



MASTERS SERIES FOR DISTINGUISHED LEADERS

CURRICULUM AND SPONSORSHIP GUIDE

MESSAGE FROM THE DEAN



The Masters Series for Distinguished Leaders (MSDL) is a leadership excellence and talent development program equipping culturally sensitive business, civic, and nonprofit leaders, ages 25-45, to move to their highest potential.

Over the past 18 years, MSDL has graduated over 200 younger leaders who have learned that success means moving to the top levels of their professions while empowering the underserved. MSDL graduates are rooted in its foundational philosophy of purpose to promise- driven or difference-making leadership on which its distinctive curriculum is built. They meet one of the greatest needs of high-performing, innovative organizations today recruiting and retaining high-impact talent to effectively advance the organization's mission and impact struggling communities.

MSDL uniquely emphasizes such important internal qualities as character excellence, integrity, empathy, emotional intelligence, and confidence. These qualities are reinforced beyond graduation through an active and engaged MSDL Alumni Group that stays connected year-round through its FaceBook Chat, newsletter and special guest inspirational lectures during the year. MSDL also actively engages business and civic organizations, as sponsors, Masters Coaches, guest speakers, and community service partners.

Dr. Barbara Williams-Skinner, Co-Founder and Dean
Masters Series for Distinguished Leaders

MSDL CORPORATE SPONSORS

MSDL has been made possible through the years by the generous support and involvement of the following corporate Sponsors.

TRAILBLAZERS

\$50,000 +



TOYOTA



LEGACY BUILDERS

\$25,000 +



THE *Coca-Cola* COMPANY

VISIONARY LEADERS

\$10,000 +

ENTERPRISE HOLDINGS



VALUES
PARTNERSHIPS

verizon



Microsoft

**NORTHROP
GRUMMAN**



SKINNER
LEADERSHIP INSTITUTE



Shell

ExxonMobil



Prudential

DIFFERENCE-MAKERS

\$5,000 +



MSDL INDIVIDUAL SPONSORS

MSDL has also been made possible by the generous support and involvement of the following individual Sponsors.

TRAILBLAZERS

\$50,000 +

Pastor John K. Jenkins

VISIONARY LEADERS

\$10,000 +

Mr. Mark and Mrs. Shalondon Christensen

The Honorable Constance Newman

Ms. Michellene Davis, MSDL IV

Dr. Barbara Williams-Skinner

Ms. Chanelle Hardy, MSDL VI

UPLIFTERS

\$5,000 +

Mr. Lawrence M. Coclough, MSDL III

DIFFERENCE-MAKERS

\$1,000 +

Dr. Brook Parker Bello, MSDL VI

Dr. Dee C. Marshall, MSDL IV

Ms. Christina Birdsong, MSDL XI

Ms. George Axelle Broussillon Matschinga, MSDL IV

Mr. Cleveland and Mrs. Cindy Bell

Ms. Marcia Melancon, MSDL V

Ms. Damara Catlett, MSDL XII

Ms. Christina Millender, MSDL VII

Ms. Jacquelyn Glover, MSDL VIII

Dr. Roger A. Mitchell, Jr., MSDL VII

Dr. Rhonda Glover Reese, MSDL VI

Ms. Minyon Moore

Mr. Steve Hockaday, MSDL VI

Mr. Martin A. Smith, MSDL III

Rev. Aaron Jenkins, MSDL V

Ms. Da'Net Henderson Sturdifen, MSDL X

Mr. Eric Johnston III, MSDL XI

Dr. Samantha Tolliver, MSDL XII

Ms. Stephanie Gidighi Jenkins, MSDL VI

Mr. Michael Wear

Ms. Kimberly R. Marcus, MSDL X

MSDL SPONSORSHIP LEVELS

MSDL Sponsors assist talented leaders, who are ideal candidates, but who lack the corporate sponsorship to participate in the program or individuals who have been identified within their organization to benefit from the program.

**\$100,000 +
PRESIDENT'S
CIRCLE**

- An on-site customized talent development session for executives in your company facilitated by MSDL Dean and Faculty.
- Registration for up to (4) talented leaders.
- Logo featured on opening and closing session programs, brochure, and website.
- Participate as a panel expert during the virtual or in-person June Closing Session.
- Invitation to deliver brief sponsor remarks during virtual Opening Session in January and virtual or in-person Closing Graduation and Awards Ceremony in June.

