



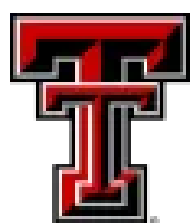
FORT WORTH
HISPANIC CHAMBER
OF COMMERCE



AUDAZ

LEADERSHIP PROGRAM

Bold Leaders. Systemic Impact.



TEXAS TECH
UNIVERSITY.

HARVARD ManageMentor®

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Introduction

Why the Impact Leadership Matters

In today's fast-changing world, professionals are expected to lead not just within their organizations, but also in their communities. Yet, professionals continue to face systemic barriers to leadership roles across corporate, nonprofit, and government sectors.

The Problems We Are Addressing

Leadership Training That's Too Narrow

Most existing programs focus on just one sector—corporate, civic, or nonprofit—leaving professionals ill-prepared for the interconnected nature of real-world leadership.

Limited Access to Networks and Mentors

Many professionals lack direct access to high-level mentors, decision-makers, or leadership pipelines that open doors to greater impact.

Low Confidence in Existing Leadership Training

- Only 10% of executives believe their current leadership training programs are effective (Harvard Business Review, 2021).
- Only 28% of elected officials felt adequately prepared for public service when they took office (National Institute for Civil Discourse, 2022).
- 68% of Non-profits are struggling to find qualified leaders (Bridgespan Group, 2023).

Career Mobility Among Young Professionals

- Gen Z employees typically have worked in an average of 2.1 industries and 2.2 roles in their first three years, highlighting a strong tendency to explore diverse sectors early in their careers.
- Millennials show high turnover too: about 21% changed jobs within the past year, more than three times the rate of older generations (Gallup Millennials: The Job-Hopping Generation, 2025)

Cross-Sector Movement & Its Implications

- While job titles may remain similar, moving between for-profit, nonprofit, and government roles requires adjusting to very different workplace cultures, funding models, and impact measures.
 - For instance, private-sector roles prioritize revenue and efficiency; nonprofits typically focus on mission-driven outcomes and grant accountability; and government positions follow bureaucratic procedures and public sector governance.

This trend of career-hopping, even across sectors, reflects younger professionals' desire for career growth, purpose alignment, and diverse experiences. Organizations across all sectors are responding by enhancing developmental flexibility, mentoring, and training to better retain and attract this dynamic workforce.

How the Program Helps

A Holistic, Cross-Sector Approach

- Participants learn how to lead in business, government, and nonprofit settings—preparing them to navigate complexity and create impact no matter where they serve.

Real-World Simulations & Skill Building

- From mock debates and policy pitch competitions to crisis simulations and campaign sprints, fellows engage in immersive activities that build executive presence, critical thinking, and advocacy skills.

Mentorship & Networking with Decision-Makers

- Each fellow is paired with a mentor and introduced to a powerful network of corporate leaders, nonprofit executives, and policymakers.

Credentialed & Recognized Learning

- Fellows earn CEUs, digital badges, and certificates from Texas Tech University and Harvard ManageMentor—boosting both credibility and visibility in the job market.

Designed for Legacy & Impact

- This isn't just about individual success. The program is rooted in building altruistic, community-driven leaders who will influence policy, transform organizations, and create generational change.

Unique Approach

What Makes This Program Unique

The Audaz Leadership Program is not just another leadership course—it's a movement to prepare professionals for the highest levels of influence in business, government, and nonprofit leadership. Here's what sets it apart:



Cross-Sector Design

Most leadership programs focus on a single path—corporate, civic, or nonprofit. Audaz Leadership program bridges all three. Participants gain the versatility to lead in boardrooms, city halls, or community coalitions.

“Leadership today requires a seat at multiple tables. We’re preparing our leaders to own the room in all of them.”



Dual Credentialing from Texas Tech

Participants earn continuing education units (CEUs), digital badges, and certificates from:

- Texas Tech University (Institute for Leadership Research)
- Harvard ManageMentor

These credentials are verified via blockchain, shareable on LinkedIn, and recognized across industries.



Experiential Learning Approach

Every session is hands-on, immersive, and designed to build confidence and critical thinking. Activities include:

- Legislative Pitch Competitions
- Mock Debates and Negotiations
- Crisis War Room Simulations
- Campaign Sprints

This isn't just theory—it's leadership in action.



