







PromaxBDA Thrive is a year long immersive leadership development program designed specifically to serve rising leaders in the media and entertainment industry.

## MISSION

In a media marketing industry that relies on the creativity and innovation of its workforce, no factor is as critical to brand success and longevity as engaged, confident, and inspired creative leaders. PromaxBDA Thrive accelerates the development of tomorrow's leaders emerging from the industry's marketing, digital and creative workforce.

Using an integrated approach of training, mentorship, coaching and industry engagement, participants develop and apply managerial tools, strategies and acumen necessary to lead within their organizations and the media marketing industry at large.

## THRIVE APPROACH

The Thrive program is designed as a unique cohort model where a tight-knit, reliable, common-purpose group is created. A cohort is a more dynamic, collaborative and encouraging learning environment that fosters shared learning, innovative thinking and a profoundly deeply supportive community for each other.

## THRIVE MODEL

Industry executives, leadership experts, and business coaches create a non-traditional, project-based, hands-on educational experience with rigorous and relevant leadership development.

The program launches at PromaxBDA: The Conference, builds to a multi-day Thrive seminar with coaching, executive mentorship and ongoing industry exposure throughout the year.

## THRIVE LEADERS WILL LEARN TO:

- 🔥 Grow a diverse industry-wide cohort of leaders
- 🔥 Build a creative approach to management
- 🔥 Develop the capacity to lead
- 🔥 Learn how to optimize personal and organizational strengths
- 🔥 Impact the entire business

## THRIVE LEADERS WILL BECOME:

- 🔥 Highly engaged, confident leaders
- 🔥 Creative innovators with a developed executive lens
- 🔥 Pre-eminent leaders who produce results driven by business objectives
- 🔥 Authentic, influential communicators

## PHASE 1: LAUNCH

The program starts in May where participants will receive a brief introduction to the program and instructions on taking their personal 360 assessments. The cohort convenes and formally launches at PromaxBDA: The Conference. Between the Conference in June and the Thrive seminar in October, participants continue to work with their coaches and conduct emotional intelligence assessments to identify leadership development opportunities.

## PHASE 2: EDUCATION

The Thrive seminar addresses key topics identified by industry leaders:

- Managing Teams
- Brand Strategy/Marketing
- Leadership Style/Practice
- Business of Television
- Audience Engagement
- Cultural Agility
- Business Planning/Finance
- Communications
- Emotional/Social Intelligence

Participants complete the seminar with a leadership development plan that they then execute with the support of their organizational sponsor, executive mentor, leadership coach and peer advisory board.

## PHASE 3: IMMERSION

Six months following the seminar, participants initiate an individualized executive mentorship program and apply their knowledge gained in the workplace. They continue to build their creative executive point of view by collaborating with PromaxBDA board members to create the Leadership Track for the 2018 Conference. Participants have the opportunity to mentor a graduate of the PromaxBDA Promo Pathway programs. The program formally concludes at the 2018 conference.

## **APPLICATION**

Identify rising industry leaders.

**APPLICATION DEADLINE: FEBRUARY 13, 2017**

## **SELECTION**

Review applications, conduct interviews and select candidates.

**CANDIDATES ANNOUNCED APRIL 2017**

## **ASSESSMENT**

Participants will receive a brief introduction to the program and conduct personal 360 assessment.

**MAY - JUNE 2017**

## **PROGRAM LAUNCH**

Formal program kick off at PromaxBDA: The Conference 2017 in Los Angeles. Attend the Leadership Institute at PromaxBDA: The Conference that convenes program participants, executive mentors, coaches, senior executives, executive members and ambassadors.

**PROMAXBDA: THE CONFERENCE | JUNE 2017**

## **COACHING**

Receive sessions with a leadership coach to strengthen leadership style and voice.

**JUNE 2017 - FALL 2018**

## **IMMERSION**

Attend an intensive off-site training and development assessment that prepares participants to lead creative marketing teams and impact the business bottom line.

**TERRANEA RESORT, PALOS VERDES, CA | OCTOBER 23-27**

## **MENTORSHIP**

Launch with mentorship training and collaborate with fellow Thrive leaders to produce the Leadership Track at PromaxBDA: The Conference 2018.

**DECEMBER 2017 - MAY 2018**

## **INDUSTRY EXPOSURE**

Formal program concludes. Deliver the Leadership Track for PromaxBDA: The Conference.

**PROMAXBDA: THE CONFERENCE | JUNE 2018**

**2017 - 2018 PROGRAM FEE: \$17,500**

**“The Thrive program has been a game changer for me.** I have a renewed enthusiasm for the future of this business and my role in it. I’ve met a lot of inspiring people along the way and formed lasting friendships. Thrive has truly been an eye-opening experience.”

**BRANDON STERN**

VP, Creative Services, truTV  
*Mentee 2015 – 2016*

**“I think the biggest Thrive takeaway for me has been to think bigger. Think bigger as a manager, think bigger as a creative and think bigger about myself.** And this involves big questions: how can I get more out of my team? How can I help them grow? How can we as a brand become better, sharper, more indispensable? How can I do my job better? How can I get to my next step? Now I always have these questions in the back of my mind as I approach my day-to-day work. I would highly recommend Thrive to anyone looking to learn and grow and yes, thrive.”

**CRISSY SHROPSHIRE**

Creative Director, On-Air Promotion, Food Network  
*Mentee 2015 – 2016*



**TO APPLY OR FOR MORE INFORMATION CONTACT**

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