

# BLUEPRINT FOR LEADERSHIP



United Way of Berks County

## Mission:

This United Way sponsored program will annually recruit, train, place and support twelve individuals from under-represented groups, such as African-American, Latino or Asian, to succeed in positions of leadership in nonprofit agencies and community organizations.

## Demographics:

According to U.S. Census Bureau figures, minorities (classified as those of any race other than non-Hispanic, single-race whites) will become the majority by 2042. The most dramatic gain predicted is the tripling of the Hispanic population from 2008 to 2050; one in three U.S. residents would be Hispanic. The African-American population is projected to increase from 14% to 15% and the Asian-American population will increase from 5.1% to 9.2%.



The 2017 program graduated 12 participants representing 10 organizations: Cambridge Lee Industries; East Penn Manufacturing Co., Inc.; EnerSys; Fulton Bank; Girl Scouts of Eastern PA; Godiva Chocolatier; Met-Ed, a FirstEnergy Company; Reading Hospital - Tower Health; Santander Bank and Shuman Group.

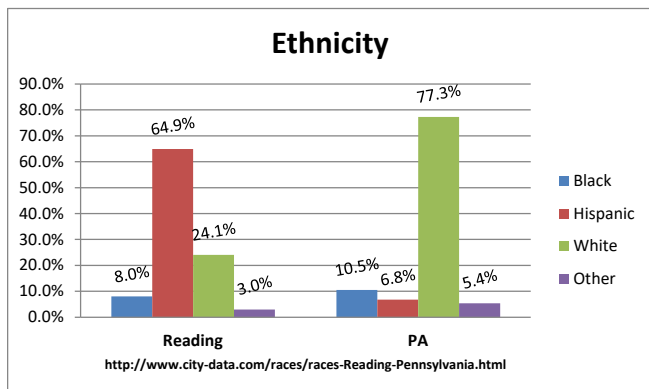
as personal. By addressing these issues, the program assists in the creation of a stronger and more diverse work environment.

## Success Factors:

United Way works with a committee with representation from Centro Hispano, EnerSys, Godiva Chocolatier, NHS of Greater Berks, BB&T, and Penske Truck Leasing Co. to implement this program.

The program is designed to remove the barriers that inhibit diverse leadership development by working with the executives, organizations and participants before, during and after the training and placement.

Participants will primarily come from local companies that have the capacity to support the individual and the desire to grow diverse leadership within their own ranks. The ideal participants are employees who have accepted increased responsibilities and possess an interest in broadening their experience to benefit their growth in the workplace.



## Business Rationale:

Based on population trends, it is important to cultivate talents, skills and experiences within under-represented cultures. Blueprint for Leadership engages the minds of diverse individuals by addressing key issues that may inhibit them in the workplace. Some of these issues include the reluctance to volunteer without being invited, interests not being cultivated by someone in a leadership position, not understanding the purpose and function of a committee or board, and mistaking the normal working group discourse, disagreement and debate



*“Penske is very proud to have had employees participate in the Blueprint for Leadership program. The training our folks received on public speaking, leadership, relationship building, and communication not only prepared them for roles on nonprofit boards, but also made them better at their day-to-day work at our company.”*

- Mike Duff  
Sr. VP Government Relations and Chief Compliance Officer  
Penske Truck Leasing Co.

## Executive/Mentor Role:

- Prior to recruitment, acquire an understanding of the cultural barriers inhibiting participation through a brief orientation session
- Personally ask the employee, provide the time and financial support for the employee to be trained and serve. Tuition is \$600/participant
- Provide clear expectations for the employee in both the training and in the volunteer role following the training
- Provide the employee the ability to exit without consequences at the time of recruitment and after the first session of training (90% of tuition will be refunded; 10% to be retained to cover administrative costs)
- Provide mentoring and coaching support to the employee during the workshops and through the volunteer assignment. Mentors are required to attend the first session, as well as the graduation event

## Participants:

- Engage in the training sessions - seven morning workshops, once a week for 5 hours
- Become aware of the influences that culture, values and beliefs have on how we interact with each other and leverage that awareness into becoming an effective leader
- Sharpen interpersonal skills needed to be a successful professional and to incorporate them into an effective individual work style
- Put new skills into practice through volunteer service with a local organization
- Enhance those skills through follow-up mentoring and group interchange

## Training:

The participant workshops, executive and nonprofit orientation sessions will address the cultural and educational issues so that all stakeholders feel prepared to effectively fulfill their roles. The program will include an array of workshops including Dale Carnegie public speaking, presentations, observations, community guest speakers, group interaction and self-evaluation. Workshop sites will vary to increase participant's exposure to new and different settings and environments.

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For more information visit [www.uwberks.org](http://www.uwberks.org).

## What Does The Participant Gain:

Blueprint for Leadership will help participants become aware of the influences cultural values and beliefs have on how we interact with each other and will leverage that awareness into becoming effective leaders both in and out of the workplace. Participants will sharpen their interpersonal and professional skills.

## Measurements:

Several measures will be utilized to ensure the program is meeting objectives:

- Extent of volunteerism as a percent of the graduates who accept a volunteer positions and the length of their service.
- Continuation of personal development as a percent of the graduates who undertake additional personal development training
- Professional development as a percent of graduates who progress within their place of employment or in their career

## Testimonials:

"I will apply the leadership and communication tools I learned by being a good listener and ensuring my board's expectations are properly communicated in a way that people truly understand."

"Today's leadership session was a reminder that not everyone operates the same way and individuals have different work and communication styles. These concepts will help me be even more patient when working with others."

"Today's session on board culture and communication helped familiarize me with board member responsibility, behavior and the importance of board meeting format and language."



*"Blue Print for Leadership is a one stop shop for professional development and community involvement. I highly recommend the BFL program. I especially appreciated the part of the program that promoted visiting different agencies, because I wanted to volunteer and work with an agency. I am a proud member of the Greater Reading Mental Health Alliance Board!"*

**- Connie Mitchell-Bates  
BFL Graduate  
Penske Truck Leasing, Co.**