

# REDEFINE *the Game* INSTITUTE



Created by Dr. Randal Pinkett & Dr. Jeffrey Robinson, BCT Partners  
and Damita Byrd & Willie Barney,  
Empowerment Network and WDB Resultants, LLC



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# Redefine the Game Institute

## OVERVIEW

### What is the “Redefine the Game” Institute?

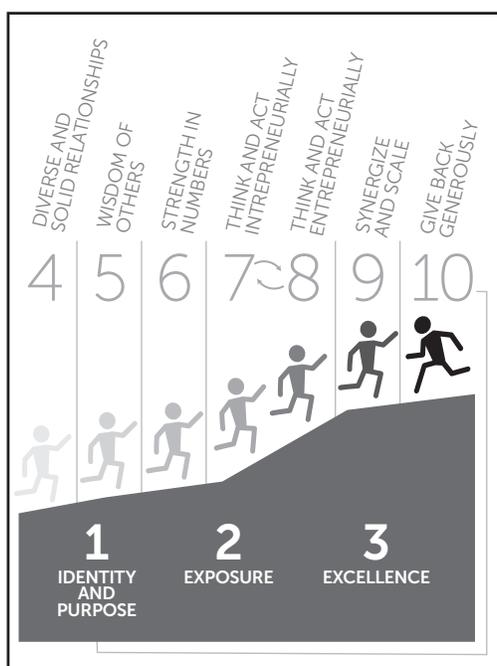
The Redefine the Game Institute is a management level education and career advancement program designed for business professionals and community leaders. The culturally-specific course curriculum consists of an 12-month interactive business and organizational learning regiment based on the book, *Black Faces in White Places*, by Dr. Randal Pinkett and Dr. Jeffrey Robinson. The program will begin March 2018 and conclude February 2019.

Each session will focus on common on-the-job issues faced by business professionals and community leaders. Today’s professionals need effective leadership and management skills to deal with challenges of global competition and a changing workforce. To address this growing need, the Empowerment Network and its business partners have collaborated to create this innovative annual African-American career advancement and leadership development program.

The Redefine the Game Institute was created by Dr. Randal Pinkett & Dr. Jeffrey Robinson of BCT Partners and Damita Byrd & Willie Barney of the Empowerment Network and WDB Resultants, LLC. The goal is to enhance and elevate key skills that are essential for the growth and success of upcoming managers, leaders and executives in a culturally-relevant way.

### The Ten Game-Changing Strategies

The overarching program will be based on the Ten Game-Changing Strategies outlined in the book, *Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness*. A diagram and high-level summary of the game-changing strategies can be found below. Participants will learn how to thrive in their current environment while preparing for future career and leadership opportunities.



PART	STRATEGY	TOPIC	OBJECTIVE
<b>Part I:</b> Learning the Game	1	Establish a Strong Identity and Purpose	Self-Determination
	2	Obtain Broad Exposure	
	3	Demonstrate Excellence	Excellence
<b>Part II:</b> Mastering the Game	4	Build Diverse and Solid Relationships	Connectedness
	5	Seek the Wisdom of Others	
	6	Find Strength in Numbers	
<b>Part III:</b> Changing the Game	7	Think and Act Like an Intrepreneur	Success
	8	Think and Act Like an Entrepreneur	
<b>Part IV:</b> Redefining the Game	9	Synergize and Reach Scale	Greatness
	10	Give Back Generously	

# Redefine the Game Institute

## SCHEDULE:

MONTH	ACTIVITY	FORMAT	PRESENTER(S)
MARCH	Orientation/"Kickoff"/Strategy 1 & 2	In-Person	Dr. Pinkett and Dr. Robinson
APRIL	Strategy 3	Virtual Sessions	Dr. Pinkett or Dr. Robinson
MAY	Strategy 4	In-Person	Dr. Pinkett or Dr. Robinson
JUNE	Strategy 5	Virtual Sessions	Dr. Pinkett or Dr. Robinson
JULY	BREAK		
AUGUST	Mentoring Roundtables	In-Person	Damita Byrd and Willie Barney
SEPTEMBER	Strategy 6	In-Person	Dr. Pinkett or Dr. Robinson
OCTOBER	Strategy 7	Virtual Sessions	Dr. Pinkett or Dr. Robinson
NOVEMBER	Strategy 8	In-Person	Dr. Pinkett or Dr. Robinson
DECEMBER	Strategy 9	Virtual Sessions	Dr. Pinkett or Dr. Robinson
JANUARY	Strategy 10	In-Person	Dr. Pinkett or Dr. Robinson
FEBRUARY	Graduation/Conclusion	In-Person	Dr. Pinkett and Dr. Robinson