**\$50,000 +
TRAILBLAZER**

- Registration for up to (3) talented leaders.
- Logo featured on opening and closing session programs, brochure, and website.
- Participate as a panel expert during the virtual or in-person June Closing Session.
- Invitation to deliver brief sponsor remarks during virtual Opening Session in January and virtual or in-person Closing Graduation and Awards Ceremony in June.

**\$25,000 +
LEGACY
BUILDER**

- Registration for (2) talented leaders.
- Logo featured on promotional materials and website.
- Participate as a panel expert during the virtual or in-person June Closing Session.
- Invitation to deliver brief sponsor remarks during virtual Opening Session in January and virtual or in-person Closing Graduation and Awards Ceremony in June.

**\$10,000 +
VISIONARY
LEADER**

- Registration for (1) talented leaders.
- Logo featured on promotional materials and website.
- Invitation to deliver brief sponsor remarks during virtual Opening Session in January and virtual or in-person Closing Graduation and Awards Ceremony in June.

**\$6,000 +
UPLIFTER**

- Registration for (1) talented leader.
- Logo or image featured on promotional materials and website.
- Receipt of MSDL session programs to track issues MSDL Fellows are taught

**\$1,000 +
DIFFERENCE-
MAKER**

- Listing in Opening and Closing Session Programs
 - Receipt of MSDL session programs to track issues MSDL Fellows are taught.
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CURRICULUM

SESSION I: LEADERSHIP'S INTANGIBLE QUALITIES: MOVING FROM PURPOSE TO PROMISE.

Engage in the leadership journey from **PURPOSE**, or the work you are called to do, to **PROMISE**, or the difference you are called to make to impact the human condition.

SESSION II: FOUNDATIONS OF EFFECTIVE LEADERSHIP: CHARACTER STRENGTH, INTEGRITY, AND

RESILIENCY. Discover and address your character strengths and weaknesses as you advance in your career; strengthen your organization; and impact struggling communities.

SESSION III: SUCCESSFUL LEADERS: BUILDING EMPOWERING, WIN-WIN RELATIONSHIPS.

Discern how to build powerful mutually supportive, trusting, lasting, win-win relationships that transcend business connections, business card exchanges, and social media networking. Strengthen your emotional-intelligence; leadership confidence, and team-building skills.

SESSION IV: EFFECTIVE LEADERS: MASTERING INCLUSION IN A DIVERSE WORLD. Understand how the “other-centered,” difference-making mindset of Promise Driven leaders especially equips you to build inclusive organizations in a diverse world in which everyone thrives.

SESSION V: EMPOWERED LEADERS: UNDERSTANDING THE PROPER USES OF POWER. Gain strategic insights into how power works in high performing organizations and how to discover and properly use power to advance your organization's mission; your career goals, and your community.

SESSION VI: FINAL PRESENTATIONS, GRADUATION LUNCHEON, AND TOUR OF NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE. Test your capacity to make a winning presentation before a panel of experts of your team's proposal and recommendation on proposal that would better the lives of struggling Americans.

BENEFITS

- Steller intergenerational faculty
 - Guest lecturers, (e.g., Congressional, Corporate, nonprofit, and government leaders).
 - Outstanding veteran leaders as Master Coaches.
 - Active and engaged MSDL Alumni network.
 - Community Service Project Sector where Fellows learn to impact the human condition by serving.
 - Cadre of like-minded, high-impact professionals.
 - Closing Session where MSDL Fellows present their completed team Community Service Project before a panel of outstanding business and civic experts in order to graduate.
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ABOUT THE MASTERS SERIES

VISION | Global leadership excellence and strategic decision making program, founded in 2008. Assists high performing business, government, and nonprofit middle managers, ages 25 - 45, who are people of color, move to the next levels of their lives and careers while uplifting struggling communities.. MSDL has graduated over 200 gifted and talented executives.

UNIQUENESS | Focus on important internal skills and qualities of difference-making leadership: strength of character, integrity, resiliency, team building, compassion, leadership confidence, sustaining win-win relationships, and understanding the proper uses of power.

