

2021 Business Conference

Part One: Leaning In!
April 22, 2021

Northwest Mountain Minority Supplier
Development Council



Business Conference 1 Agenda

8:30 am – Networking @ Zoom Café

9:00 am – 11:00 am – Business Conference @
NWMMSDC Auditorium

9:05 am – Welcome & Introduction | Fernando
Martinez

9:15 am – Presentation | Dr. Suj Chandrasekhar,
Strategic Insights: “Digital Transformation”

9:50 am – Presentation | Earl W. Overstreet II,
GMI: “An Entrepreneur’s Journey”

10:30 am – Council Activities | Fernando
Martinez

11:00 am – 12:00 pm – Networking @ Zoom Café



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Leadership Welcome

Council Board Leadership



Angela Battle – Board Chairperson
Sellen Construction



Carl Gipson – Board Treasurer
AT&T, Inc.



Shahzad Q. Qadri – MBEIC Chairperson
Wong Fleming P.S.



Tim Otani – Board Member
MUFG Union Bank, N.A.



Chi Pak – Board Member
T-Mobile, USA, Inc.



Dicran Arnold – MBEIC Vice Chairperson
Worldwide Technology, Inc.



Fernando Martinez – Board Secretary
Northwest Mountain MSDC



Clayton E. Judge III – Board Member
Nike Corporation



Vladimir "Vlad" Poppel – Board Member
Intel Corporation



TBD Board Member
To Be Determined

Council MBEIC Leadership



Shahzad Q. Qadri –
MBEIC Chairperson
Wong Fleming, P.S.



Dicran Arnold – MBEIC
Vice Chairperson
Worldwide Technology, Inc.



Pedro Castro – MBEIC
Member
Magellan Architects



Darryl Russell – MBEIC
Member
The Russell Group, LLC



Nelson Reyneri –
MBEIC Member
Liberty Power Corporation



RC Sunkara – MBEIC
Member - Oregon
Mavensoft Technologies,
LLC



Curtis Thornhill –
MBEIC Member - Utah
Apt Marketing Solutions

TBD MBEIC Member
To Be Determined

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To Be Determined

Dr. Suj Chandrasekhar | Strategic Insights



Founder and a principal at Strategic Insights, a business strategy and consulting firm based out of Washington DC. Strategic Insights specializes in Strategic Planning, Marketing, Sales, and New Product Development strategies. Suj helps organizations design and implement transformational initiatives in the areas of Analytics, Marketing and Sales, and New Product Development.

She works with corporations to optimize investment in the areas of Talent Development, Sales, and Innovation She is a frequent speaker at company and industry events. Her clients include a number of Fortune 500 companies across several industries.

Suj is co-author of the HBR classic “Ending the War between Sales and Marketing” with Philip Kotler and Neil Rackham. Her work and research with Phil Kotler and Rob Walcott on Marketing and Product Development have been featured in the Wall Street Journal and MIT Sloan Review. She is currently working with MIT on a global research project on value management in Marketing, Sales, and New Product Development.

She is a contributing author to the book “India’s Global Powerhouses.”

Digital Transformation

Dr. Suj Chandrasekhar

Earl W. Overstreet II | President, GMI



- 1983 – Founded, General Microsystems, Inc.
- 2006 – Distinguished Business Achievement Award, Univ. of WA Foster School of Business
- 2007, 2008, 2014 - Northwest Mountain MSDC | Class III Supplier of the Year
- 2008 - William D. Bradford Minority Business of the Year
- 2012 - King County Executive's Minority Small Business of the Year
- 2016 – U.S. SBA State and Regional 8(a) Graduate of the Year
- 2018 – Northwest Mountain MSDC | John A. Gilmore Advocacy Award
- 2019 – Puget Sound Business Journal | Washington's 10th Largest Minority-Owned Business

