

PRO B.O.L.D. LEADERSHIP

WITH



Discover how you can be more B.O.L.D. as a leader

PURPOSE

We are on a mission to help leaders BREAKTHRU. We do this by empowering you to be your authentic self and, in turn, have the greatest impact on the world around you.

Our decades of experience in brand-building and storytelling, our Limitless Mindset approach, and our B.O.L.D (Brave, Outspoken, Lucid, and Distinct) Leadership Framework will guide our leadership development journey together.

BENEFITS

- New relationships and network to help you hack the traditional corporate ladder
- Certificate of completion and recognition
- Build bravery and confidence as a leader
- Gain clarity on your purpose as a leader
- Tell your authentic story
- Lead ideas, people, and movements with greater clarity
- Inspire those around you
- Make a difference to those who interact with you
- Contribute to a fairer future in professional sports leadership

WHO SHOULD APPLY?

Women Leaders who are:

- Rising in their field (senior managers or directors)
- Transitioning careers (new to an organization or department)

ALL Leaders in Professional Sports who are:

- Allies for the underrepresented in their team, league, union, or venue
- Seeking to improve their individual and their organization's impact and influence

COURSE DATES & FORMAT

Four (4) 50-minute webinar sessions + capstone project

(Must agree to attend all sessions)

- Thursday, January 19, 11 a.m. (CST)
- Thursday, February 16, 11 a.m. (CST)
- Thursday, March 16, 11 a.m. (CST)
- Thursday, April 13, 11 a.m. (CST)

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MEET THE FACILITATOR

Laura Barnard founded BREAKTHRU Brands to empower women and her LGBTQ+ community to break barriers and close gender gaps in leadership. While previously leading strategy for iconic, global brands such as HARIBO, Werther's, and Skittles, Barnard has seen the role bold brands play in creating external impact. Her background in Psychology from Harvard University, coupled with her MBA in Marketing & Strategic Management from the University of Chicago, has informed her belief that great brands start with a "limitless" mindset. As a former Division I athlete, she has experienced the power of teamwork, and she brings energy, openness, and perseverance to collaborative environments while motivating others to self-actualize into clear and confident leaders. Barnard is securing a more equitable world for those around her – one where her wife, Lindsay Gaskins, their three daughters, and powerful women like them are empowered to lead the way.

COURSE SCHEDULE

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 the lenses of positive psychology and resiliency, 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, 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 goal 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.

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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