SUCCESS | Philosophy of **PROMISE DRIVEN LEADERSHIP**. MSDL moves past the usual leadership development focus on PURPOSE, or the work a leader is called to do, to PROMISE, or the difference a leader is called to make to improve the human condition. Promise driven leaders are always “*other-centered*” and make others around them better.

PROMISE DRIVEN LEADERSHIP | Promise Driven Leaders consistently model seven character traits. They are **Committed** to something bigger than themselves; **Considerate** of others; **Connected** to others; **Compassionate** toward others; **Confident** in their calling; **Conscientious** with excellence as their brand, and **Complementary**, or seeking harmony with all others. MSDL equips high performing executives with the character strength and mindset of promise driven leadership so they are prepared to achieve success for their organizations and the communities they serve.

HOW MSDL WORKS

Two days a month: January to June (Hybrid format)

DAY 1: Interactive, leadership skills building seminar simulating real life leadership scenarios; effective decision-making, emotional intelligence, communication skills; small group feedback sessions; purpose to promise driven leadership skills building.

DAY 2: Community Service Project Sector MSDL Fellows, in teams, as “Executives on Loan,” lend their extraordinary skills to vital human needs program priorities of nonprofit organizations partnering with MSDL, e.g. budget and fund development, project planning & coordination, website development, writing for blogs or Op-eds, research & analysis, policy analysis, or media/marketing.

MASTERS SERIES HISTORY

BEGINNINGS | Since 1985, a cadre of accomplished African American leaders called “**The Leadership Family**” banded together to empower one another, leverage their diversity, and to achieve extraordinary heights of excellence for themselves, their organizations, and communities.



Early African American Leadership Family Retreat hosted by Arthur Ashe in Florida.

On **April 24-25, 2008**, The African American Leadership Family launched the **Masters Series for Distinguished Leaders**. Outstanding leaders, like former U.S. Labor Secretary Alexis M. Herman, Dr. Maya Angelou, Dr. Dorothy I. Height, Dr. Therman Evans, The Honorable Constance B. Newman, and Dr. Barbara Williams-Skinner, joined in this mission. The Leadership Family is committed to developing a robust pipeline of distinguished leaders, ages 25-45, who move to the next levels of their lives and careers while serving the underserved.



Former U.S. Labor Secretary, Alexis M. Herman (l), Dr. Barbara Williams-Skinner (c), and former AT&T sponsor, Mr. Michael Lieteau (r).



African American Leadership Family during a Leadership Retreat in Jamaica.



African American Leadership Family Members with the late Dr. Maya Angelou (seated).



MSDL Faculty Team and MSDL I Fellows with Leadership Family members during 2008 inaugural session hosted at Microsoft.

COMMUNITY SERVICE PROJECT SECTOR

The Masters Series for Distinguished Leaders (MSDL) produces promise-driven, difference-making leaders who impact the human condition. The goal of the **MSDL Community Service Project Sector (CSPS)**, is for Fellows, as “Executives on Loan,” to learn that success includes both professional advancement and community empowerment. Through the CSPS, Fellows will apply their considerable skills to program priorities of stellar nonprofits organizations serving vulnerable communities seeking to promote opportunities. A key objective of the **MSDL Community Service Project** is to provide MSDL Fellows working in teams with an opportunity for practical application of promise-driven, difference-making leadership. The **MSDL Community Service Project Sector** promotes:

- Solution-oriented, decision making leadership
- Effective teamwork
- Hands on solutions to important community challenges
- Ability to successfully advocate for the underserved
- Capacity to encourage community based solutions
- Competence in building relationships with leaders from diverse perspectives

MID-TERM AND FINAL PRESENTATIONS: In April, MSDL Fellows will do a mid-term presentation and in June, a final presentation of team’s deliverables to their assigned community organization. An expert panel will hear final presentations on strategies and solutions they would propose for encouraging community-based solutions for addressing systemic injustice and promoting community advancement.

