the selection process*

DATES

February 20, 2025 - June 5, 2025

FORMAT

Four (4) 75-minute virtual webinar sessions + one (1) capstone project

SCHEDULE *(all sessions are scheduled at 11:00 AM CT)*

- Thursday, Feb 20, 2025
- Thursday, March 20, 2025
- Thursday, Apr 17, 2025
- Thursday, May 15, 2025



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- Know WHO you are as a leader, believe in yourself, and trust your decisions.

How Knowing Yourself & A Limitless Mindset As a Leader Can Help You to BREAKTHRU Through the lenses of positive psychology and resiliency, we will share useful frameworks, including our Spectrum of Leadership Empowerment and Leadership Types Self-Assessment Quiz, 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 values, 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 based on insights gained into your unique Leadership Type. 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. Personal Mission Statement based on the learnings and insights gained in the four sessions.

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COURSE FACILITATORS

Laura Barnard

[Laura Barnard](#), the visionary Founder of [BREAKTHRU Brands](#) and author of the groundbreaking [LEADERSHIP TYPES](#) book, is on a mission to transform the landscape of leadership. With a philosophy rooted in breaking barriers and championing equity, Barnard leverages her extensive experience in leading global brands to build a future where diverse voices in leadership are not just heard but celebrated and amplified.

Barnard's journey, influenced by her academic pursuits in Psychology at Harvard and an MBA in Marketing and Strategic Management from the University of Chicago Booth School of Business, reflects a deep understanding of the intersection between brand power and leadership dynamics. As a former Division I athlete and proud member of the LGBTQIA+ community, Barnard infuses her work with energy, collaboration, and a relentless drive for inclusivity. Her approach is not just about developing leaders; it is about nurturing authentic and bold leaders to shape a more equitable world.

Barnard's book, *Leadership Types: A Barrier-Breaking Approach to Transform the Leadership Landscape*, launched in September, 2024. The book features her proprietary model, The Spectrum of Leadership Empowerment™, which is designed to shatter stereotypes and support a more innovative and inclusive approach to leadership development.

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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