

# INVITING TOMORROW'S LEADERS TO STEP UP



*"PCL was a phenomenal program full of "A-Ha moments." I was able to assess critical leadership skills and learn where I needed to grow as a leader. The program was highly practical and provided me with lessons that will last a lifetime."*

- Aleanna Morton-Young -

## PROJECT CORPORATE LEADERSHIP

In October 1988, top business leaders throughout Birmingham organized Project Corporate Leadership (PCL). The program is designed for upwardly mobile managers and professionals. For the past 30 years, candidates have been nominated by their senior executives and selected by the PCL Board for placement.

During the eight-month PCL term, the goal is to increase each participant's knowledge of themselves and others so they can capitalize on this new perspective as they become leaders of tomorrow.

Participants take with them improved managerial skills, meaningful relationships with other leaders, a sense of determination, and a strong desire to have an impact on their companies and communities.

## MISSION STATEMENT

The mission of Project Corporate Leadership is to identify upwardly mobile managers and professionals in the Birmingham Region in order to provide learning experiences that will:

- improve business skills
- enhance career progress
- increase awareness of the importance of diversity
- support service to the community

## NETWORKING

A beneficial component of the PCL program is the incredible opportunity for networking. With over 850 alumni and close to 30 corporate sponsors, the doors of Birmingham are opened by contacts developed during the program.



## WHAT IS INVOLVED

PCL meets once a month for eight months beginning in November. Participants are required to attend 90% of the sessions, which translates into a maximum of two absences. Attendance at the opening retreat, and the class presentations and graduation in May are mandatory.

All applications must be accompanied by a letter of recommendation from the applicant's Chief Executive Officer or by the Officer-in-Charge of local operations. The applicant must also write a one-page letter stating their goals with the corporation. If the nominee is accepted into Project Corporate Leadership, the nominating company will be billed \$2,500 which covers all costs, including meals.

## PROGRAM

The goal of PCL is to improve each participant's managerial effectiveness through enhanced workplace interaction, communication, and team building skills through a carefully organized program including:

- Tactical Leadership
- Strategic Leadership
- Diversity Training
- Economic Development
- Government and Civic Service
- Education
- Media

## RECENT PARTICIPATING ORGANIZATIONS

- Adams and Reese, LLP
- Alabama Policy Institute
- Alabama Power Company
- Altec
- AT&T
- Baker Donelson
- Birmingham City Schools
- The Birmingham News
- BL Harbert International
- Blue Cross and Blue Shield of Alabama
- Bradley Arant Boult Cummings, LLC
- City of Birmingham
- City of Hoover
- Coca-Cola Bottling Company United, Inc.
- District Attorney's Office in Birmingham
- O'Neal Industries
- Protective Life Corporation
- Regions Bank
- Royal Cup Coffee
- Sirote & Permutt, PC
- Spire Energy
- Southern Company
- St. Vincent's Hospital
- Vulcan Materials Company



For more information, and to download an application, please visit our website, or contact us directly at:

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