



2019 - 2020



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
- Business of Television
- Business Planning/ Finance
- Brand Strategy/ Marketing
- Audience Engagement
- Communications
- Leadership Style/ Practice
- Cultural Agility
- 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 to create the Leadership Track for the 2019 Conference. The program formally concludes at the 2019 conference.

APPLICATION

Identify rising industry leaders.

APPLICATION DEADLINE: FEBRUARY 28, 2019

SELECTION

Review applications, conduct interviews and select candidates.

CANDIDATES ANNOUNCED APRIL 2019

ASSESSMENT

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

MAY - JUNE 2019

PROGRAM LAUNCH

Formal program kick off at PromaxBDA: The Conference 2019 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 2019

COACHING

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

JUNE 2019 – FALL 2019

IMMERSION

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

FALL 2019 | LOCATION TBD

MENTORSHIP

Launch with mentorship training and collaborate with fellow Thrive leaders to produce the Leadership Track at PromaxBDA: The Conference 2020.

DECEMBER 2019 - MAY 2020

INDUSTRY EXPOSURE

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

PROMAXBDA: THE CONFERENCE | JUNE 2020

“Thrive is a priceless experience one will never forget. What sets this program apart from all the rest is that it teaches management skills targeted towards the creative mind. Creatives see the world through different eyes and require a different kind of teaching in order to reach their full potential. This is that kind of program.”

JAVIER CANTO

Senior Art Director, Uivision Network

Thrive 2017-2018

“There is now a focus around intention in all of my communication. I’ve never had the opportunity or support to focus on myself and what I need to do to grow as a person, an executive, a leader, a colleague—Thrive has been beyond helpful. I cannot recommend PromaxBDA Thrive program any higher—it truly is a game changer.”

EMMA MAY

VP of Marketing, Turner

Thrive 2017-2018



TO APPLY OR FOR MORE INFORMATION CONTACT

RACHEL WYATT

310 789 1506 | Rachel.Wyatt@promaxbda.org