

SEMESTER: Spring 2022

COURSE NUMBER: UGBA 192T.3 (19263)

COURSE TITLE: NIL: Equity Fluent Leadership and Personal Brand

UNITS OF CREDIT: 2

INSTRUCTOR: Professor Kellie A. McElhaney

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COURSE LOCATION: N540/544(Haas School of Business, Chou Hall)

MEETING DAY(S)/TIME: Monday 5-7pm PST

CAREER FIELD: This course is most immediately useful for student-athletes who are planning to enter contracts with the intent to be compensated for their name, image, and likeness (NIL). More importantly, for ALL future leaders in today's world, it is critical to be Equity Fluent and inclusive, as this is linked to business value, purpose, and success. For ALL future leaders, it is also critical to be intentional about reflecting on, designing, and aligning on your personal brand. Truthfully, few leaders develop these competencies soon enough, and fall into brand misalignment and diversity and inclusion debt.

CLASS FORMAT: A mixture of lectures, in-class activities, strategy and planning deliverables, readings, and speakers. Exercises and activities will be designed for reflection, exploration, testing, iteration, designing your brand, refining your brand, telling your brand story, and delivering your brand pitch.

REQUIRED READINGS: Readings will include a choice from a selection of books, articles, and case studies. Readings and cases will be posted on bCourses.

BASIS FOR FINAL GRADE:

(20%) Attendance/participation

(45%) In class exercises & deliverables

(35%) Final: Three-year brand strategy

ABSTRACT OF COURSE CONTENT AND OBJECTIVES:

The course prepares students to implement inclusive brand and business strategies. The course will focus on building students' personal brands in a values-based, equity-fluent manner, empowering them to enter sponsorship agreements/partnerships that align with their personal values.

Personal brand is at the core of name, image, likeness for students, as a North Star in considering compensation, compensation management, managing legal contracts, and representing themselves in the media. Personal brand consists of social identity groups & communities and with which one(s) you want to lead/ connect (identity wheel work); core values; brand star work; telling your brand story; allyship.

Learning Outcomes:

- **Identify, understand NIL legislation and what it means for students.**
- **Understand how EFL, Allyship, and Personal Branding are integral parts to the NIL.**
- **Question, interact and learn from industry leaders and professionals who bring their unique voices and thoughts on NIL and the three other dimensions.**
- **Leave the class equipped to become a leader in your sport, as well as leadership in bigger fields, and find your voice for what you stand.**

BIOGRAPHICAL SKETCH:

Dr. McElhaney is a distinguished teaching fellow and the Founder of the Center for Equity, Gender and Leadership (EGAL) at Berkeley/ Haas. Her research and teaching are in three areas: (1) The economic and business value of investing in inclusion and diversity; (2) the compensation gap (3) business strategies for diversity and inclusion . She has written a book entitled Just Good Business: The Strategic Guide to Aligning Corporate Responsibility and Brand (2010) on her work, as well as given a TED talk on these topics. Kellie consults with global 1000 companies and gives keynotes throughout the world on D&I strategy and value. Professor McElhaney will also be working with MBA GSIs who will also serve as your mentors along this journey.