High-Touch Mentorship Model

Each leader is paired with a mentor who brings real-world executive, civic, or nonprofit experience. These relationships provide personalized guidance, support, and access to high-level networks.

They would also get access to Harvard Managed Mentor Online Platform for continuous learning.



Built for Systemic Impact

Graduates don't just climb the ladder—they build new ones. By integrating civic advocacy, community development, and economic leadership, the program creates leaders who lift others as they rise.



Data-Driven Leadership Development

This program was shaped by findings from a 2024 study conducted by FWHCC and a nonprofit research partner, identifying the key skills professionals need to build generational wealth and lead across sectors.

At its core, the program instills values that drive real impact:

- Confidence & Courage – Seizing opportunity and leading boldly
- Curiosity & Perspective – Challenging assumptions and seeing the bigger picture
- Collective Problem-Solving – Tackling challenges through collaboration
- Uplifting Others – Leading with purpose and empowering your community

Program Objectives & Goals



Program Objectives

Develop Cross-Sector Leadership Skills

Equip professionals with the tools to lead effectively in business, government, and nonprofit sectors.

Bridge Corporate Advancement with Civic Engagement

Train leaders to build influence not only in their careers but also in their communities through policy understanding and civic action.

Create pipelines of Innovative Leaders

Create a leadership pipeline to increase diversity of ideas in executive roles, public office, and nonprofit boards.

Promote Data-Driven, Values-Based Leadership

Ground leadership development in behavioral insights and core values identified through research—confidence, curiosity, collaboration, and service.

Foster Generational Wealth & Impact

Help participants understand how leadership decisions can lead to long-term community and family prosperity.

Build High-Value Networks & Mentorship Pathways

Connect participants with established leaders, mentors, and decision-makers across sectors.



Program Goals

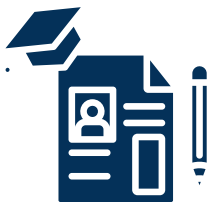
Capacity	Resources	Certifications	Efficiency	3 Year Goal	Long Term
Train 30 leaders per cohort	Deliver 10 core learning modules	Award digital credentials and CEUs from Texas Tech University and Harvard ManageMentor	Maintain 70%+ skill application rate, with participants reporting use of program lessons in real roles within 6 months.	Cultivate 3-year outcomes, with alumni stepping into executive, civic, or nonprofit leadership roles	Establish a long-term alumni network, fostering continued leadership, mentorship, and systemic change.

Program Design and Process

TEXAS TECH CLASSES WILL BE SATURDAY COURSES-ALL OTHER CLASSES WILL BE WEDNESDAY EVENINGS. HOSTED AT FWHCC RESOURCE AND LEARNING CENTER



30 LEADERS PER YEAR MOVE THROUGH THE EXPERIENCE TOGETHER, BUILDING A STRONG PROFESSIONAL PEER NETWORK.



11 MONTHS TOTAL, INCLUDING:

- WORKSHOPS (LED BY TEXAS TECH UNIVERSITY)
 - TOPICS
 - LEADERSHIP
 - STRATEGIC THINKING
 - LEADING PEOPLE
 - COMMUNICATION & RELATIONSHIPS
 - LEVERAGING YOUR NETWORKS
 - NEGOTIATION
 - DIFFICULT INTERACTIONS
 - TEAMS & TALENT DEVELOPMENT
 - COACHING
 - PERFORMANCE & MANAGEMENT
 - GOAL SETTING
 - CHANGE MANAGEMENT

*ONGOING MENTORSHIP



LEARNING METHODS:

- INTERACTIVE CASE STUDIES AND SIMULATIONS
- GROUP CHALLENGES AND COMPETITIONS
- GUEST SPEAKERS AND PANELS
- GUIDED MENTORSHIP CONVERSATIONS
- DIGITAL LEARNING THROUGH HARVARD MANAGEMENTOR

Q1-2026

- January 28th from 6pm-7:30pm-Mentorship Pairing & Fundraising Assignment/Grouping
- February 28th from 8:30am-3:30pm-Leveraging your Networks & Strategic thinking (Decision Making) by **Texas Tech**
- March 25th from 6pm-7:30pm-**Mentor Assessments and Advocacy Lessons by Congressman, State Rep., City Council member**

