

MODULE 1		
Session	Objective	Instructor
Orientation/Effective Principles of Leadership	<p>Kick off the curriculum through introductions and program overview.</p> <p>Learn the role and responsibilities of a nonprofit CEO and create a strategic plan to manage the organization.</p>	<p>Ronnie Bryant Ronnie L. Bryant, CEcD, FM, HLM, Principal, Ronnie L. Bryant, Consulting, LLC</p>
<p>The Orientation officially begins the curriculum with introductions of participants, teams, and instructors, followed by an overview of the program's objectives.</p> <p>Participants will explore the role and responsibilities of a nonprofit CEO, focusing on the values and qualities essential for effective leadership. This focus is crucial for achieving a successful tenure and ensuring the organization's long-term survival.</p> <p>The module concludes with a networking reception, allowing participants to connect and build relationships supporting their leadership journey.</p>		
<p>DATE: September 9, 2025</p> <p>TIME: 3:00 pm - 6:00 pm EST</p> <p>LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208</p>		

MODULE 2		
Session	Objective	Instructor
Strategic Planning	<p>Learn effective strategic planning and engagement techniques to achieve the organization's objectives.</p>	<p>Chrystal Joy Managing Director The Lee Institute</p>
<p>Examine strategic planning to identify approaches that will guide the organization's achievement of its initiatives and objectives. Learn how to engage staff, donors, stakeholders, board of directors, and elected officials to ensure a universal buy-in of the organization's strategic plan.</p>		
<p>DATE: September 16, 2025</p> <p>TIME: 3:30 pm - 5:00 pm EST</p> <p>LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208</p>		

MODULE 3		
Session	Objective	Instructor
Governance & Board Engagement	Learn the role and duties of a board of directors	Chris Jackson CEO Goodwill Industries of the Southern Piedmont
<p>Understand the role of the board of directors and its relationship with the nonprofit CEO. Recognize board members as valuable assets and manage their interests for effective governance. Assess potential board candidates for competence and emotional intelligence to build a cohesive team. Develop strategies to empower board members to make informed policy decisions and educate staff and board members on governance principles and Robert's Rules of Order.</p>		
<p>DATE: September 23, 2025</p> <p>TIME: 3:00 pm - 5:00 pm EST</p> <p>LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208</p>		

MODULE 4		
Session	Objective	Instructor
Fiscal Management & Reporting	Learn financial management to maintain operations and organizational scale.	Sharai Lavoie, CPA CEO/Managing Member Lavoie CPA, PLLC
<p>Understand the importance of a fiscal management system to track organizational performance, ensure regulation compliance, and maintain stakeholder accountability. Differentiate between internal and external reporting to help staff, donors, board members, and government agencies understand the organization's financial status and key performance indicators for future goal setting.</p>		
<p>DATE: October 7, 2025</p> <p>TIME: 3:00 pm - 5:00 pm EST</p> <p>LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208</p>		

MODULE 5		
Session	Objective	Instructor
Legal Counsel & Banking Relationships	Learn the significance of building relationships with professional service providers.	Bobby Robinson Attorney Nexsen Pruet Marcus Smith Commercial Lender Bank of America Edward Timberlake Vice President, Small Business Lending Wells Fargo
Discover how to cultivate relationships with professional service providers to benefit the nonprofit organization. Explore the short- and long-term advantages of developing partnerships that address the organization's legal and financial needs.		
DATE: October 7, 2025 TIME: 3:00 pm - 6:00 pm EST LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208		

MODULE 6		
Session	Objective	Instructor
Fund Development & Donor Management	Learn the importance of fundraising and key strategies to secure ongoing funding and donor support.	Patton McDowell, EdD. CEO PMA Consulting
Learn key strategies for developing and managing a sustainable fund development plan. Understand how to target prospective donors, engage existing supporters, and create clear messaging to secure financial contributions. Explore how to prioritize philanthropy in your fund development efforts and adhere to ethical practices that promote transparency and accountability among staff, stakeholders, and board members.		
DATE: October 14, 2025 TIME: 3:00 pm - 5:00 pm EST LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208		

MODULE 7		
Session	Objective	Instructor
Team Recruitment & Development	Learn to empower key staff members by defining their roles, enhancing their skills, and fostering strategic engagement.	Ally Brooks Vice President of Client Engagement, Hylaine
Define clear roles and responsibilities for key staff members while improving their skills and industry knowledge to empower strategic decision-making. Develop and implement strategies to support the organization's growth. Engage staff through innovative approaches to foster a supportive work environment and identify strong performers for expanded roles.		
DATE: October 21, 2025		
TIME: 3:00 pm - 5:00 pm EST		
LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208		

MODULE 8		
Session	Objective	Instructor
Stakeholder & Partner Engagement	Learn how to build and maintain relationships with board members and stakeholders.	Monique Drayton CEO The Drayton Leadership Group, LLC Danielle Frazier Special Assistant for the City Manager for Workforce Development, City of Charlotte
Explore the roles of stakeholders and partners in the private and public sectors and their importance for an organization's growth and survival. Learn key strategies to build relationships, engage stakeholders, foster trust, and leverage their influence and resources to support the organization's vision and goals.		
DATE: October 29, 2025		
TIME: 3:00 pm - 5:00 pm EST		
LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208		

MODULE 9		
Session	Objective	Instructor
Marketing & Public Relations	Learn communication, media relations, and organizational marketing.	Dianne Chase CEO Chase Media
<p>Discover the significance of marketing in establishing and growing your organization's brand, raising awareness, attracting donors, and fostering community support. Explore traditional and digital strategies to develop effective marketing campaigns that keep your organization top-of-mind for supporters and the public. Understand the role of public relations and learn how to create strategies that inform stakeholders about your advocacy, activities, and achievements.</p>		
<p>DATE: November 4, 2025</p> <p>TIME: 3:00 pm - 5:00 pm EST</p> <p>LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208</p>		

MODULE 10 - End-of-Year Ceremony
Graduation
<p>The graduation ceremony celebrates the dedication and successful completion of the Executive Leadership Fundamentals and Masterclass series, where participants will receive a certificate of completion and enjoy a reception to honor their achievements.</p>
<p>DATE: April 1, 2025</p> <p>TIME: 5:00 pm - 7 pm EST</p> <p>LOCATION: Goodwill Opportunity Campus, 5301 Wilkinson Blvd., Charlotte, NC 28208</p>