## STRUCTURE:

- In-Person Sessions with national facilitators Dr. Randal Pinkett and Dr. Jeffrey Robinson
- Virtual Sessions with Dr. Randal Pinkett and/or Dr. Jeffrey Robinson
- Strategy Sessions with Damita Byrd, Willie Barney and local CEO's and African-American Executives
- CEO Empower Talks and Engagement Conversations
- Coaching and Mentoring Circles

## PROGRAM BENEFITS TO PARTICIPANTS:

- Achieve excellence in your current environment
- Identify your strengths and create a clear career development plan
- Prepare to access leadership development opportunities
- Connect with your community and expand your local and national network
- Gain insights and learn from internationally-respected instructors
- Receive coaching from CEO's and African-American Executives
- Tangible Outcomes
  - » Individual Development Plan
  - » Redefine the Game Action Plan
  - » Redefine the Game Institute Development Certification

## BENEFITS TO COMPANIES:

- Increase employee and talent satisfaction and retention
- Offer national-level professional development for your employees
- Strengthen your company pathways and pipelines
- Increase diversity at all levels of the organization
- Serve and reach new markets with the insights gained
- Increase profitability through diversity and equity
- Align employee resource groups to the business bottom line
- Your company will be recognized for offering professional diversity and cultural training programs

## DATES AND LOCATIONS:

The virtual sessions will be one hour in length followed by mentoring and coaching discussions. Times and locations will be announced before the start of the program.

# Redefine the Game Institute

## Tuition Investment

- The tuition for non-profit candidates is \$995.
- The tuition for corporate candidates is \$1,495.
- The full tuition amount is due by March 19, 2018.  
Each participant is fully responsible for the final payment.
- Corporate group rates and sponsorships will be invoiced through The Empowerment Network.  
Please contact Aisha Conner at [aconner@empoweromaha.com](mailto:aconner@empoweromaha.com) or (402) 502-5153.

## Course Materials

- Real business case challenges
- *Black Faces in White Places* book
- Access to *Redefine the Game* resource website
- Access to *Group Cohort* communication tools

## Refund/Withdrawal Policy

Any withdrawal from the program after the participant is accepted, will result in forfeiture of tuition.

## Attendance Policy

- The beginning session will start on March 29, 2018. Most program sessions will be held on the third Thursday of each month between 1 and 5 pm. The sessions will conclude with a graduation celebration in February 2019. The program will include a short break in July.
- Full participation from each student is required. If you are unable to make the commitment, we recommend that you consider applying at a time that would best support your complete participation to the program.
- The following will result in termination from the program with no tuition refund:
  - » Participation is mandatory for the kickoff ceremony of the program
  - » No more than three (3) absences during the 12-month program

## Faculty & Management

**Dr. Randal Pinkett**, CEO & Founder, BCT Partners

**Dr. Jeffrey Robinson**, Co-Founder, BCT Partners

Associate Professor of Management and Entrepreneurship and the Academic Director,  
The Center for Urban Entrepreneurship & Economic Development Rutgers University

**Damita Byrd**, CDP, Senior Director (Diversity & Inclusion) Empowerment Network

**Willie Barney**, President, Empowerment Network

President of WDB Resultants, LLC (National Consulting Company)

President of SMB Enterprise, LLC (Parent Company of *Revive! Omaha Magazine*)

# Redefine the Game Institute

## **Dr. Randal Pinkett**, Co-founder, Chairman & CEO, BCT Partners

Dr. Randal Pinkett has established himself as an entrepreneur, speaker, author and scholar, and as a leading voice for his generation in business and technology. He is the founder, chairman and CEO of his fifth venture, BCT Partners, a multimillion-dollar research, consulting, training, technology, and analytics firm headquartered in Newark, NJ.

Dr. Pinkett has received numerous awards for business and technology excellence including the Information Technology Senior Management Forum's Beacon Award, the National Society of Black Engineers' Entrepreneur of the Year Award, and the National Urban League's Business Excellence Award. He has been featured on nationally televised programs such as *The Today Show*, *Fox Business News*, MSNBC, and CNN, and he has been recognized by *USA TODAY* newspaper as one of the top twenty scholars in the country. In 2009, he was named to New Jersey Governor Jon Corzine's official shortlist as a potential running mate for Lieutenant Governor of New Jersey.



