

The Azara Group

Empowering Leaders. Influencing Change.



Message from the CEO:

In our monthly newsletters, we share our latest articles and updates. We want you to take charge of your future by giving you tools to become a stronger leader. Our goal is to help you flourish and share what makes people thrive!

Regards,
Fatimah Gilliam

IN THIS ISSUE

[Avoiding an Uber-Bad Mistake – Diversity's Cautionary Tale for the Tech Industry](#)

[Life After Pro Sports – Time to Plan for the Inevitable](#)

[Thought Leader Spotlight](#)

...and much more!

LATEST ARTICLES

Avoiding an Uber-Bad Mistake – Diversity's Cautionary Tale for the Tech Industry



This is the second article in a series addressing diversity issues in Silicon Valley and Corporate America. This series explores solutions and best practices for increasing diversity in the workplace.

THOUGHT LEADER SPOTLIGHT



Meet [Tracy McKibben](#), Founder & CEO of MAC Energy Advisors LLC.

As an international energy and clean technology expert, she runs an investment and consulting company that brings together investors in structuring and financing energy deals.

Her company has acquired, developed, and financed over 200

Specifically, this series makes the case for diversity and inclusion in the tech industry.

For our advice on homogeniuses in the tech industry, check out the [first article](#) in this series.

Silicon Valley is particularly infamous for being populated by [homogeniuses](#), highly intelligent people who look alike and come from similar backgrounds. It is high time that tech companies started realizing the value of investing in a diverse and talented workforce. Failure to understand the business case for diversity can come at a costly price.

Uber and its leaders' fall from grace exemplify this. Once in the limelight for being a "market disruptor," Uber is the poster child for how ignoring toxic work cultures – blind to diversity issues – can bring down leaders at the top and tarnish a company's image.

[Read the full article here...](#)

Life After Pro Sports – Time to Plan for the Inevitable



Most professional athletes have dedicated their lives since childhood to beating out other athletes to make it to the starting roster. The chance of making it to "the pros" is low, and the cost of trying to get there is high.

However, for those who are able to become professional athletes, the thought of strategically developing and implementing alternative plans for earning income rarely crosses their mind. Once they become professional athletes, it is difficult for them to fully grasp the reality that there is a looming expiration date on earning that big pay day.

To prepare for the future, athletes should begin

global renewable energy assets – focusing on utility-scale projects that are at least 10 megawatts, and range in value from \$20 to \$200 million.

Click [here](#) to read Tracy's insights about leadership, being an influencer, and her career.

SPEAKER SPOTLIGHT

NEW YORK CITY BAR

Fatimah Gilliam, The Azara Group's Founder & CEO will be one of the faculty of the New York City Bar's newly launched "[Associate Leadership Institute](#)," a five-part series of high-level development training for mid-level and senior associates at premier law firms.

Fatimah will be speaking about career management and transitioning, and negotiation skills.

Click [here](#) to read the recent Bloomberg article on this innovative program.

MEDIA SPOTLIGHT

HUFFPOST

THE HUFFINGTON POST

What does it take to become a **Master Negotiator & Influencer?**

Read [this article](#) from the Huffington Post featuring an interview with The Azara Group's Founder & CEO Fatimah Gilliam.

MEDIA SPOTLIGHT

planning for life after sports while they are still “in the pros.” Not everyone can have a brand like Michael Jordan and be at the center of a billion-dollar sneaker empire, but every professional athlete should be strategic and think beyond the game.

[Read the full article here...](#)

COMPANY UPDATES



Speaking Appearance

In June, both Fatimah Gilliam and Amina Hassan spoke at various events. They will continue to speak at events in the coming months.

Learn more about having us speak at your event or organization [here](#).



Our Welcome Video

Check out our company video.

Watch our video [here](#).

Learn more about The Azara Group [here](#).

Black EOE Journal
America's Leading African-American Business and Career Magazine



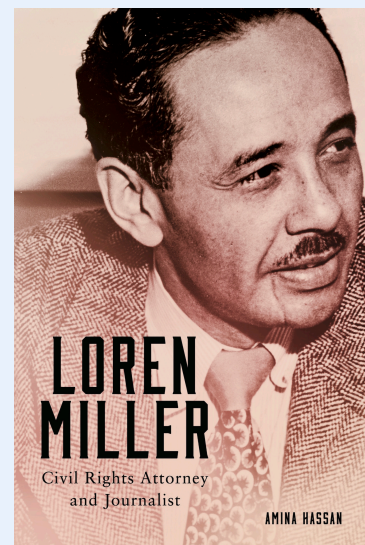
In the upcoming July 2017 issue of the [Black EOE Journal](#), several articles written by The Azara Group will be published in the print, online, and digital versions.

In mid-July, it's hitting newsstands and will be available online.

This magazine is available at many diversity conferences across the country, at Barnes & Noble, and online – reaching upwards of 1.6 million readers.

We will update you with more information as the magazine and articles approach their release date.

BOOK RELEASE



Last year, Amina Hassan's book on the life of civil rights attorney Loren Miller was published. She is our company researcher and consultant.

Click [here](#) to learn more.

Order it today!

To see Amina's new website about her book, click [here](#).

This book is the 2016 winner of **The Donald H. Pflueger Local History Award** by the Historical Society of Southern California. Click [here](#) to learn more.

Lonnie G. Bunch III, the Founding Director of the Smithsonian's National Museum of African-American History and Culture (NMAAHC), where Amina's biography is available in the bookstore, said:

"I just love the Loren Miller book!"

Click [here](#) to read a review in the Library Journal, which calls this book:

"A recommended work that adds to the corpus of civil rights and offers a rich portrait of a central figure in the related struggle."

Click [here](#) to read a review in the Western Historical Quarterly Review, where Lorn S. Foster (Professor of Politics at Pomona College) said:

"Amina Hassan presents us with an excellent...history of the West in her biography of Loren Miller...[and] reveals Miller as a hidden jewel...and an unsung hero of the national Civil Rights movement."

Click [here](#) to read a review in the Southern California Quarterly, where Emily Lutenski (Professor of American Studies at Saint Louis University) said:

"Hassan describes Miller's contributions to worlds as seemingly disparate as the Harlem Renaissance and the United States Supreme Court, and insists upon Miller's importance for scholars of civil rights, black politics and letters, and Los Angeles."



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