

page

THE
DIVERSE
FUTURE

COMMUNICATIONS
Leadership



Background and Need

In today's global landscape of governance and business, effective communication serves as a vital artery in the success of companies worldwide. The pressing imperative lies in strategically navigating the ever-evolving media environment to reach and engage with a diverse array of stakeholders around the world.

Corporate communications leaders and their teams face an increasingly complex business landscape. The digital revolution is redefining how we work and how our enterprises operate, while global forces and technology trends are reshaping our relationships with stakeholders.

As businesses operate in an increasingly complex global ecosystem, it is critical for them to understand and reflect diverse perspectives. Greater diversity, equity, and inclusion (DE&I) within corporate communications teams, especially at higher levels, is vital to the future of our profession and our businesses. In fact, research shows that businesses whose leadership reflects a diverse range of perspectives achieve higher bottom-line results and create greater shareholder value over time. A 2021 study from the Institute for Public Relations found that 83% of communicators placed racial diversity as a priority in their organization, yet the most recent Diversity Action Alliance studies show that across the industry, the racial demographic of the top communications leader in organizations across all sectors remains close to homogenous.

The Diverse Future is designed to provide a life-changing career boost to high-potential mid-to-upper level communications executives of color, preparing them for success as senior strategic leaders in their organizations. We assemble some of the most accomplished professionals as instructors and mentors, exploring topics that prepare participants to make a difference within their own firms, and beyond, as they rise to leadership positions.

Program Details

Location: **Mirbeau** in Rhinebeck, New York
2-hour train ride from NYC
rhinebeck.mirbeau.com

Dates: **November 27 -
December 1, 2023**

For more information on the Diverse Future Page retreat please reach out to:
Julia Batson at (206) 953-1557 or ccj.juliab@gmail.com

Tuition

\$8,000 per participant. Tuition includes all course materials, fine dining, refreshments, and lodging.



Areas of Instruction

- › Today's top communications executives share the story of their career path, the obstacles they faced and overcame, and where they are today.
- › How successful communications executives of color have navigated challenging HR dilemmas over the course of their careers.
- › How brands are adopting CommTech and embracing new methods of stakeholder engagement.
- › How brands are tackling the challenge of creating and integrating multi-platform/multi-media into their marketing and communications strategies.

A strong team of C-suite decision makers with broad experience will address these key drivers of success in the communications business. These industry leaders will share their views on a variety of subjects crucial to achieving success for communications executives of color.

Instructors may include:

Roger Bolton, President, *Page*

Prof. Joe Bower, Donald K. David Professor of Business Administration, Emeritus, *Harvard Business School*

Lisa Caputo, Chief Marketing Officer, *Travelers*

Chris Day, Former Chief Communications Officer, *UTA*

Mike Fernandez, SVP, & Chief Communications Officer, *Enbridge*

Prof. Rochelle Ford, President, *Dillard University*

Steve Friedman, Network Executive Producer, "Today", "The Early Show"

Sally Helgesen, Author and Leadership Development Consultant

Denise Hill PhD, Chief Communications Officer, *Lowe's*

Prof. Linda A. Hill, Wallace Brett Donham Professor of Business Administration and chair of the Leadership Initiative, *Harvard Business School*

Jon Iwata, Executive Fellow, *Yale School of Business Management*, IBM Senior Advisor

Charles Kim, Senior Partner, Media and Communications Practice, *Bain & Company*

Aaron Kwittken, Chief Executive Officer, *PRophet AI*

Peter McDermott, Senior Client Partner, *Korn Ferry*

Prof. Gautam Mukunda, Assistant Professor of Business Administration, *Harvard Business School*

Aly Racer, Publisher Monetization, *Apple News*, Partner, Formerly First General Manager & VP Advertising, *NewYorkTimes.com*

Jason Schechter, Chief Communications Officer, *Bloomberg*

Gary Sheffer, Former Chief Communications Officer, GE Public Relations Professor, *Boston University*

Calvin Sims, CEO *International House*, Former Anchor, *New York Times Television*, Former Program Manager, *The Ford Foundation*

Charlene Wheelless, Sr. Advisor for Equity and Justice, *APCO Worldwide*

Dan Woo, Executive Editor, *Wells Fargo Stories*

Attendees of past programs see it as having a major impact on their career trajectories. More than one third of this group has been promoted within nine months.

What Attendees Have to Say ...

"This experience has been life-changing and career-shifting. Thank you for selflessly helping us unlock our full potential."

"The network, perspective, and guidance were invaluable. Every manager of color ought to go through this program."

"The event was worth every minute and every penny ... I believe I made some lifelong connections as a result, and walked away with a renewed sense of self and mission."

"It was an extraordinary experience ... I feel so energized and ready to contribute in a whole different way. Some of what I learned at the retreat has already come in handy!"

"I loved the size of the group, just intimate enough to learn about everyone and build relationships."

The program offers participants the opportunity to gain insights, learn best practices and receive feedback on the skills needed to advance in the communications profession.

Limited to a class of 12, the cohort will form a peer network, with supplemental mentoring provided beyond the initial week-long program. In addition to the participation of nine corporate communications executives, Page will invite a small number of outside professionals from the news and information businesses to participate. This approach facilitates learning and idea exchange with cross-functional stakeholders.



If you are interested in attending this program (or recommending a strong candidate) please contact **Julia Batson** at (206) 953-1557 or ccj.juliab@gmail.com