COMMUNITY SERVICE ORGANIZATIONS



MASTER COACHES



PASTOR KIP B. BANKS, SR.
East Washington Heights Baptist
Church, Washington, DC
Public Policy



MS. MARCIA MELANCON
Shell Company
Houston, TX
Business, Public Policy



MS. RACHAEL BOONE
BeEvolvedHR
Greenville, NC
Business



DR. GLORIA MILLER PERRIN
First Baptist Church of Glenarden
(Leadership)
Upper Marlboro, MD
Public Policy



MR. LAWRENCE M. COCLOUGH
IBM
Washington, DC
IT Security



REV. DEXTER U. NUTALL
New Bethel Baptist Church
Washington, DC
Public Policy



DR. LESLIE COPELAND-TUNE
National Council of Churches of Christ
in the U.S.
Washington, DC
Public Policy



MRS. BARBARA A. PERKINS
International Black Women's Public
Policy Institute
Atlanta, GA
Global Public Policy



MR. ROBERT FOSTER
American Tennis Association Inc.
Business



MR. SHANNON REED
United Way Worldwide
Alexandria, VA
Economics, Higher Education, Journalism



DR. RHONDA GLOVER REESE
Rhonda M. Glover Group LLC
Riverview, FL
Public Policy



MR. MARTIN A. SMITH
Wealthcare Financial Group
Peachtree City, GA
Business and Finance

FACULTY TEAM

DR. BARBARA WILLIAMS-SKINNER, is the President and Co-Founder of Skinner Leadership Institute; **Co-founder and Dean of Masters Series for Distinguished Leaders (MSDL)**. She is a trusted advisor, public policy strategist, faith and community leader, mentor, lecturer, educator, executive coach, and author of *I Prayed Now What?: My Journey From No Faith to Deep Faith*. She has made an indelible imprint in American public policy, government, diversity, and community relations. She has a long history of building bridges and advancing the inclusion of people of all cultures in both the private and public sector. Considered one of Washington's most influential leaders, especially in the faith community, she also served on the Obama White House Faith Counsel, focusing on the issues of human trafficking. She was the first female Executive Director of the Congressional Black Caucus, and continues to serve as an advisor to CBC Members and to the Congressional Black Caucus Foundation. She is the mother of two adult daughters through marriage, grandmother of 11, godmother of 7, with countless mentees and protégés across the nation. In 2014, she launched the **Masters Series for Distinguished Clergy (MSDC)**, a program that assists clergy apply their faith to public policy issues impacting their congregations and communities.



DR. BARBARA WILLIAMS-SKINNER
Co-Founder & Dean,
MSDL

THE HONORABLE CONSTANCE B. NEWMAN serves as an MSDL Faculty member. She is a nonresident senior fellow at the Atlantic Council Africa Center. She currently serves as special counsel for African affairs at the Carmen Group and is an adviser on Somalia to the US African Development Foundation. She is best known for her work in addressing issues related to poverty and civil and human rights, as well as advancing democracy around the world. She served as assistant secretary of State for African Affairs and served as the assistant administrator for Africa at the US Agency for International Development, she oversaw the US government's economic development in Africa and was a key participant in the launching of the African Education Initiative to expand children's access to basic education and increase the number of teachers, especially at the primary school level, across the continent. **She has held seven presidential appointments, five confirmed by the Senate, in both Republican and Democratic administrations.** She holds an undergraduate degree in political science from Bates College and a law degree from the University of Minnesota Law School. *Government Executive* magazine selected the Honorable Constance B. Newman as one of the twenty all-time greatest civil servants.



THE HONORABLE CONSTANCE B. NEWMAN
Master Coach
Advisor and MSDL
Faculty

DR. THERMAN E. EVANS is an MSDL Faculty member, Pastor, Physician, and **Author of *From Purpose to Promise Driven Life***. He is the founder and CEO of Whole Life Associates, a graduate of Howard University undergraduate (BS) and medical school (M.D.). He is the former Vice President and Corporate Medical Director of Cigna Insurance and Healthcare Corporation, as well as the National Health Director and Washington Bureau Chief for Rev. Jesse Jackson's Operation Push. Additionally, he studied and achieved his B.A., M.A. and Ph.D. degrees in theology from the United Christian College of New York. He has published over 30 articles in various health journals and newspapers, such as the Journal of the American Medical Association. His groundbreaking book, *From Purpose to Promise Driven Life*, is the foundational teaching of the Masters Series for Distinguished Leaders. For 10 years he hosted a 2-hour radio show called "Lifeline" on WHAT 1340 AM in Philadelphia, PA. Dr. Evans is Pastor of Morning Star Community Christian Center, (MSCCC) where he brings the message of "wholeness" in mind, body, and spirit to the dynamic and growing membership and ministries of the Morning Star congregation.



