



Leadership and Communication Intensive for Mission-Driven Leaders in Washington, D.C.

Is your communication or leadership getting in the way of your impact as a mission-driven leader? As an executive leading a foundation or non-profit organization, you understand the power of creating lasting impact, the significance of nurturing relationships, and the need for effective storytelling to truly engage stakeholders. But you also have unique challenges—board management, recurring fundraising needs, delivering on mission, and all with limited resources. To make real strides and truly master your leadership, you need the right tools—strategies, routines, and behaviors—that apply to the challenges you face.

For nearly 40 years, CRA | Admired Leadership® has provided clients world-class communication advice and leadership coaching. We work behind the scenes and below the radar to offer solutions that make our clients shine.



Over time, we've built the richest database of experience and proprietary knowledge in leadership and strategic communication in the world. Whereas early on we simply outworked everyone else, today we simply know things no one else knows.

We're honored to call many mission-driven organizations our clients today, and it's become clear that non-profit leaders have a great hunger to develop. We have the expertise and knowledge to bring solutions to their most pernicious leadership challenges.

On November 9th, CRA | Admired Leadership® will host an exclusive, in-person seminar for mission-driven executives at the renowned Georgetown University in Washington, DC.

The small-group, intensive approach means that learning can be tailored to the needs of the group. Participants walk away armed with powerful insight about how to:

- Better align communication to strategy
- Cultivate advocates and build social capital
- Project credibility and executive presence
- Use communication to motivate, inspire, and drive performance

The ideal participant is a CxO or SVP with a burning desire to become a better mission-driven leader. We would expect the cohort to include those with considerable experience leading large teams; creating organization- or department-wide strategic plans; and building and maintaining relationships with staff, boards, partners, donors, and other key stakeholders.

Program Format

The program **starts with a virtual session** to facilitate introductions and clarify expectations, one week before the in-person event.

This is followed by **an in-person immersive day** of high-impact content, stimulating dialogue, and meaningful connections at Georgetown.

The learning journey **continues with a 90-minute post-seminar, one-on-one virtual conversation for each participant** to help integrate knowledge. The conversation will span how behaviors are landing, share progress on commitments, and how best to keep themselves accountable.

We also will extend an invitation to join a **monthly Leaders Circle for participants, a virtual gathering moderated by CRA | Admired Leadership® coaches**. This forum provides an opportunity for leaders to continue sharing experiences, tracking progress on commitments, and discussing how new behaviors and strategies apply to their perspective.

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In an era where the challenges faced by mission-driven organizations are increasingly complex, this seminar is a unique opportunity to equip yourself with the strategies, insights, and connections to ensure the effectiveness of your leadership and communication.

Meet Your CRA | Admired Leadership® Coaches



Rachel LeWitt is a Managing Director in the firm's Strategic Communication Practice.

Rachel is a strategic communication advisor, with expertise in change management and organizational alignment. She crafts engaging materials to build credibility and understanding among audiences and stakeholders, utilizing data-driven approaches and graphical narratives. She has worked with non-profit clients including CFA Institute, B Lab, and R Street Institute, alongside for-profits like KPMG and Microsoft. Rachel graduated with honors from Lafayette College, studying English and psychology. Prior to her current role, she taught English as a Fulbright ETA in Malaysia and conducted social science research at Brandeis University. Rachel calls Bellingham, WA home after many years in Philadelphia.



Jorge Ortega is a Managing Director in the firm's Strategic Communication Practice.

Jorge boasts over 25 years of experience, specializing in strategic marketing and corporate communications. He has been active in several non-profit organizations as founder, board chair member, and advisor. He has consulted various organizations on strategy and marketing. Formerly a senior advisor at Edelman, he has also worked with Burson-Marsteller (now BCW), guiding clients including Abbott, Airbus, Coca-Cola, and several governmental agencies. He has deep expertise in developing and leading large teams and organizations across a diverse array of geographies and is a respected bilingual crisis counselor, communications trainer, and facilitator of strategic sessions. A graduate of The American University in Washington, D.C., Jorge is on the Corporate Advisory Board of ALPFA, the largest Latino professional and student organization in America.



Daniel Couladis is a Managing Director in the firm's Leadership Practice.

Daniel is a seasoned leadership coach and consultant, renowned for crafting effective leadership strategies, powerful messages, and dynamic presentations. With his expertise, he has aided leaders across organizations such as Bank of America Merrill Lynch, Prudential, Kimberly-Clark, McDonald's, and the Defense Intelligence Agency (DIA). Additionally, he is a popular national speaker, engaging with hundreds of diverse groups. Daniel holds an MBA from Syracuse University's Whitman School of Management and a B.A. in CLEG from American University. Residing in Arlington, VA, this Buffalo, NY native is a dedicated Buffalo Bills fan and an enthusiastic traveler.



About CRA | Admired Leadership®

CRA | Admired Leadership® has been serving as advisors to management since 1986, and at that time we had no idea we would become one of the distinguished consulting firms of our generation. We only knew we wanted to do exceptional work with exceptional people. So, we built our firm slowly, one engagement and professional at a time. We discovered we couldn't be all things to all people, so we specialized in our service offerings and in our research. Over time, we built the richest database of experience and proprietary knowledge in leadership and strategic communication in the world. And we know how to apply that knowledge to real problems.

This is a difference that makes a difference for our clients.

Our team advises management across four practices: Strategic Communication, Leadership Development, Communication Research, and Talent Selection. Our years of communication and leadership research enable us to deliver one-of-a-kind client experiences, including the [Admired Leadership Institute®](#), [The Minnesuing Group](#), the [Strategic Communication Academy at Sundance](#), and communication roundtables in cities across the United States. Our client list includes 24 of the Fortune 100, more than 15 of whom have worked continually with us for over 10 years for one simple reason: We offer innovative solutions, processes, and practices they can't find anywhere else. More important, we stand behind our work and our clients all the way.

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