

Tate NE³W Leadership Academy

Transforming communities through the three Es:

- Education
 - Economics
 - Emotions
- } = Health & Wellness



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Winston-Salem is a city of stark contrasts, a point underscored by U.S. 52, which has long divided East Winston, predominantly Black and under-resourced, from predominantly white, better-resourced neighborhoods. At first glance, this might seem like the difference between blight and bright.

The visible exterior is only part of the story. In those East Winston neighborhoods, invisible power just waiting to be harnessed. According to nationwide research done by Gallup for the Center for Advancing Opportunity and published in the State of Opportunity in American Report, 70% of the people in such neighborhoods are confident in their ability to improve their own lives. More specifically, participants in a 2017 East Winston survey commissioned by Winston-Salem State University's Center for the Study of Economic Mobility (CSEM) agreed, for the most part, that hard work leads to success, and that they can achieve whatever level of education they would like.

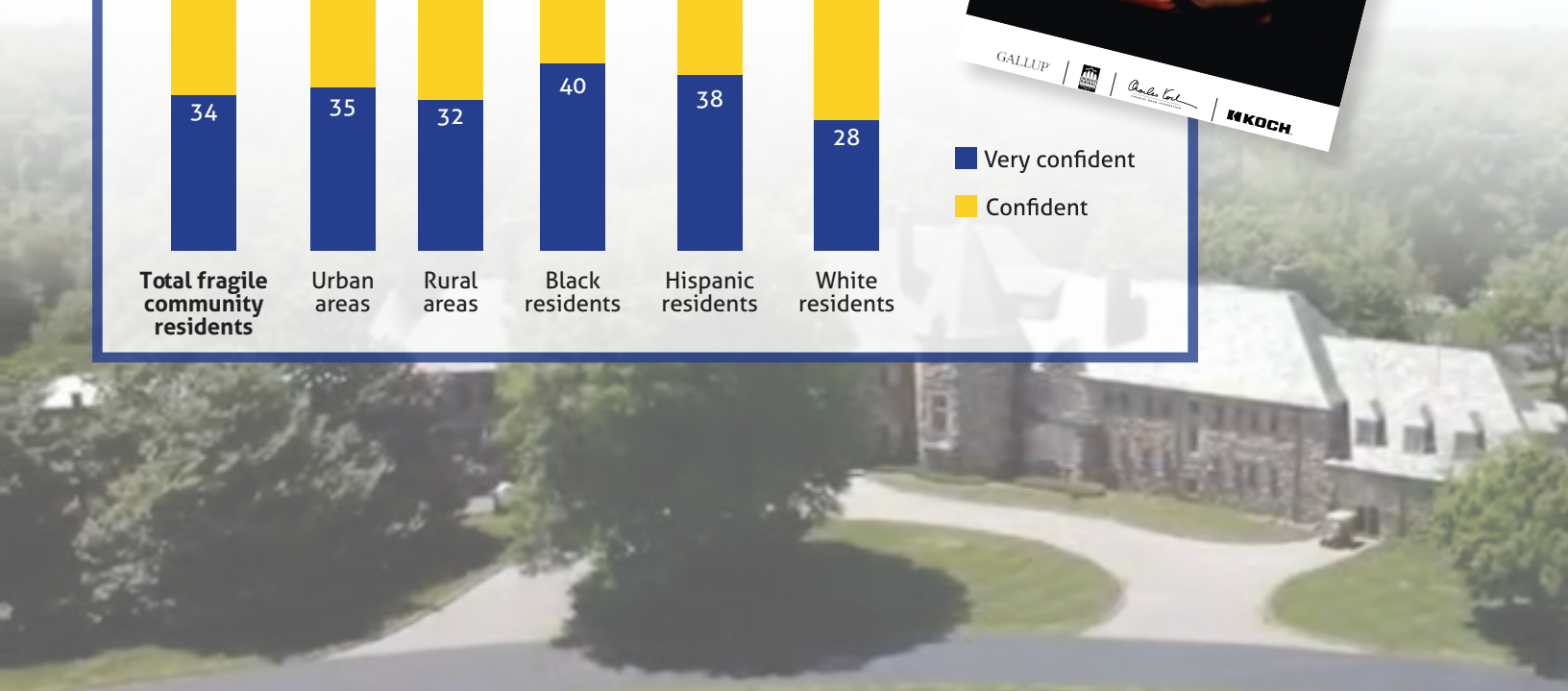
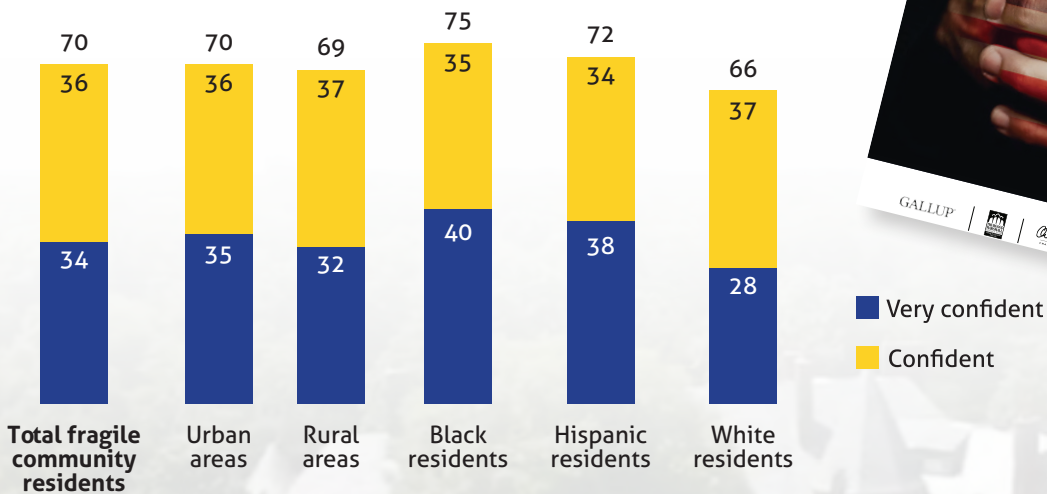
The East Winston community is resilient. There is a strong desire for growth. And there is hope. The missing piece—the resources necessary to take advantage of opportunities.