Q2-2026

- April 29th from 6pm-7:30pm-Fundraising Assignment Updates
- May 30th from 8:30am-3:30pm-Leading People and Goal Setting by **Texas Tech**
- June 24th from 6pm-7:30pm-**Mentor Assessments-Negotiation with Dr. Lori Ramirez & Best Practices by a CEO**

Q3-2026

- July 29th from 6pm-7:30pm-Fundraising Assignment Updates
- August 29th from 8:30am-3:30pm-Change Management and Goal Setting by **Texas Tech**
- September 30th from 6pm-7:30pm-**Mentor Assessments-Communicating with Confidence with Dr. Lori Ramirez & Best Practices with a PR Firm**

Q4-2026

- October 31st from 8:30am-3:30pm-Difficult Interaction and Negotiations by **Texas Tech**
- November 18th at 3pm-Final Presentations at Graduation in Impact Fort Worth Leadership Summit

PROGRAM SUPPORT

- **Mentorship: 1-on-1 mentoring** throughout the year
- Canvas Access: Materials, discussion forums, and ongoing learning tools via **Texas Tech University**
- **Harvard ManageMentor: 25+ virtual courses with badges and certificates**
- Alumni Network: Graduates join the **Audaz alumni community** for continued engagement, leadership opportunities, and collaboration

Program Policy & Procedures

Guiding Principles for Participation, Conduct, and Completion

The Impact Leadership Fellowship is a prestigious, values-driven leadership development program. To ensure a productive and respectful learning environment for all participants, the following policies and procedures apply to all fellows, mentors, and facilitators.

Eligibility & Commitment

- Eligibility:
- Participants must be professionals with leadership potential in business, government, or nonprofit sectors. Applicants must demonstrate a commitment to community impact and professional growth.
- Program Commitment:
- Fellows are expected to actively participate in the full 12-month program, including:
 - In person workshops
 - 4 hybrid/virtual sessions
 - Capstone project
 - Regular communication with assigned mentor
- Time Commitment:
- Estimated 6–10 hours per month (including sessions, mentorship, and coursework).

Code of Conduct

- Respect & Professionalism:
- All participants must engage respectfully with peers, mentors, and facilitators, regardless of background, identity, or perspective.
- Safe Learning Environment:
- Harassment, discrimination, or disruptive behavior of any kind will not be tolerated.
- Confidentiality:
- Discussions in sessions and mentorship meetings are expected to remain confidential unless otherwise agreed upon by all parties.
- No Solicitation Policy:
- Fellows may not use the program to promote or solicit business, investments, or sales.

Attendance & Participation

- Mandatory Workshops:
- Both full-day workshops are mandatory for certificate completion.
- Session Attendance:
- Fellows must attend at least 9 of the 11 monthly sessions to remain in good standing.
- Absences:
- Absences must be communicated in advance. More than one unexcused absence may result in removal from the program.

Attendance & Participation

- Mandatory Workshops:
- Both full-day workshops are mandatory for certificate completion.
- Session Attendance:
- Fellows must attend at least 9 of the 11 monthly sessions to remain in good standing.
- Absences:
- Absences must be communicated in advance. More than one unexcused absence may result in removal from the program.

Program Policy & Procedures

Mentorship Guidelines

- Fellows are responsible for maintaining regular communication with their assigned mentor (recommended: monthly check-ins).
- Mentorship is a professional relationship and should be approached with respect and intention.
- Any concerns should be reported to the program coordinator.

Capstone & Completion

- Capstone Project:
- Fellows are required to complete and present a capstone project that demonstrates applied leadership across one or more sectors (business, civic, nonprofit).
- Certificates & Recognition:
- Fellows who complete the program requirements will receive:
- CEUs and digital badges from Texas Tech University
- Certificates of Completion
- Harvard ManageMentor certifications (based on completed modules)

Program Dismissal Policy

- Fellows may be dismissed from the program for the following reasons:
- Breach of the Code of Conduct
- Repeated unexcused absences
- Failure to participate in required components
- Misrepresentation or misuse of program affiliations

Support & Communication

All questions, conflicts, or concerns should be directed to:

Gilberto Atayde
gilberto.atayde@fwhcc.org

Program Resources & Support

Tools and Systems That Ensure Participant Success

The Audaz Leadership is built on more than just great content—it’s supported by a robust infrastructure of tools, experts, and networks that empower every fellow to succeed.

