

BEYA Announces Innovative Executive Coaching Pilot Program for 2022 BEYA STEM Awardees

Program will leverage STEM City USA virtual community technologies in the Metaverse to greatly improve career growth and advancement opportunities for up to 300 Black STEM professionals

Washington, D.C, District of Columbia Feb 18, 2022 ([Issuewire.com](https://www.issuewire.com)) - Career Communications Group (CCG) — BEYA today announced that it will partner with Four Forces Executive Group, LLC, a leading executive coaching and leadership development firm, to launch an innovative pilot program for 1:1 coaching and training for up to 300 BEYA STEM Conference awardees across all award categories. This program will be designed to strengthen their personal, interpersonal, emotional intelligence, executive leadership, and communication skills, clearly articulate their unique value, and chart their professional journey based on a strong career strategy.

“Each year, the BEYA STEM Conference provides leading employers across the corporate, government, and military sectors the opportunity to recognize hundreds of Black STEM professionals for their stellar work in developing innovation,” said Tyrone Taborn, chairman, and CEO of Career Communications Group - BEYA. “However, the ‘*BEYA STEM Executive Coaching Pilot Program*’ is designed to allow those same organizations to make a nominal investment in the provision of differentiated executive coaching resources for these outstanding performers at all levels that help to level the career growth playing field, since minority employees historically do not receive access to executive coaching and other career development at the same level and frequency as their majority counterparts. It’s a total game-changer.”

The pilot program will offer the same research-based executive coaching and leadership development services offered to boards, CEOs, and senior executives at leading global organizations. However, one key differentiator will be the ability to specifically select from a list of Black executive coaches who will provide 10 hours of 1:1 executive coaching services over a five-month period for each client.

“We have compiled a very specialized cadre of more than 30 minority executive coaches who are International Coaching Federation (ICF) trained and certified. Additionally, each coach has extensive experience as senior officials in corporate, government, military, nonprofit or educational organizations prior to transitioning to full-time coaching or has been running their own successful coaching businesses for many years,” said Marshall Williams, director, and CEO of Four Forces Executive Group and former Principal Deputy Assistant Secretary of the Army for Manpower and Reserve Affairs.

“This provides an extra level of personal choice for pilot participants since industry studies and media reports have highlighted that minority employees often have much different workforce experiences and coaching needs than their majority counterparts. Unfortunately, many coaches are unable or unwilling to recognize or address those differences, especially when multicultural-related issues are uncovered,” said Williams.

A very unique feature of this new program will be the opportunity for coaching clients to utilize BEYA’s STEM City USA platform, a new and innovative “City in the Sky” that creates a digital-in-the-moment immersive experience in an interactive virtual community that allows participants to fully engage 1:1 with their coaches in the Metaverse. The platform combines the physical and digital worlds with unique digital moments (DIM) which are designed with rich content that delivers an immersive experience where people make up a diverse digital community. It will also provide an up-to-date digital community

center designed to compile the development resources needed for educational, health, and career success in one place and it can be accessed 24 hours a day, seven days a week.

“Given the major significance and impact of this executive coaching program for the future careers of Black STEM professionals, it only makes sense to weave it into the fabric of the technology earthquake that is happening with the Metaverse, since it will help to bridge the digital divide that still plagues underserved communities today,” said Taborn. “In every previous tech revolution, Black people and other minorities have been losers, so this is a very unique point of inflection in history to help close the gap in professional development and growth for individuals who choose to pursue careers in STEM. We are honored to assist them as they embark on their new journey of success.”

To maximize the effectiveness of this new executive coaching program, BEYA will utilize the pilot stage as a means to optimize the engagement experience for its coaching clients. The intent is to make it seamless and enjoyable for the many thousands of future participants BEYA hopes to support as it grows and expands the program to include much wider audiences at all levels across the corporate, government, military, nonprofit and education sectors over the next year.

The launch of the pilot program is anticipated to be in late Spring/early Summer. Specific details will be released at a later date.

#

About the BEYA STEM Conference

The BEYA STEM Conference is produced by Career Communications Group in partnership with the Council of Engineering Deans of Historically Black Colleges and Universities (HBCUs) and corporate sponsor Lockheed Martin Corporation. This year, Career Communications Group is proud to present the digital twin, or DTX, experience. This new model allows attendees to choose whether they would like to attend the conference in person or digitally. All events will be live on the online platform, reflecting what is happening in person!

About Career Communications Group, Inc.

Career Communications Group, Inc. is a leading media company that supports employers in promoting diversity in STEM fields through conferences and publications, such as *US Black Engineer* magazine. As nationally renowned experts and thought leaders, Career Communications Group also provides consultative support and expertise with its internal strategies and programs.

Visit <https://intouch.ccgmag.com>.

About STEM City USA

Powered by Career Communications Group, STEM City USA builds on its best practices and content, including the Black Engineer of the Year Awards (BEYA) and Women of Color in STEM conferences. STEM City USA combines the physical and digital worlds with unique digital moments (DIM). Experts in creating DIM experiences for audiences, Career Communications Group's STEM City USA is designed to provide information on health, job training, professional mentoring, and lifestyle support. The DIMs (digital in the moments) are designed with rich content that delivers an immersive experience where people make up a diverse digital community.

About Four Forces Executive Group, LLC

The Four Forces Executive Group is a global leader in executive coaching and leadership training services. We offer world-class workshops, scalable learning solutions, private coaching, and high-

impact consulting. From senior executives to new professionals across the private, government, military, and nonprofit sectors, we help organizations large and small uncover their potential in individuals and teams, inspiring them and their organizations to use their collective advantage. Today, effective leadership demands self-awareness and aspiring leaders at every level in every environment typically face a diverse span of circumstances, often with complex overtones. Our approach uses the concept of performance tension to help clients move past their current comfort zones into a zone of peak performance. We will test your new behaviors and move you through challenges to systemize the predictable and focus on the exceptional. To learn more, visit www.fourforceseg.com.

Media Contact

David Albritton

dalbritton@fourforceseg.com

7037129987

Source : Four Forces Executive Group, LLC

[See on IssueWire](#)