

Newsletter #24 - Winter 2018

The Azara Group is proud to present the firm's quarterly newsletter.

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The Azara Group

Empowering Leaders. Influencing Change.



Message from the CEO:

In our quarterly 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, business professional, and manager of your own success. Our goal is to help you flourish and share what makes people thrive!

*Regards,
Fatimah Gilliam*

LATEST ARTICLES

Navigating Career Transitions in Sports – Athletes Must Help Themselves Succeed in Retirement



Professional athletes are often strictly focused on advancing in their respective sport. However, they

IN THIS ISSUE

[Life After Pro Sports – Athletes Should Drive Career Transitions](#)

[Fixing Diversity in Silicon Valley – It's About Dollars and Sense](#)

[Thought Leader Spotlight](#)

[...and much more!](#)

THOUGHT LEADER SPOTLIGHT



Meet [Shamina Singh](#), Executive Vice President, Sustainability & President at the Mastercard Center for Inclusive Growth.

Shamina started her career working on political campaigns and for the government, dedicating her career to social justice issues, public service, and strengthening public-

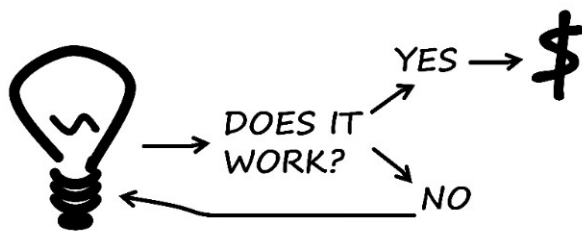
should be just as concerned, if not more, with their long-term professional development off the field.

The transition into the league is nearly as critical as the transition out of it. Once their athletic career is winding down, professional athletes are often at a loss for what to do next. Leagues and unions have put some measures in place to address this issue, but they tend to be inadequate. The transition can be brutal – resulting in many floundering and directionless athletes.

This article offers sound advice for the future.

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

Article #3: Diversity in Tech – Not About Kumbaya But Your Bottom Line



Business Plan



This is the third article in a three-part series addressing diversity issues in Silicon Valley and Corporate America. This series explores solutions and best practices for increasing diversity in the workplace – while providing data to support diversity's positive economic impact on businesses.

For our advice on "homogeniuses" and the case for diversity and inclusion in the tech industry, check out the [first article](#) in the series.

For our advice on learning from Uber's diversity woes, and avoiding and bouncing back from scandals tied to weak diversity efforts, check out the [second article](#) in the series.

private partnerships. Today, she is responsible for globally advancing equitable economic growth and financial inclusion at Mastercard.

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

MEDIA SPOTLIGHT



This March, The Azara Group's consultant Amina Hassan was featured in the Investigative Discovery Channel's TV series **"A Crime To Remember."**

She was interviewed to provide insight into a 1950s criminal case in the Los Angeles.

Episode – **"Beast With A Badge"** – Season 5, Episode 5 on Investigative Discovery HD or IDHD.

Click [here](#) to learn more.

MEDIA SPOTLIGHT

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



In the winter issue of the Black

Silicon Valley is slowly starting to grasp the urgent need to stop dragging its feet when it comes to diversity and inclusion efforts. Major technology companies and startups are scrambling to catch up to many non-tech Fortune 500 Companies.

However, the tech industry should not be motivated to implement change just because it is "the right thing to do" or they are feeling heat from public scandal and lawsuits. The fact that diverse companies can generate more money and better products should be their real wake up call. Ignoring diversity is closing the door on business opportunities – it is leaving real money on the table and impacting their bottom line.

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

COMPANY UPDATES



Speaking Engagements

Fatimah Gilliam and Amina Hassan speak often at conferences and corporate, university, leadership development, and heritage month events and symposia – delivering key note addresses and presentations.

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



Our Welcome Video

Check out our company video.

Watch our video [here](#).

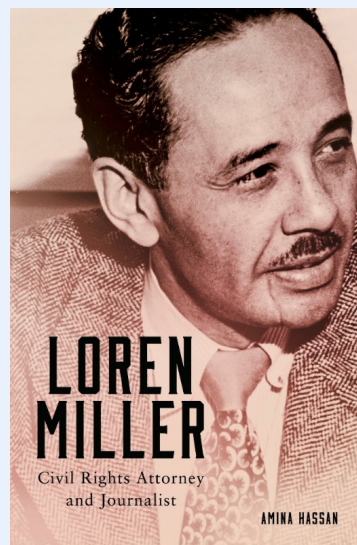
Learn more about The Azara Group [here](#).

EOE Journal, an article written by The Azara Group's Founder Fatimah Gilliam was published in the print, online, and digital versions.

Click [here](#) to read our article on **avoiding workplace doldrums**.

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

BOOK SPOTLIGHT



In late 2016, Amina Hassan's [award-winning](#) book on the life of civil rights attorney Loren Miller was published. She is The Azara Group's researcher.

Click [here](#) to learn more.

Order it [today](#)!

"A recommended work that adds to the corpus of civil rights and offers a rich portrait of a central figure in the related struggle." – [Library Journal](#)

"Amina Hassan's book covers Loren Miller's extraordinary life – his friendship with Langston Hughes – his travels to the Soviet Union – and his U.S. Supreme Court victories." – [The Boulé Journal](#)

"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...and Los Angeles.” –
[Southern California Quarterly](#)



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