An Entrepreneur's Journey

Earl W. Overstreet II

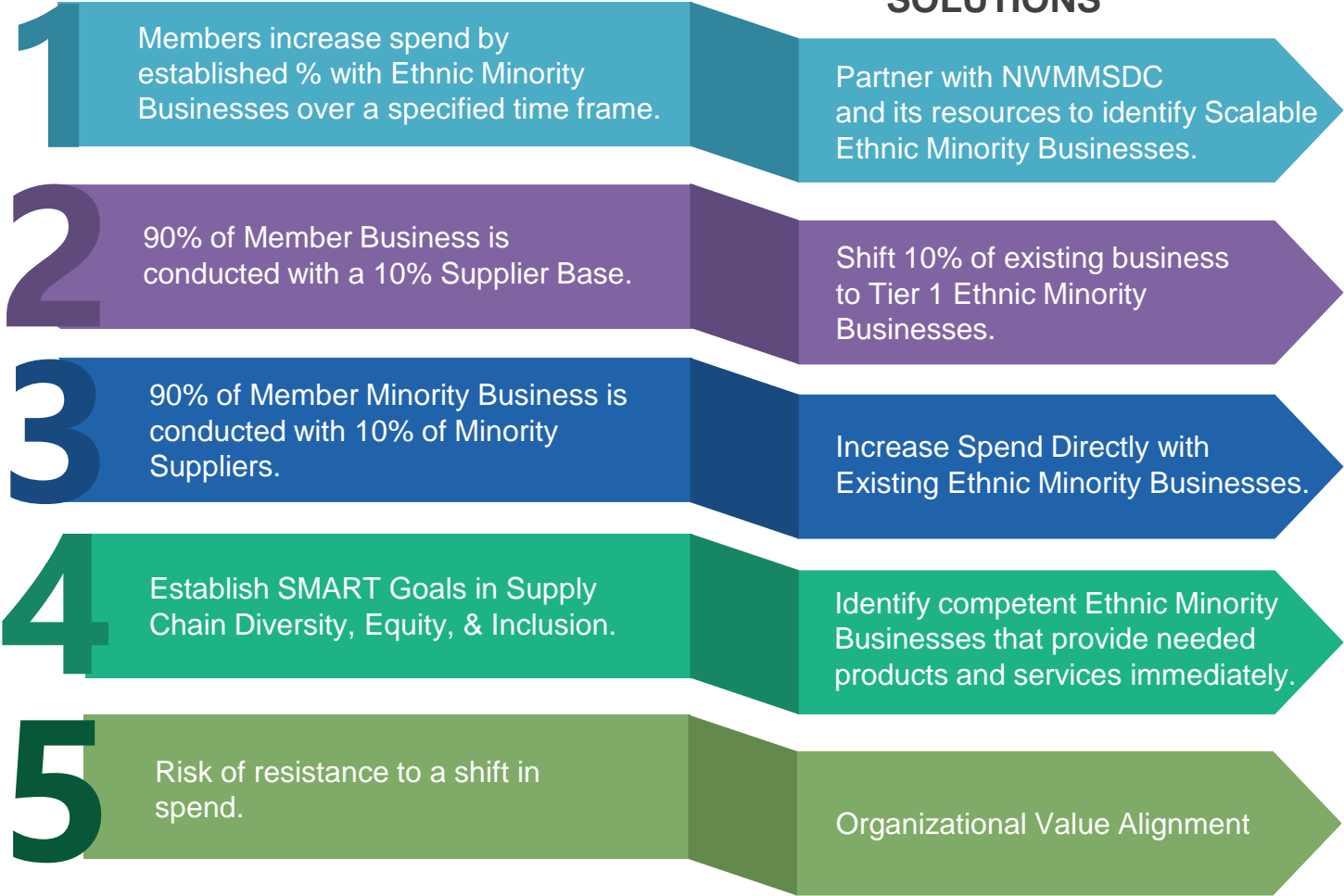
Council Activities

Fernando Martinez

Macro Approach to Ethnic Minority Business Growth | Baseline and Change Manage

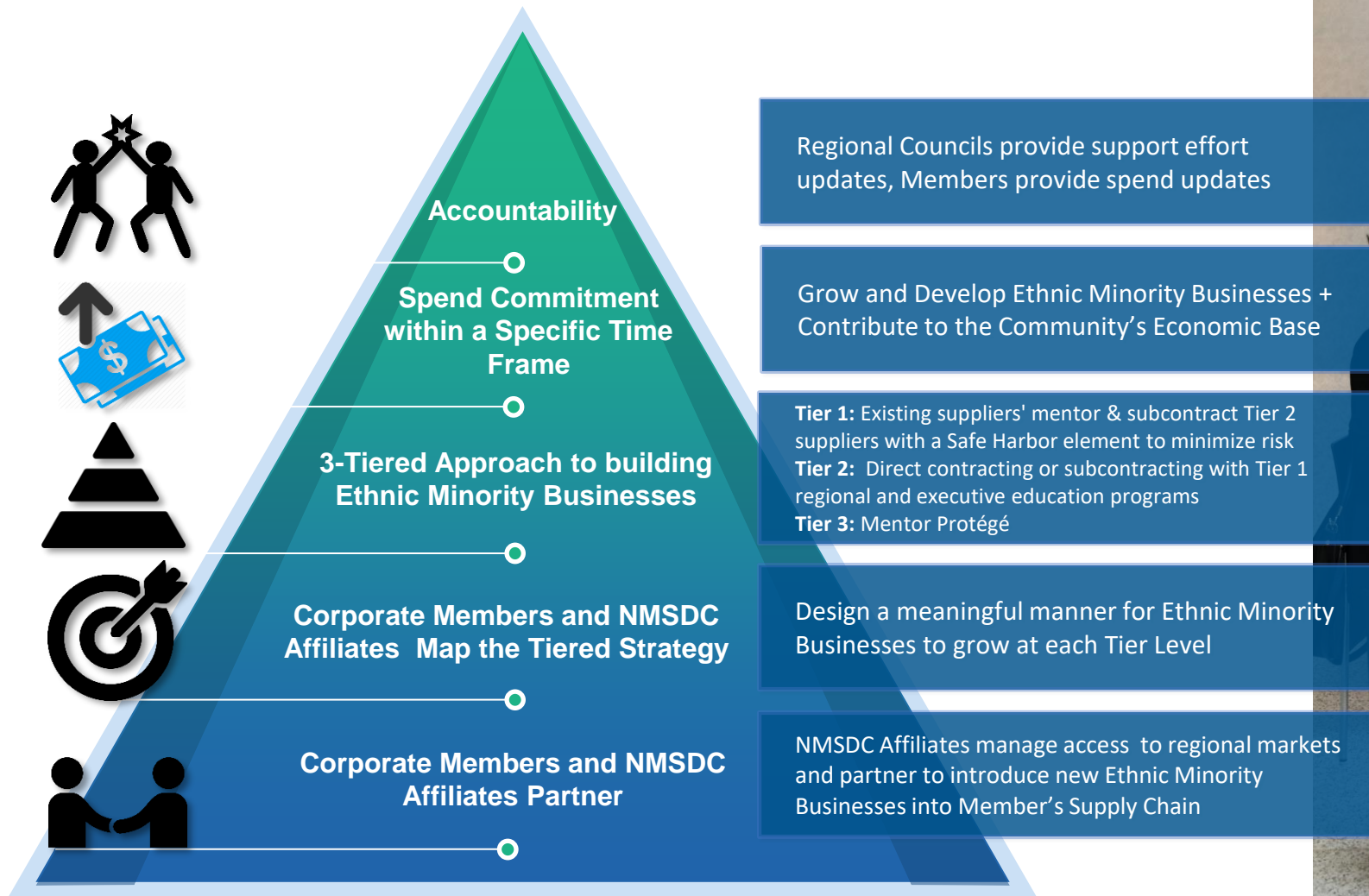
CHALLENGES

SOLUTIONS



Members & NMSDC Regional Councils Partner to Sustain the Growth Ethnic Minority Businesses

Strategic Approach to Supply Chain DEI



Tier – 2 Defined

TIER 2: Subcontracting process that provides critical supply chain support to the prime contractor in development and delivery of customer value.

Tier – 2 Purpose

Purpose: The process by which smaller MBEs can enter the organization's market in a competitive state.

Development: Develop and build a cadre of Subcontractors (Tier 2) under guidance and supervision of the Prime Contractor (Tier 1).

Accountable: Prime Contractor (Tier 1) remains accountable for successful project completion.

Value Alignment: High value Prime Contractors must be willing to support organization values to develop and grow Minority Businesses.

What is Mentor – Protégé

Created by Choice & Mutual Respect

Formal **Development Methodology** designed to enhance the Protégé's capabilities, capacity, experience, and competence.

Symbiotic relationship assisting both the Mentor and Protégé achieve personal and professional development.

What is Mentor – Protégé

Attributes of Successful Mentor-Protégé Relationships

Mentor Qualities

- Strong interpersonal skills
- Technical competence/expertise
- Knowledge of the organization and profession
- Willingness to be responsible for someone else's development and growth
- Ability to share credit
- Patient
- Respected with the organization or profession

Protégé Qualities

- Self understanding of needs for growth
- History of seeking and accepting challenging assignments
