



CYOC First Year Academy

November 4-6, 2022 Ritz-Carlton, Pentagon City, Virginia

Fee: \$1100/associate

At CYOC, we deliver a rich, high energy learning experience grounded in practical strategies and straight talk. Our goals are simple: to inform, affirm, and build meaningful relationships.

COVID-19 Policy

Stakeholders, Inc. is requiring that ALL PERSONS participating in the CYOC First Year Academy be vaccinated and masked at all times. You will need to show proof of vaccination.

We will require **MANDATORY** masks indoors for all conference sessions.

First Year Academy: A Highly Interactive Workshop Experience

We are creating a highly interactive learning experience for first- and second-year associates, consisting of workshops and small group activities, designed for participant engagement and connection. Facilitated by faculty leaders, each participant will participate in team-based breakout work and presentations.

Our Promise(s)

With this conference, we make the following promises:

1. Curating the Associate Experience.

The hybrid workplace has taught us that not all associates are equally skilled at *curating their work experience for learning potential*, discerning what can be learned - about the matter, the client, and the team.

We will provide associates the tools to maximize the learning potential of their work and experiences - both remote and in office work.

2. Authenticity and Self Worth.

A choice between career success and being one's, authentic self is no choice at all. Authenticity and

self-worth are not optional, as they are the gateway to well-being and motivating sponsorship.

We will provide associates a practical framework for what it means to cultivate an authentic brand at work.

3. Emotional Intelligence.

It is an emotional intelligence that is the *starting material* for building strong workplace relationships, associate resilience, and self-awareness.

We will help associates better understand their emotional intelligence baseline and help them



identify the get better habits that will help move them closer to their fullest potential.

4. Affirmation. For a diverse associate to genuinely believe that others possess a positive expectancy of them, is a powerful source of motivation and motivation and well-being.

We will affirm each associate and their potential for top performance.

5. Financial Wellness.

A great salary and financial wellness are not the same thing.

We will provide each associate a user-friendly framework for building the financial wellness needed to support them both short and long term.

Conference Agenda

FRIDAY, NOVEMBER 4, 2022

2:00 pm **Welcome**

2:30- 4:30pm **Workshop: The Truth about Career Ownership, Hybrid Work, and Authenticity**

The hybrid workplace introduces a set of new challenges for the development and growth of new and junior associates. In this workshop facilitated by **Werten Bellamy**, we will examine the practical ways of authenticity, and ways of self-investment, that empower associates with the tools to establish and build career momentum in a hybrid workplace environment.

This workshop will involve dynamic instruction, team breakouts and role play.

6:00-7:00pm **Reception**

SATURDAY, NOVEMBER 5, 2022

9:00 – 11:30am **Dollars and Sense 2.0: A Workshop**

We are excited to bring back the dynamic **Alok Deshpande**, CEO & C-Founder, Smartpath Financial to extend our journey to financial wellness and wealth building. In his Phase I presentation, Alok uncovered not so obvious strategies for retiring student loan debt, managing expenses, building savings and creating a strong foundation for wealth building. In this Dollar and Sense 2.0 Workshop, he will lead a hands-on workshop designed to help you develop an individualized gameplan for managing your finances in ways that give you the career (and life) flexibility you seek – a richly deserve.

Alok Deshpande Alok is a Venture Partner at PJC and the Co-Founder and CEO of SmartPath, a financial wellness company. He started SmartPath in 2010 to provide unbiased financial guidance to middle class families. Today, SmartPath reaches tens of thousands of individuals



every year through financial education and coaching programs at leading companies including Home Depot, CenturyLink, Leidos, Emory Healthcare and more.

Alok is also the author of the highly rated personal finance guidebook *Fuel: The Most Important Number in Your Financial Life*. He regularly appears as a financial expert and guest contributor in the Wall Street Journal, CNN, ABC, NBC, TechCrunch and more.

