



**EDA University Center for
Economic Development
Southern University, BR**

**Leaders and Entrepreneurs....
Don't Miss the LEADERSHIP FOR
BUSINESS GROWTH Series!**

DATES

April 26 – June 3, 2022

(Tuesday and Thursday
Evenings from 6:30 – 9:00 PM)

Dynamic Speakers:



1. Donald Cravins

*Executive Vice President
Urban League:*

TOPIC: Small Business and
Entrepreneurship Leadership
and Opportunities



3. Gregory Baranco

CEO Baranco Automotive:

TOPIC: How did he move
from one Pontiac Dealership
to Multi-state Mercedes
Benz operations.



5. Louis Henry

*McDonalds Franchise
Operator:*

TOPIC: How do you grow
from One Store to 20 Stores
with over 600 employees



2. Fields Jackson

*CEO Racing to Diversity
Magazine:*

TOPIC: How Business can
Scale in the Digital
Ecosystem and DEI



**4. Monica Pollard
Hawkins**

*CEO Professional Pipeline
Development Group*

TOPIC: How to Build the
Culture of Trust for Leading
your Organization to
New Heights

Upon completion of this course, participants will be able to:

- Diagnose and understand a crisis event or situation such as business ethical decisions
- Understand the role leaders play in crafting and executing appropriate responses and preparing organizations in advance of a crisis
- Develop the necessary skills leaders need for working decisively in the highly concentrated timeframe of an emergency while maintaining a focus on managing and motivating a team
- Recognize critical distinctions between different types of crises
- Foster situational awareness
- Understand and manage both policy and operational concerns
- Ensure appropriate accountability both during and after crisis events
- Understand the dynamics of emergencies overall and what differentiates crisis situations from routine emergencies
- Manage the transition from immediate response to long-term recovery