EDUCATIONAL RESOURCES

COMPREHENSIVE SUPPORT	TEXAS TECH UNIVERSITY – INSTITUTE FOR LEADERSHIP RESEARCH	HARVARD MANAGEMENTOR ONLINE PLATFORM	CANVAS LEARNING PORTAL (VIA TTU)
	<ul style="list-style-type: none">Two intensive, in-person workshops led by faculty expertsLeadership modules in strategic thinking, change management, coaching, and moreCEUs and certificates awarded for each workshop	<ul style="list-style-type: none">25+ professional development courses covering key business and leadership skillsIncludes reading, video, audio, and interactive exercisesDigital badges and certificates awarded for each completed courseContent can be accessed anytime, allowing participants to learn at their own pace	<ul style="list-style-type: none">Access to workshop materials, supplementary guides, and discussion forumsAbility to engage with peers and instructors between sessionsOngoing updates and additional learning resources available throughout the year

MENTORSHIP & COACHING SUPPORT

MENTOR/MENTEE ORIENTATION SESSION	SESSION & PROJECT SUPPORT	NETWORKING & EXPOSURE OPPORTUNITIES	RECOGNITION & COMMUNITY VISIBILITY
EACH FELLOW IS MATCHED WITH A MENTOR ALIGNED TO THEIR CAREER GOALS AND INTERESTS MONTHLY CHECK-INS ENCOURAGED BETWEEN MENTOR AND MENTEE MENTORS SERVE AS ADVISORS, CONNECTORS, AND ACCOUNTABILITY PARTNERS SUPPORT IS AVAILABLE IF A MENTORSHIP PAIRING NEEDS TO BE ADJUSTED	STEP-BY-STEP GUIDES AND TEMPLATES FOR: CAPSTONE PROJECT DEVELOPMENT LEGISLATIVE PITCH PREPARATION BUSINESS NEGOTIATION SCENARIOS CAMPAIGN SIMULATIONS VIRTUAL OFFICE HOURS WITH PROGRAM FACILITATORS AND MENTORS ROLE-PLAYING, COACHING LABS, AND SMALL-GROUP DISCUSSIONS TO REINFORCE LEARNING	FIRESIDE CHATS AND GUEST SPEAKER PANELS WITH CEOS, PUBLIC OFFICIALS, AND NONPROFIT LEADERS INVITATIONS TO FWHCC SIGNATURE EVENTS DEDICATED NETWORKING MIXERS WITH ALUMNI, SPONSORS, AND CIVIC LEADERS OPTIONAL SPEAKER AND MEDIA OPPORTUNITIES FOR STANDOUT FELLOWS	DIGITAL BADGES FROM TTU AND HARVARD MANAGEMENTOR (SHAREABLE ON LINKEDIN, EMAIL, AND PERSONAL WEBSITES) VERIFIED CEUS AND CAREER DEVELOPMENT CERTIFICATES (BLOCKCHAIN-AUTHENTICATED) ALUMNI RECOGNITION AT FWHCC EVENTS AND FUTURE FELLOW SELECTION PANELS FEATURE STORIES AND CAPSTONE SPOTLIGHTS PROMOTED ACROSS FWHCC'S CHANNELS

Ongoing Communication & Support

Monthly emails with session recaps, prep materials, and engagement reminders

Dedicated program coordinator to answer questions and track progress

Real-time communication through email and GroupMe (optional) for peer collaboration

 gilberto.atayde@fwhcc.org

Evaluations & Metrics

Participation & Engagement

- Number of fellows enrolled (target: 30 per cohort)
- % of fellows who complete both full-day workshops
- % of fellows who complete 5+ monthly sessions (target: 90%+ retention)
- % of fellows who complete the capstone project (target: 100%)
- % of mentors completing at least 3 mentorship check-ins