Dr. Pinkett has served as a brand ambassador for AMTRAK, Verizon Communications, and Outback Steakhouse, and as a national spokesperson for Autism Speaks, the National Black MBA Association, the MillerCoors Urban Entrepreneurs Series, New Jersey Reads, Junior Achievement of New York, and the Minority Information Technology Consortium. Most notably, Dr. Pinkett was the first and only African-American to receive the prestigious Rhodes Scholarship at Rutgers University. He was also the winner of NBC's hit reality television show, *The Apprentice*, having been selected as one of eighteen candidates chosen from among 1 million applicants to compete for this opportunity.

Dr. Pinkett is a highly sought-after speaker for various corporations, colleges and universities, government agencies and community organizations. He is the author of *Campus CEO: The Student Entrepreneur's Guide to Launching a Multimillion-Dollar Business* and *No-Money Down CEO: How to Start Your Dream Business with Little or No Cash*. His latest book, *Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness*, presents the strategies African Americans and other emerging majorities use to successfully navigate today's rapidly changing professional landscape. *Black Faces in White Places* was named one of the "10 Best Books of 2010." Based on the book's "10 Game-Changing Strategies," Dr. Pinkett has launched the "Campaign to Redefine the Game," which represents a call to action for Americans to level the playing field in the 21st century workplace.

Dr. Pinkett is a proud member of Alpha Phi Alpha Fraternity Incorporated, the National Society of Black Engineers (NSBE), the National Black MBA Association (NBMBAA), the Black Data Processing Associates (BDPA), and the Information Technology Senior Management Forum (ITSMF), as well as a member of the board of directors for the New Jersey Public Policy Research Institute (NJPPRI), the Nonprofit Technology Enterprise Network (NTEN) and the National Visionary Leadership Project (NVLP). He is also a proud graduate of Leadership New Jersey and the Rockefeller Foundation's Next Generation Leadership program.

Dr. Pinkett holds five academic degrees including: a Bachelor of Science in Electrical Engineering from Rutgers University, where he competed as a high jumper, long jumper, and captain of the men's track and field team; a Master of Science in Computer Science from the University of Oxford in England; and a Master of Science in Electrical Engineering, MBA, and Ph.D. from Massachusetts Institute of Technology (MIT).

Born in Philadelphia and raised in New Jersey, Dr. Pinkett is a proud member of Alpha Phi Alpha Fraternity, Incorporated and First Baptist Church in Somerset, NJ, where he resides with his family, including a daughter and two sons. Dr. Pinkett firmly believes that "to whom much is given, much is expected," so throughout his endeavors he places great emphasis on his desire to give back to the community.

# Redefine the Game Institute

## **Jeffrey A. Robinson, Ph.D**

Co-founder, BCT Partners  
Associate Professor, Rutgers Business School

Jeffrey A. Robinson, Ph.D. is an award-winning business school professor, international speaker and entrepreneur. Since 2008, he has been a leading faculty member at Rutgers Business School where he is an associate professor of management and entrepreneurship and the Academic Director of the Center for Urban Entrepreneurship & Economic Development.

He has used his business acumen to launch new ventures, advise established businesses and consult to Fortune 500 corporations. Through his research, entrepreneurship and community activities he makes direct impacts entrepreneurship and economic development policy and practice in the state of New Jersey and beyond.



He is the author of books and articles on such topics as social entrepreneurship, African American women in entrepreneurship, minority technology entrepreneurship, and patterns of black employment. He is the co-author with Dr. Randal Pinkett of *Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness* (AMACOM Press).

Dr. Robinson is a sought after speaker, author and media commentator recently appearing on *Dateline NBC* and *NBC Nightly News*, PBS, *NJN News*, *Marketplace on Public Radio International*, *Huff Post Live*, *NJ Biz*, and *The New York Times*.

He has been the keynote speaker at international events and conferences in Shanghai, China; Lagos, Nigeria; Melbourne, Australia; Moscow, Russia; Nairobi, Kenya; and London, England and has taught or presented his work on six continents. Since 2013, he has participated as a speaker in the public diplomacy program of the U.S. State Department.