DR. THERMAN E. EVANS
MSDL Faculty

FACULTY TEAM

DR. ROGER A. MITCHELL JR. serves as an MSDL faculty member. He is the **President of Howard University Hospital**. Formerly, he served as Chair of the Department of Pathology of the Howard University College of Medicine as well as Chief Medical Examiner for the Government of the District of Columbia, Washington, and was appointed by the D.C. Mayor as the city's Interim Deputy Mayor for Public Safety and Justice. He has worked as a Forensic Biologist for the Federal Bureau of Investigation (FBI) – DNA Unit. The Centers for Disease Control and Prevention (CDC), the U.S. Department of Justice (DOJ), and the National Institute of Justice (NIJ) frequently seek out his expertise on subjects such as violence, death investigation, and mass fatality management. He is co-author of the book "Death In Custody". Mitchell is also an ordained minister serving as a mentor in his local community, where he often shares how drugs and violence have shaped his own life. He and his wife are proud parents of their three children.



**DR. ROGER A.
MITCHELL, JR.**
MSDL Faculty

REV. CAMILLE R. GLOVER serves as an MSDL faculty member. She is **Interim General Counsel for the Department of Public Works in the Government of the District of Columbia, Washington, DC**. The department manages sanitation, parking services, fleet vehicle maintenance services, snow, leaf collection, and property maintenance for the District and its residents. In her various roles in the public and private sectors, Camille has served as an advisor, advocate, confidant, crisis manager, and developer of strategy. Her ministry spans the areas of social justice, political advocacy, human rights, anti-human trafficking, and prison reform. As an attorney and in the faith and advocacy communities, her work has taken her to all continents (except Antarctica). She has spent extensive time in Africa, Asia, Europe, and the Middle East. Camille sits on both local and national boards in leadership roles. She is a proud graduate of Howard University, Duke University, and the University of Denver.



**REV. CAMILLE
GLOVER, JD**
MSDL Faculty

MR. MARK CHRISTENSEN is Managing Partner at Christensen Hu Sipes LLC, and devotes his practice to helping Fortune 500 and privately held businesses with their litigation needs and legal problems. He has over 30 years experience as a trial attorney in state and federal courts. Mark has a breadth of experience in products, construction, professional malpractice and directors and officers liability defense, having represented boat manufacturers, crane and hoist companies, construction contractors, brokers and financial and non-profit institutions in litigation, nationwide. Mark serves as Vice President of the Board of Trustees of Skinner Leadership Institute, President of the Children's Church at Oakdale Covenant in Chicago, IL, and regularly lectures in MSDL on the proper uses of power.



**MR. MARK
CHRISTENSEN**
MSDL Faculty

FACULTY RESOURCE TEAM

MRS. AYA COLLINS WILLIAMS brings more than 25 years of experience leading strategic communications, branding, and partnership engagement for both the public and private sectors. Ms. Collins Williams currently serves as the Director of Engagement for the National Aeronautics and Space Administration overseeing agency-wide engagement programs, brand placement, and key agency partnerships. She has spent years writing, producing, and directing television, radio, and digital content for local and national media, including programming for Black Entertainment Television (BET), the Discovery Channel, the American Film Institute, NBA Films, and numerous other outlets. In 2022, she received the President's Volunteer Service Award for her leadership in community youth engagement. She has worked in academia serving as both administrator and adjunct faculty. Ms. Collins Williams holds a Bachelor of Arts in Communications from Catholic University and a Master of Arts in Film and Video from American University. In her free time, she enjoys swimming and fishing with her husband and two sons.



