



Pathways to Business

A New Look at Leadership and Innovation

*Black, Latinx, and underrepresented minority (URM) professionals aren't often highlighted in business. **Pathways to Business** aims to solve that by introducing young college students to an exciting, dynamic set of leadership and management stories designed to inspire future business leaders.*

Delivered via an interactive and video-led online experience, **Pathways to Business** features five relatable leaders at early stages in their careers along with insightful commentary from HBS faculty. Educational institutions and organizations can utilize this free, asynchronous experience to enrich their courses and programs.

The content will:

- **Inspire:** Serve as aspirational content for students
- **Intrigue:** Spark the interest of participating students
- **Illuminate:** Demystify jobs and career paths in business
- **Inform:** Teach students about how they can pursue a future in business

About the Harvard Business School Faculty



Andy Zelleke
Senior Lecturer

Andy Zelleke is the MBA Class of 1962 Senior Lecturer of Business Administration in Harvard Business School's General Management unit. When asked to describe this program, Zelleke notes, "*Talent in this world is very broadly distributed. **Pathways to Business** aims to interest more of that talent, earlier on, in managing and leading. In business firms, and in organizations of all types.*"

The Learning Experience

- Five 60-minute profiles of URM professionals
- One 75-minute integrative lesson led by HBS faculty
- A dynamic experience that mixes short video segments with interactivity to keep learners engaged and prompt them to consider their futures in business
- A teaching note with prompts, discussion items, and suggestions for how educators can implement this in the classroom
- The release date for materials is summer 2022; all content will be made free and available to educational institutions and organizations upon request

Who is this course for?

This online experience is intended to be used by educational institutions and organizations to supplement their courses and programs.



Explore through Leadership and Management Stories

Our leadership and management stories feature a diversity of genders, races and ethnicities, educational and professional career paths, and backgrounds to help students contextualize and relate to business leaders in various settings. These stories include narrated segments by Zelleke and a concluding segment of HBS faculty commentary covering entrepreneurship, intrapreneurship, innovation, leadership, and management.



Kel Jackson

Program Manager at Aurora Flight Sciences, a Boeing Company

Kel is a Black engineer who manages and leads innovation. His journey began where he grew up in Alabama and continued at Auburn University and Harvard Business School. He eventually achieved his first management role in a factory and led a large innovation team developing a new autonomous aircraft.



Tanya Menendez

Co-Founder and CEO of Snowball Wealth and Co-Founder of Maker's Row

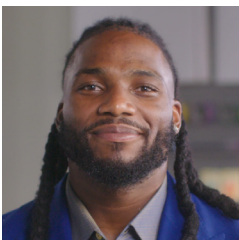
Tanya is a first-generation college student, entrepreneur, and social impact leader. Her journey from a motivated undergraduate at UC San Diego to Goldman Sachs and a series of startup ventures highlights the unique experiences, challenges, and celebrations of a rising Latina entrepreneur and business leader.



Dilan Gomih

Senior Director of Digital Strategy & Talent and Instructor at Barry's

Dilan is a Nigerian-American entrepreneur and health and fitness leader. Her segment shows how she followed her passion for fitness and discovered her identity as a leader and entrepreneur in the health and wellness industry. As Dilan talks about her professional journey, she shares lessons learned about what it means to be a woman in business, navigating its challenges and seizing its opportunities.



Jaylon Smith

Founder of Minority Entrepreneurship Institute (MEI) and NFL Linebacker

A native of Fort Wayne, Indiana, Jaylon went on to play for the Dallas Cowboys while also pursuing his interest in business. He founded MEI, a seed-stage impact investing fund that supports Black, Latinx, and female business founders. Jaylon's story highlights the path of a visionary who extended his influence beyond athletics by leveraging his platform toward sustainable, systemic change benefiting minority entrepreneurs and their communities.



Alex Diaz

Head of Crisis Response and Humanitarian Aid at Google.org

Alex is an action-driven humanitarian and social impact intrapreneur. His path shows how one can drive impact and innovation at scale from within an established company and exemplifies the key role the private sector can play in driving societal change.

Explore their stories at: pathways.hbs.edu