Dr. Robinson is co-founder of the Newark, New Jersey-based consulting company BCT Partners, based in Newark, New Jersey. From 2008-2015, he and his wife Valerie Mason-Robinson launched and operated Eden Organix, a day spa and retailer of organic skin and beauty products in Highland Park, New Jersey that was recognized by New Jersey Magazine as one of the ten best spas in the state. He has completed five degrees in the areas of engineering, urban studies and business. At Rutgers, The State University of New Jersey, he completed a Bachelor of Arts in Urban Studies at Rutgers College and a Bachelor of Science in Civil Engineering at Rutgers College of Engineering. He has a Master of Science in Civil Engineering Management from Georgia Institute of Technology and an M. Phil. and a Ph.D. in Management and Organizations at Columbia University's Graduate School of Business.

Dr. Robinson is the father of three children and the husband of seventeen years of Valerie Mason-Robinson. Dr. Robinson is an active member of the community and volunteers his time with many worthy causes. He works with various community organizations to empower, educate and encourage others. He is President of the Board of Trustees of the Sphinx Scholarship Fund Inc.

He holds life memberships in Alpha Phi Alpha Fraternity Incorporated and the National Black MBA Association. He and his wife and family are active members of Abundant Life Family Worship Church in New Brunswick, New Jersey.

Dr. Robinson believes in the words "to whom much is given, much is required" and endeavors to use his time, talents, treasure and touch to encourage and inspire others to reach their God-given potential.

# Redefine the Game Institute

## **Damita Byrd**, Senior Director Diversity & Inclusion The Empowerment Network

Mrs. Byrd is a Certified Diversity and Inclusion Professional in Human Resources with proven experience in D&I management, project management, change management, D&I Strategy, strong mediation, conflict resolution. She has demonstrated award winning success in developing intentional diverse thinking teams. For the past twelve years, she has been highly sought after locally and nationally as a speaker, trainer and consultant, based on her diversity and inclusion and community engagement expertise.

As Manager of Diversity & Inclusion, at Conagra Brands (Omaha, NE) she was also responsible for implementing D&I strategies with current business process necessary for improving gaps related to becoming a more inclusive culture. Damita's efforts influenced D&I training, College Recruiting efforts, Supplier Diversity efforts, Information Technology, Finance, Legal, Brand, Learning & Development, Analytics, Sales, MBU, Supply Chain, Human Resources, Marketing and R&D business groups.

Damita has led numerous community outreach efforts that included the Diversity Best Practice Day for corporate and community leaders, Omaha Diversity 365 D&I Boot Camp Training Day, and Diversity Best Practice Day for corporate and community leaders. Damita served as a committee member for the Multicultural Diversity & Inclusion Forum at the University of Saint Thomas, Minneapolis Minnesota. She also served as a member on the Conagra Foundation "Community Grant" selection committee and on the Conagra Brands Public Relations and Communication Committee. She partnered to revise the Omaha Chapter of the Mountain Plains Supplier Diversity Council.

Her ability to create strategies was recognized, in the Fall 2015 Edition of *Profiles In Diversity Journal* a national publication, based on her work using HBDI and Diversity of Thinking with inclusive teams. Damita partnered with McDonalds Corporation's Diversity & Inclusion division to share best practices aligning Employee Resource Networks. Damita was a co-leaders in partnering with Creighton University for the Conagra Corporate Explorer Camp for High School students in the Omaha, Council Bluffs area. Which then transition over to the University of Nebraska Omaha's "Dream Big Academy." The program help to build a stronger diversity pipeline for youth in the community. Damita Lead the Conagra Brands Corporate Wide Mentoring Program. The program attracted over 3,100 employees in the first six months of the rollout.

Damita received the CEO Award for her Leadership in 2012, it is one of the highest rated awards in the corporation category. Damita holds a Bachelor of Arts degree in Communication and Public Relations from Grambling State University (HBCU). Damita Byrd is a proud member of Alpha Kappa Alpha Sorority, Incorporated and is a member of Salem Baptist Church, Omaha NE, where she resides with her Husband and son.