Skill Development & Learning Outcomes

- Pre- and post-program self-assessments on leadership competencies:
- Strategic thinking
- Communication & public speaking
- Cross-sector leadership
- Confidence in decision-making
- Collaboration and crisis response
- % of fellows who report increased confidence and clarity in their career path
- % who apply program skills within 6 months of graduation (target: 70%+)

Mentorship Impact

- Satisfaction rating from fellows on mentor experience
- % of mentors reporting positive impact from participating
- Number of mentor-mentee pairs that stay in touch post-program

Capstone Project Impact

- Number of completed projects with measurable outcomes
- Number of projects implemented or pursued post-graduation
- Project themes (business, civic, nonprofit) to assess sector-specific trends

Networking & Visibility

- Number of networking events held (target: 5+)
- Number of external stakeholders engaged (guest speakers, panelists, mentors)
- Fellow LinkedIn badges earned and posted (digital badge engagement)

Evaluation Tools

- Pre-/Post-Program Surveys: Track mindset, skill development, and confidence
- Mid-Program Feedback Form: Inform any needed adjustments in real time
- Session Evaluation Forms: 2–3 questions after each session to assess clarity, value, and engagement
- Mentorship Check-Ins: Track frequency and depth of mentor-mentee engagement
- Capstone Evaluation Rubric: Criteria-based scoring to assess project scope, feasibility, and leadership demonstration
- Alumni Follow-Up (6–12 months): Track career progress, continued leadership roles, and impact stories

Continuous Improvement

- All metrics are reviewed by the FWHCC team and advisory partners after each cohort. Feedback will inform:
- Session content updates
- Facilitator selection
- Mentor pairing improvements
- Alumni engagement strategies

Long Term Vision



Shaping the Next Generation of Executive, Civic, and Community Leaders
The Impact Leadership Fellowship is more than a one-year experience — it's the beginning of a lifelong journey of service, influence, and generational change. Our long-term vision is to build a nationally recognized leadership pipeline that prepares professionals to lead across sectors, across generations, and across systems.

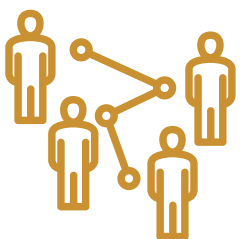


Establish a Nationally Recognized Leadership
Position the program as the premier leadership accelerator for professionals seeking to lead in business, government, or nonprofit organizations.



Create a Deep Bench of Cross-Sector Leaders
Develop a strong alumni network of fellows who are:

- CEOs and senior executives
- Elected officials and policy influencers
- Nonprofit directors and civic champions
- Mentors for future generations of leaders



Expand Regional Cohorts Across Texas and Beyond
Launch new cohorts in other cities with strong Hispanic populations (e.g., Dallas, Houston, El Paso) while keeping Fort Worth as the flagship hub.



Place Alumni in Boardrooms, Commissions, and Advisory Councils
Actively support fellows in joining corporate boards, nonprofit boards, city task forces, and appointed civic roles—shaping policy and decision-making from within.

Our Cultural Promise

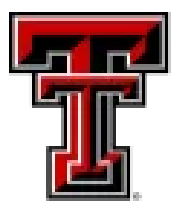
"The future belongs to those who can think like CEOs, advocate like elected officials, and serve like nonprofit champions. Our long-term vision is to equip them all—and ensure they look like the communities they lead."



AUDAZ

LEADERSHIP PROGRAM

Bold Leaders. Systemic Impact.



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Thank you to the committee members that
helped us shape a program that will help shape
the future leaders of North Texas.