- Receptive to feedback and coaching
- Willingness to assume responsibility for own development and growth
- Ability to perform in more than one skill area

Relationship Qualities

- Voluntary
- Mutual benefits derived from the relationship
- No conflict of interest/competition between Mentor-Protégé
- Not confined to merely professional or business interests

What is Mentor – Protégé

Benefits & Pitfalls of Mentor-Protégé

Mentor Benefits

- Increased Job Satisfaction
- Self Development Opportunity
- Advanced standing in the organization or industry
- Revitalized interest in work

Mentor Pitfalls

- Lack of time commitment
- Protégé lacks skills to meaningfully contribute
- Engages in business politics
- Becomes resentful

Protégé Benefits

- Transition from working in-the-company to working on-the-company
- Accelerated assimilation into the professional and organizational culture
- Inside understanding of the profession
- Increased probability of success

Protégé Pitfalls

- Unrealistic expectations
- Mentor takes credit for Protégé's work
- Mentor fails to keep commitments
- Mentor steals Protégé time and independence

Return on Diversity & Inclusion Investment

Three Pillars of DEI

Supply Chain

Design, Build, and Implement Fair and Equitable Sourcing and Procurement Process

Community Growth

Empower Communities to Grow through Inclusion of Community Members into the Workforce and Inclusion of Community Businesses into the Supply Chain

Engaging our Ecosystem



Increasing our Representation and Culture of Inclusion



Return on Diversity & Inclusion Investment

Strengthening our Communities




Board Representation and Workforce

Mitigate Risk through a Strong Culture of Inclusion, Shared Values, Diverse Experience, Attention and Thought

Questions & Answers





Thank You!
Info@nwmmcdc.org