### **Certifications:**

- Certified Diversity Practitioner (CDP) conferred by The Institute for Diversity Certification–IDC
- Herrmann Brain Dominance Instrument Practitioner Diversity of Thinking
- Managing Diversity in the Work Place Certification–Bellevue University, Omaha, NE
- Conagra Brands 360 Feedback Coach Certification
- Managing People Essentials-Foundations of Leadership Certification



# Redefine the Game Institute

## **Willie Barney**, Founder, President, & Facilitator The Empowerment Network

Willie Barney is the Founder, President, and Facilitator of the Empowerment Network, a collaborative of residents, leaders, and organizations working to facilitate positive change in Omaha, Nebraska and other cities across the country. Formed in September 2006 and launched in April, 2007, the Network works collectively to improve the economic condition and quality of life for African-Americans, North Omaha residents and the Greater Omaha area. The movement has evolved into a nationally recognized approach for community engagement, collaboration, capacity-building and leadership development with a focus on transforming Omaha into a GREAT city, in every zip code and neighborhood! The comprehensive community-based development organization has launched major initiatives with measurable outcomes. Closing the wealth gap is a key focus of the collaborative work.



The Empowerment Network Collaborative is one of the catalyst in Omaha that has helped to increase graduation rates; improve reading, math and science scores; reduce gun violence; generate hundreds of millions of dollars in community revitalization; increase access to health care and healthy foods; support the passage of over 30 pieces of legislation; and, launch the rebirth of an African-American centered arts, culture and business district. The group has launched major initiatives with measurable outcomes including the Empowerment Covenant/Challenge, Empower Omaha!, Omaha 360° Violence Intervention and Prevention Collaborative, North Omaha Village Zone Revitalization Plan, Transformation 2025, Christmas in the Village at 24th and Lake, Omaha African-American Male Achievement Collaborative, North Omaha Cradle to Career Education Collaborative, Pastors & Faith Leaders Adopt-A-Block Initiative, and the Rebuild the Village Strategy. Recent work in the areas of career advancement and leadership development, include: the creation and implementation of the Racial Diversity and Equity Scorecard; development of the Redefine the Game Institute in partnership with BCT Partners; and, launch of the Omaha Legacy Wealth Initiative in partnership with Torch Enterprises.

For over twenty-seven years Mr. Barney has worked in strategic planning, marketing, communications, community building and facilitation. In addition to the Empowerment Network, he is president of SMB Enterprises, LLC, a company that provides positive events, media and entertainment in the greater Omaha area. SMB is the parent company of *Revive! Omaha Magazine* and the *North Omaha Community Guide*. He is also president of WDB Resultants, LLC, a consulting firm that specializes in strategic planning and marketing, communications, research, community organizing and facilitation. His experience includes work with corporate, non-profit, and faith-based organizations.

He has been an active volunteer in each community that he has lived. Barney graduated with a double major in Economics and Business Administration from St. Ambrose University, Davenport, Iowa. A strong supporter of life-long learning, he has continued his education through advanced leadership training including, the Summer Leadership Institute for Community Development at Harvard University and Executive Leadership and Management Training at the Northwestern University Media Center in Chicago.

He and his wife have been married for eighteen years. They are both actively involved in their church as associate pastors and ministers where they lead financial empowerment and community and economic development initiatives. She is the Vice-President of SMB Enterprises and WDB Resultants and Co-Publisher of *Revive! Omaha Magazine*. They have two children, Nehemiah (16) and Priscilla (10). Their focus, passion and purpose is working together with others to see the community and each person reach their full potential. For more information, please go to [empoweromaha.com](http://empoweromaha.com).

# APPLICATION

## Personal Information

FIRST

LAST

ADDRESS 1

ADDRESS 2

CITY

STATE

ZIP CODE

PHONE

EMAIL ADDRESS

AGE RANGE:  19–24  25–39  40–54  40–54  55–64  65 and older

GENDER:  Male  Female RACE:  White  African-American  Asian  Native American  Other

ETHNICITY:  Hispanic/Latino  Non Hispanic/Latino

## Business Information or Work Experience (If applicable)

ORGANIZATION NAME

JOB TITLE

DEPARTMENT

ADDRESS 1

ADDRESS 2

CITY

STATE

ZIP CODE

PHONE

TYPE OF BUSINESS:  Non-Profit  Corporate  Government  Other

YEARS OF SERVICE: \_\_\_\_\_

REFERRED BY: \_\_\_\_\_

# APPLICATION

## Education Background

Highest Degree(s) Earned:

Associate's  Bachelor's  Master's  Doctoral

Name of College or University Attended:

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College Major:

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List Licenses, Certifications, Industry Associations, etc.:

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# APPLICATION

**Brief Description of Goal or Desired Outcome for Participating  
in the Redefine the Game Institute:**

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**Briefly Share Your Short-term and Long-term Career Goals:**

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**THANK YOU**