Prior to launching SmartPath, Alok was a Manager at Bain & Company where he served as an advisor to Fortune 500 financial service and technology companies. He received a BBA with high distinction from Emory's Goizueta Business School, an MBA from Harvard Business School and is an alumnus of the prestigious Y-Combinator startup accelerator.

Alok is a member of Lead Atlanta and stays active in his local community through volunteering and nonprofit Board positions. He resides in Atlanta, Georgia with his wife, Nina and son, Deven.

Noon – 1:00pm **Lunch**

1:15 – 3:00pm **You are Worthy: A Workshop on Authenticity, Self-Worth, and Selfcare**

To achieve your fullest potential, it is important to take deliberate steps to engage in self-care, confirm your self-worth, and live each day authentically. But what does this look like in practice? We have the answer.

In this workshop led by expert **Dr. Adia Gooden**, we will provide an active framework for engaging in unconditional self-worth and authenticity – in the workplace and beyond. This workshop will involve dynamic instruction and team breakouts.

Dr. Adia Gooden

Dr. Adia Gooden is a licensed clinical psychologist, dynamic speaker and trainer, who is passionate about cultivating unconditional self-worth in others. Dr. Adia has an independent clinical practice and runs a business focused on helping people connect with their unconditional self-worth. Dr. Adia formerly served as the Director of the Clinic and Community Programs at The Family Institute at Northwestern University and a Staff Psychologist and the Coordinator for Multicultural Outreach and Support at The University of Chicago Student Counseling Service. Dr. Adia has spent more than a decade working with clients to embody mental wellness in their everyday lives and to engage boldly with the world. As a promoter of unconditional self-worth, Dr. Adia firmly believes that our worth has nothing to do with perfection and everything to do with the fact that our humanity makes us worthy. As a speaker and trainer, she has shared this truth with hundreds of individuals through workshops and employee training sessions.

Dr. Adia received her bachelor's degree from Stanford University and earned her PhD in Clinical Community Psychology from DePaul University.

3:30pm **Buses depart for St. James**

4:00pm **The Journey from Successful BigLaw Associate to Entrepreneur**

We will travel to The St. James (www.thestjames.com) to meet a member of the CYOC family who since his days as a junior associate at CYOC, has lived career ownership and authenticity – **Craig Dixon**. Craig will share his personal journey from junior associate to entrepreneur, discussing the people, decisions, opportunities, and setbacks that have shaped his career trajectory. Following the presentation, we will tour the St. James and join Craig for a reception.

Craig Dixon is the Co-Founder and Co-CEO of The St. James, the category-creating sports, wellness and active entertainment destination brand in the country. Craig is also the Co-Founder and Managing Partner of The St. James Group, where he focuses on investments in sports, wellness, entertainment, technology, and real estate. Prior to founding The St. James, Craig was Assistant Vice President and Senior Counsel at Smithfield Foods, a Fortune 250 global food business, and the world's largest pork processor and an associate at McGuire Woods. Craig earned a BBA from



the College of William & Mary as well as his Juris Doctor from the William & Mary School of Law where he was a recipient of the TC Clarke Scholarship, the Law Foundation Scholarship and the Thurgood Marshall Humanitarian Award. He is also a graduate of Harvard Business School's Program for Leadership Development.

Reception at the St. James

8:00pm **Buses return to Ritz-Carlton**

SUNDAY, NOVEMBER 6, 2022

9:00 – 10:30 **The Emotional Intelligence Advantage: Deconstructing Your Results**

Led by **Andi Grooms**, we will examine the role emotional intelligence plays in our workplace success – impacting our approach to workplace learning and relationships, our motivation, our level of self-awareness, response to setback and ability to maintain a strong sense of well-being.

10:45 – Noon **A Game Plan for Success: Building Relationships and Attracting Premium Opportunities**

You are gifted and want to achieve your fullest potential. This will require a game plan not improvisation.

In this closing workshop session, we will provide you a blueprint for driving your performance and building the workplace relationships needed to accelerate your development.

Noon-12:15 Closing