That's where Tate NE³W Leadership Academy steps in, providing resources to help break down the barriers to success. "With the right tools, we can make the invisible visible," says Dr. Craig Richardson, founding director of CSEM.

Resources for Growth

The Tate NE³W Leadership Academy was created with the support of CSEM. CSEM seeks an understanding of the causes of low economic mobility in East Forsyth County and works to reduce, if not eliminate, those barriers. CSEM's Community Acceleration Research Track focuses on three areas: workforce development, health and well-being, and growth of businesses for

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social good. With that in mind, CSEM created Economic Mobility Opportunity Awards (EMOA) as a way to accelerate the building of sustainable and scalable pathways to economic mobility. The Tate NE³W Leadership Academy is the result of one of those EMOA awards, partnering with CSEM to provide tools for entrepreneurial and leadership development.

Tate NE³W Leadership Academy provides business leaders, students, members of the community and ex-offenders a program full of activities, educational resources, and networking opportunities designed to enable individuals to make a change in the trajectory of their lives.

The course includes these core modules:

- The Power in Idea Sharing
- Culture and Emotions
- Networking with Intention
- Connecting Communities
- Exercising Confidence
- Leadership
- Developing Legacy Through Journaling

Through collaborative learning, students in the program will become more effective in sharing ideas,

learn strategies for bridging cultural and emotional gaps, participate in intentional networking, and master online and personal strategies to produce confident community leaders.

Building Success

What makes Tate NE³W Leadership Academy stand out from other community improvement initiatives is its focus on the individual. The course was designed with the philosophy that a precise focus on building confidence and skills within each participant will enable them to go out into the community and create partnerships to build bridges and form strong foundations in business that will stand through any crisis.

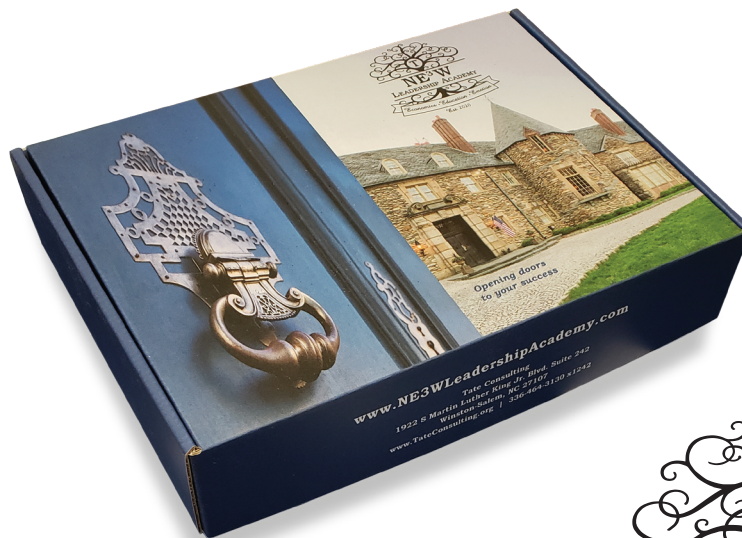
Journaling is one of the specific tools central to the academy's philosophy. Learning how to record goals, sources of inspiration, and stories from mentors, and making that a daily practice, is not only an important organizational tool, it's also an integral part of building a legacy. "The practice of journaling that I learned through the academy has helped me become more organized, both personally and professionally, as well as helping me develop better writing skills," says Kimberlee McNeil, a community organizer and graduate of Tate NE³W Leadership Academy.



Investing in a Brighter Future

This groundbreaking program from Tate Consulting is already making a difference in the lives of community and business leaders in Winston-Salem, and with your help these resources can be used to touch even more lives in local communities and nationwide. "This is the kind of resource that will enable fragile communities across the country to make a change in the trajectory of their lives," says Alvin Atkinson, associate director, CSEM.

Access to resources and tools such as the Tate NE³W Leadership Academy are important for breaking down barriers and ensuring success in business and non-profit organizations across all communities. Unfortunately, financial constraints often block access to those tools for people who need it most. With your investment, not only will more individuals be able to participate in this enriching, life-changing program, but we will also be able to lay the groundwork to take the program to more communities across the United States, to bring hope to those who are struggling. And to make the invisible visible.



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