Ericka Garza-FWHCC President/CEO

Jennifer Treviño-Leadership Fort Worth

Linda Valdez Thompson-Leadership North Texas

Dr. Chandra Pathki-Leadership Research Institute for
Texas Tech

Jorge Baldor-Latino Center for Leadership Development

John Avila-Byrne Construction

Jazmin Gutierrez-City of Fort Worth

Rosa Navejar-Rios Group

Anette Landeros-Trinity Metro

Mary Santini-Hispanic Chamber of Commerce of Grand
Prairie

Mario Valdez-Quorum Architects/FWHCC Board
Chairman

Rosie Berdeja-Berdeja Law/FWHCC Vice-Chair

Ben Robertson-TEI Consulting/FWHCC Board

Natalia Dominguez-TCU Doctoral Candidate in
Higher Education and Leadership

Minerva Rodriguez-MRR & Associates

Dr. Leti Cavazos-Cannenta Counseling Center

Arnold Montez-Workforce Solutions

Wanda Granier-Bridgework Partners

Arnulfo Garza-C3 Latino Young Professionals



THE RIOS GROUP



THE LAW OFFICE OF
ROSA MARIA BERDEJA

LEADERSHIP
NORTH
TEXAS



BYRNE
CONSTRUCTION SERVICES

LeadershipFortWorth



MERCADO
MERCADO369.COM



TRINITY METRO



CANNENTA
Center for Healing and Empowerment



TEI Consulting

C3 Latino Young Professionals
where Comunidad, Cultura y Cambio connect

WORKFORCE SOLUTIONS
FOR TARRANT COUNTY



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PROGRAM OPTIONS

PROGRAM SPONSOR: \$25,000

- Company Highlight Video up to 1-minute at cohort
- Sponsor 3 professionals to go through program
- Premier Sponsor recognition on all event promotional marketing both digital and print
- 1/2 page ad in newsletters & printed materials leading up to the event after announcement
- Logo with hyperlinked URL on event page

COHORT SPONSOR: \$10,000

- Sponsor 2 professionals to go through program
- Recognitions at Graduation and Onboarding
- Premier Sponsor recognition on all event promotional marketing both digital and print
- 1/4 page ad in newsletters & printed materials leading up to the event after announcement
- Logo with hyperlinked URL on event page

GRADUATION SPONSOR: \$5,000

- Sponsor 1 professionals to go through program
- Sponsor recognition on all graduation event promotional marketing both digital and print
- 1/4 page ad in newsletters & printed materials leading up to the event after announcement
- Logo with hyperlinked URL on event page

PARTICIPANT: \$2,000

- Experience the program, get credentials, access to online resources, build your network of mentors, and get community visibility.

BUDGET & RESOURCES

PER COHORT

Supporting a Scalable, High-Impact Leadership Pipeline for 45 Leaders.

2. ESTIMATED BUDGET PER COHORT

Item	Cost Estimate
Facilitator & Workshop Fees (Texas Tech)	\$24,000-\$32,000
Harvard ManageMentor Licenses	\$3,000–\$5,000
Venue, Catering, and Supplies (4 full-days)	\$3,000–\$4,500
Mentor Honorariums or Gifts	\$1,500–\$2,000
Program Materials	\$1,200–\$1,800
Capstone Event & Graduation Ceremony	\$2,500–\$3,500
Marketing & Outreach	\$1,500–\$2,500
Staff Time & Program Management	\$12,000–\$15,000
Tech Platforms (Canvas, Zoom, CRM)	\$750–\$1,500
Contingency / Miscellaneous	\$1,500
Total Estimated Annual Budget	\$50,950 – \$69,300

3. ESTIMATED STAFF HOURS PER COHORT

Task	Time Estimate
Program Manager (FT/PT)	360–420 hrs/year
Administrative Support	100–140 hrs/year
Marketing/Communications	60–100 hrs/year
Leadership Oversight (Director)	60 hrs/year
Total Estimated Staff Time	580–720 hrs/year

KEY RESOURCES NEEDED

People	Technology	Logistics
<ul style="list-style-type: none">TTU faculty and guest facilitators	<ul style="list-style-type: none">Harvard ManageMentor platform	<ul style="list-style-type: none">Workshop and event venues
<ul style="list-style-type: none">Mentors across business, government, and nonprofit sectors	<ul style="list-style-type: none">Canvas LMS via Texas Tech	<ul style="list-style-type: none">Printed curriculum guides, certificates, signage
<ul style="list-style-type: none">Program manager and administrative support	<ul style="list-style-type: none">Zoom or Microsoft Teams	<ul style="list-style-type: none">Graduation and capstone materials
<ul style="list-style-type: none">Guest speakers and panelists	<ul style="list-style-type: none">Email CRM and form tools (Mailchimp, JotForm, etc.)	