

MAP'S FALL-FORWARD PLAN

CURRENT CONDITIONS

Due to the lack of diversity in industry-agnostic C-Suite positions—and the absence of a clear strategy to reach racial and gender parity in competitive industries—underrepresented athletes often lack the direction required to reach the C-Suite level.

STRATEGIES

- Cohort Learning
- Curriculum
- Competition
- Career Coaching
- Community

ACTIONS

- Blended in-person and online learning that uses sports as a framework to ensure our athletes successfully navigate the recruiting and retention processes for entry-level roles
- A highly defined curriculum designed to develop in-demand skills in problem-solving, management, operations, leadership, innovation, sales and marketing.
- Monthly engagement with expert coaches to provide tangible feedback and on-going support

TACTICS

- Place students into full-length internships with top companies that value community involvement, diversity, and inclusion in competitive industries
- Place students into full-time entry level roles with employers in competitive industries
- Connect students to mentors and coaches in C-Suite and Mid-Level roles.

GOALS

Where C-Suite Levels across industries are as diverse as the people they attract and the problems they aim to solve.

"As far as I'm concerned, a fallback plan concedes defeat before you've even started—it implies that you should take attention away from your primary goal "if" it doesn't materialize. We don't believe in fallback plans or taking backward steps. We believe in moving forward, and in that way, our program provides students with a fall-forward plan for "when," not "if," they succeed on the field and in the boardroom."

— **Amal Yamusah, Founder**