MRS. AYA COLLINS WILLIAMS
MSDL Faculty Resource

DR. ANDREA BOUDREAUX serves as the Executive Director and CEO of Children's School Services, a subsidiary of Children's National Hospital. She is a committed healthcare executive and medical psychologist who has been an advocate of pediatric, mental, and maternal health throughout her 20-year career. She is a graduate of Howard University and Texas A&M University Health Science Center. She has worked with national health systems --HCA, Kaiser Permanente, Triad Hospitals, and Catholic Health Initiatives in senior leadership roles. She served as the inaugural Chair of Healthcare Access and Quality for the Mom and Baby Action Network, a partnership between the March of Dimes and the Centers for Disease Control. Her network includes membership in American College of Healthcare Executives, American Psychological Association, Women Business Leaders of the US Healthcare Industry, National Association of Health Services Executives, and the Black Door Society. She enjoys cycling, rowing, and running with her peloton family, showcasing her vocal and dramatic gifts in community theatre, and participating in community service activities with her sorority sisters of Alpha Kappa Alpha Sorority, Incorporated.



DR. ANDREA BOUDREAUX
MSDL Faculty Resource

THE HONORABLE ADRIANNE TODMAN leads the U.S. Department of Housing and Urban Development to create strong, sustainable, and inclusive communities with quality affordable homes for all. She is the Senior Official Performing the Duties of the Secretary and has served as the agency's Deputy Secretary since her confirmation by the Senate in June, 2021. During her tenure at HUD, she has prioritized critical policy and operational priorities. Prior to joining HUD she served as the CEO of the National Association of Housing and Redevelopment Officials from 2017 to June 2021, where she advocated for funding and policies to preserve and develop affordable housing and help communities thrive. Todman also served as the Executive Director of the District of Columbia Housing Authority, where she implemented a national award-winning model to house veterans experiencing homelessness, increased homeownership opportunities by 50 percent for low- and moderate-income families served by DCHA, and increased the number of affordable units available in neighborhoods experiencing rapid growth. Her career in public service began in the office of then-Congressman Ron de Lugo, a long-serving member representing the U.S. Virgin Islands, where Todman was born and raised. She is a graduate of Smith College and lives in Washington, D.C.



HON. ADRIANNE TODMAN
MSDL Faculty Resource



STAFF

MS. BARBARELLA A. BROWN is the Managing Director of the Skinner Leadership Institute (SLI). She is an accomplished nonprofit professional with over two decades of business development, executive management, event planning, and grant writing experience. Barbarella works with SLI's President and stakeholders to lead engagement, development, and implementation of SLI's overall mission. In 2014, Barbarella was appointed to the planning committee for the historic 50th Anniversary of the March on Washington. In addition, she has facilitated several dialogues on faith and values for diverse women and student leaders, including National Student Leadership Weekend, a National Prayer Breakfast forum. A native New Yorker, she earned her bachelor's degree in political science from Marist College. She studied at the University of Vienna Summer School for International and European Studies in Ströbl, Austria. Barbarella is an alumna of the Washington Semester Program at American University. She is also a graduate of the Event Management Program at George Washington University and received a Project Management Training Certificate from the Project Management Academy. Barbarella has also served on the Board of Directors for the Boys and Girls Club of Greater Washington.



**MS.
BARBARELLA A.
BROWN**
Managing
Director
Skinner
Leadership
Institute & MSDL

MRS. WALIDA SMITH is Director of Publications & Marketing for Skinner Leadership Institute. She is a design and marketing professional with over twenty-five years of experience in the nonprofit and design industry. Walida has worked with nonprofit and corporate clients organizing marketing and branding campaigns, planning community outreach events, and designing faith-based community spaces. She has worked with the Skinner Leadership Institute to help solidify their branding through leadership development programs, product development, and social media marketing. She is an advocate for community development projects in underserved neighborhoods. Her research focus was centered around faith-based entities working in collaboration to become the catalyst for community greenspace and development. In 2017, she was recognized by the Neighborhood Design Center for her community-based design work in Prince George's County, Maryland. Walida is a native of the Washington, DC area and has a Bachelor's in Architecture and Master's in Landscape Architecture from Morgan State University. She and her husband are the parents of seven children and currently reside in Georgia.



**MRS. WALIDA
SMITH**
Director of
Publications
Skinner
Leadership
Institute & MSDL



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