

Your Urban League Brand



Urban Brand And TSG Capital Group LLC Harvard Case Solution & Analysis

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Vision to Success

This is truly what will allow your results to happen as the President of your organization. By having a clear idea of what you want to accomplish during your term will make your time the most productive.

Commitment

The reason I start with Commitment is because success happens when you believe it is possible and personally decide to achieve it. As president you must be bold enough to make the decisions that may not be easy for everyone to accept.

What this looks like....

Character

Character can be comprised of a few things but above all it is doing what you and your chapter says it will do.

- Style
- Personality
- Charisma
- Energy

Consistency

This is what will allow your brand to produce results. By staying committed, maintaining your brand integrity & character will allow people to trust you as a leader and give to your organization.

Win - Win

Michael Ferrrera
President

Los Angeles Urban League
Young Professionals

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