



LEADERSHIP BRAINERY

TOGETHER, WE SHAPE THE FUTURE.

The future of advanced education and leadership across every sector depends on who has the opportunity to prepare, apply, and thrive in these programs. Leadership Brainery is building pathways to greater opportunity and a better world.

Join us to...

Expand our Ambassador Fellowship to reach more students nationwide and provide each of them with unmatched support, resources, and community.

Make our guidance and research on higher education policy and admissions available to all through digital tools, helping to democratize crucial information to gain access to graduate school.

SUPPORT TODAY!



SCAN ME



LEADERSHIP BRAINERY'S 3-YEAR STRATEGIC PLAN

Leadership Brainery is implementing a three-year strategic plan built around one North Star and two Guiding Pillars that reflect both who we are and where we're headed:

★ **Our North Star:** *We believe all communities deserve and have the right to equal opportunities to create and use generational prosperity for themselves, their families, and society. Advanced (graduate) education and thriving careers are a primary gateway to achieving this reality.*

Pillar 1: Focus on Our Core to Serve More

Growing our Ambassador Fellowship to directly serve more aspiring graduate students from across the United States.

Pillar 2: Share What We Know

Expanding our tools and reach to highlight the importance of graduate school and make guidance widely accessible.

This plan, launched in 2025, will guide our work through 2028.

**Thank you to every student, consultant, donor, community partner, teammate, and board member who collectively dedicated countless hours to help create this Strategic Plan!*



STRATEGIC PILLAR #1: FOCUS ON OUR CORE TO SERVE MORE

OVERVIEW

At the heart of Leadership Brainery's work is the Ambassador Fellowship (LBAF). This high-touch, eight-month experience equips talented undergraduate leaders with the knowledge, confidence, and networks to enroll in graduate school and thrive in advanced careers. By focusing on program quality and relevance, we ensure that each participant gains the tools and support to achieve not only postgraduate success but also long-term generational prosperity.

Goal: Strengthen and scale the LB Ambassador Fellowship to serve 50 students annually by Year 3 (2028) while maintaining excellence, relevance, and measurable impact.

REVISED 5-PHASE CURRICULUM & PROGRAM OUTCOMES:

1. Strengthen Interest & Connections | Month 1 (In-person)

→ Outcomes: Clarity on the graduate school admissions journey • Expanded networks • Stronger sense of somebodiness

2. Strategic Research & Pathway Selection | Months 2–3 (Virtual)

→ Outcomes: Clear timelines • Informed degree choices • Tailored school lists

3. Test Preparation | Months 4–6 (Virtual)

→ Outcomes: Reduced test-related stress • Increased readiness • Competitive scores

4. Application Preparation | Months 7–8 (In-person Intensive)

→ Outcomes: Heightened confidence • Refined storytelling • Complete and compelling applications

5. Graduate School Enrollment & Beyond | Ongoing Support

→ Outcomes: Sustained mentorship • Financial guidance • Successful matriculation

WHAT FELLOWS GAIN:

- **Graduate School Application Toolkit:** Admissions coaching, test preparation, and polished materials.
- **Professional Growth:** Leadership development and industry exposure.
- **Financial Support:** Up to \$10,000 for graduate transition expenses.
- **Confidence & Somebodiness:** A deep sense of awareness and the responsibility to open doors for others.

OUR ALUMNI NETWORK

Now 73 strong and growing, LBAF alumni are entering top graduate programs, earning competitive awards, and rising as leaders in their fields. Their success demonstrates that the Ambassador Fellowship is not just a program—it's a life-changing, trajectory-shifting investment in the next generation of leaders!

STRATEGIC PILLAR #2: SHARE WHAT WE KNOW

OVERVIEW

Leadership Brainery will intentionally share insights, data, resources, and proven strategies that help remove barriers and expand access to advanced education. We're turning what we've learned from our programs, partners, and research into actionable resources that support both institutional improvement and student success.

Goal: Influence Perceptions, Policies, and Practices to create pathways to and success in master's and doctoral programs and leadership opportunities for communities that lack access.

OUR APPROACH:

- **Equip Students:** Offer prospective graduate students direct support—such as admissions and aid guides, an AI-powered information hub, and on-demand assistance—to confidently navigate their path to advanced degrees.
- **Influence Perceptions:** Elevate stories, research, and thought leadership that reshape how people see who belongs in graduate programs and leadership positions.
- **Influence Policies:** Contribute to policy discussions that open doors to graduate education and ensure fair access to opportunity.
- **Influence Practices:** Provide colleges, universities, and employers with practical tools, training, and data to strengthen recruitment, admissions, and advancement practices.

EXAMPLES OF SHARING WHAT WE KNOW:

- Publishing articles, policy briefs, research insights, and practical guides for institutions and learners. Subscribe to our newsletter at the bottom of our website homepage: leadershipbrainery.org!
- As of October 2025, our Forbes articles have reached nearly **90,000 readers** and sparked national conversations on graduate school access, the enrollment cliff, student debt, and the future of higher education. Read the articles here: qrco.de/LBForbes.

