

DIGITAL PATHWAYS INITIATIVE (DPI)



OBJECTIVE

There is a lot to get done before July 26, 2023! Theoretically, there are millions of ways to approach getting these objectives done. If we step back for a moment and recognize that the two most successful recruiting, training & development, and high-performance entities in the world are the Military and Sports industries.

These two functions attract, assess, decline, develop, and deploy high-performing talent at the highest rates. Yet, for some reason, the business community has not been able to evolve their traditional practices to match the amazing examples and standards of the Military and Sports.

We must quickly plan, build, and implement ongoing attraction, training, and high-performance practices to successfully establish larger pipelines of highly skilled, professionals ready to be hired and advance in careers they are passionate about. This also increased their overall career options and opportunities.

OVERVIEW

To meet the aggressive timeline of this July 26, Dakar and Max Edwards Company are proposing creating virtual studios that combine training of entrepreneurial leadership, business acumen, creative techniques, and applications of advanced technology and workflows.

We will start with small, adaptable cohorts selected from a wide-ranging applicant pool from HBCUs, national community organizations, industry associations, and functionally specific professional and trade organizations (i.e., National Society of Black Engineers, Fraternities/Sororities, Veterans orgs).

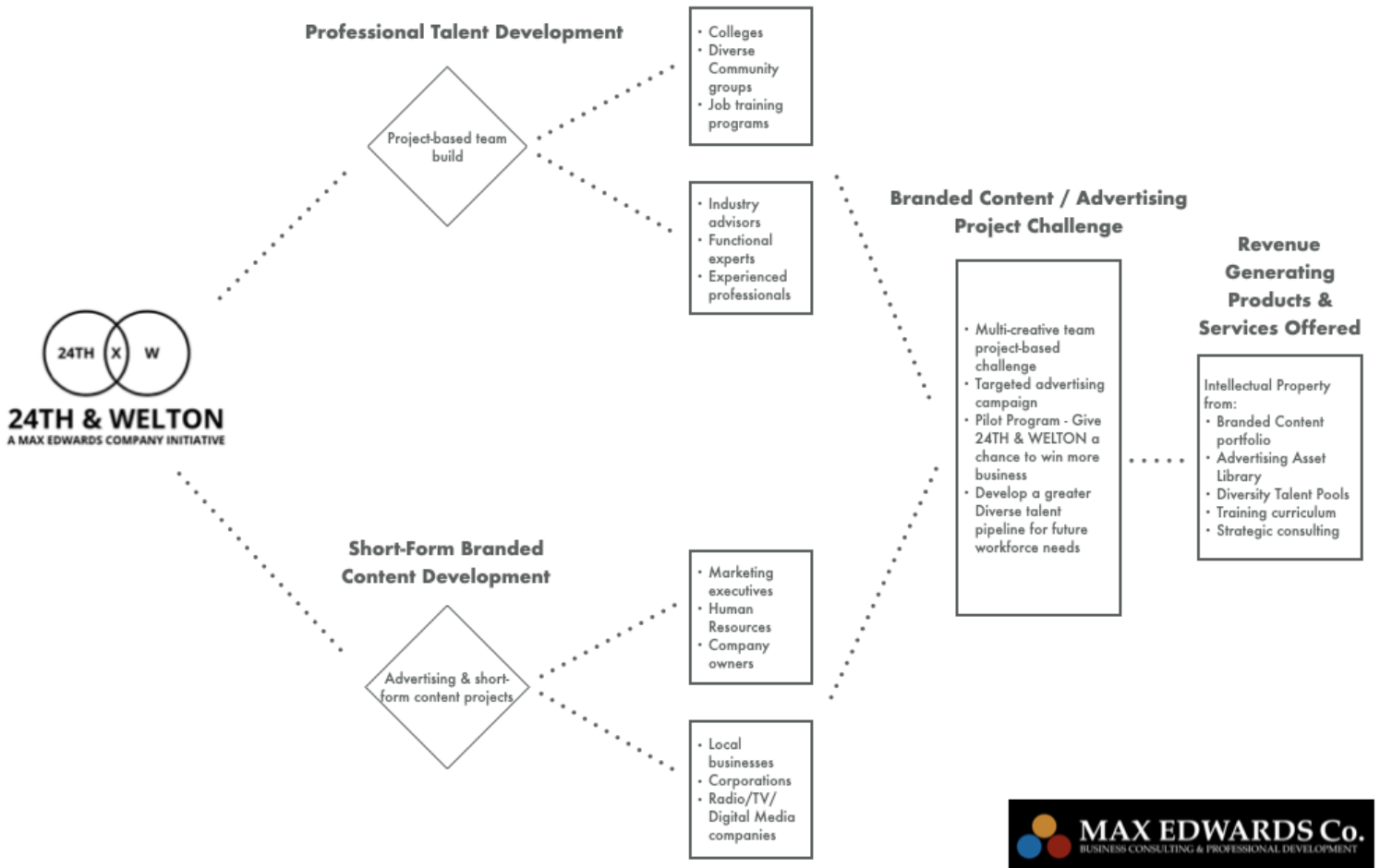
These cohorts will be challenged with a menu of oral storytelling projects and industry-led projects that address top priorities and solve real-world issues. Oral storytelling has the dual benefit of not only working to create a robust library of historical media content commemorating the signing of Executive Order 9981 and the multitude of stories that come after. It will also be a high-volume, creative, strategic, and technological exercise, similar to an advanced media Bootcamp, developing the next generation of skilled media professionals with portfolios and enhanced resumes across Content, Digital Media, and Technology.

Corporate champions, curricula, industry mentors, and project advisors are being assembled now. We just needed an important enough mission to galvanize around. With the proper leadership support, funding, and effort, we can accomplish our long list of objectives and deliverables while establishing an infrastructure that will follow the exceptional leadership of our beloved Military and Sports industries.

CONTENT

Utilizing a framework developed and deployed by a partner business, Max Edwards Company, the recommendation is to leverage content, new business opportunities, and critical needs, as the basis of a project-based training infrastructure. The framework is adaptable and can be customized to any need, functional area, company, or industry. This is a framework that produced apprentices that receive hands-on instruction from key industry partners who participate in the education, mentorship, project advisement, and eventually the hiring of the program participants. See content flowchart below.

CONTENT FLOWCHART



ABOUT DAKAR

Dakar Interactive organizes properties, content and exhibits for events and businesses. We deliver obvious value for meaningful multicultural marketing efforts. Businesses are just now realizing that their strategic marketing and spending has not met their expectations. Businesses also realize that Urban marketing and diversity marketing programs are essential and key to their growth and success.

ABOUT MAX EDWARDS COMPANY

Max Edwards Company and its partners are taking the philosophy of 24TH & WELTON and virtually spreading it as a content and talent development practice that builds ecosystems of skilled talent and resources. By actively collaborating to promote continuous learning and innovation in our local communities, we will be catalysts of positive change for the next generation of transitioning veterans and professionals.

CONTACT:

Kevin Clark, CEO, Dakar (818) 918-7684 kevinclark@dakarfoundation.org

Brian Wright, President, Max Edwards Company (626) 926-4457 brian.wright@maxedwardscompany.com