

# FORWARD / BUILD&ELEVATE



## LEADERSHIP DEVELOPMENT PROGRAM FAQ GUIDE

### What is FORWARD / BUILD & ELEVATE?

AHLA Foundation's premier leadership development program, FORWARD / BUILD & ELEVATE, prepares and propels women in hospitality to advance to the next level in their careers. The year-long program is open to all women in the industry and consists of a three-day, in-person intensive held in Washington, D.C., followed by monthly coaching sessions and virtual workshops to deepen learning and growth. The program focuses on five development areas: *influence, negotiation, advocacy, career development, and networking*.

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### Who should apply?

#### **BUILD is for recognized leaders who:**

- Are mid-level - senior managers, directors, senior directors, newly appointed vice presidents, and/or general managers of mid-scale hotel properties.
- Have at least five years of progressively responsible work experience, including people management and budget accountability.
- Have been identified as high-potential and demonstrate strong drive to reach senior levels in their organization.

#### **ELEVATE is for recognized leaders who:**

- Are senior-level - vice-presidents or higher (or equivalent responsibility), including single or multi-unit GMs of upscale/luxury properties and business owners.
  - Have at least 12 years of progressively responsible work experience, including a least **two** years at a vice-president level or higher.
  - Manage a team of people and have budget accountability.
  - Have been identified as a high-potential leader and demonstrate strong drive to reach the top levels in their organization.
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### Program Commitment (12 months)

- Orientation & leadership assessments (1 month)
- Three-day, in-person intensive (Washington, D.C.)
- Executive coaching (4, 1-hour small group or individual coaching sessions)

- Virtual workshops (4, 2-hour sessions)
  - Reflection and launch into the FORWARD / NETWORK
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### **How to Apply**

1. **Participant application** detailing experience and goals.
  2. **Champion nomination** from a senior leader in your organization.
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### **Role of a Champion**

- Submit nomination and program fee approval
  - Support participant's time commitment
  - Advocate for leadership growth within the organization
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### **Benefits**

- Leadership skill development (influence, negotiation, advocacy, career development, and networking)
- Personalized executive coaching
- Network of women leaders in hospitality
- Readiness for senior and executive roles