



Contact:

Meghan Haynes, Beaman Incorporated
mhaynes@beamaninc.com or 312-751-9689 x15

NATIONAL BLACK MBA ASSOCIATION PARTNERS WITH GLOBAL LEAD MANAGEMENT CONSULTING TO LAUNCH FIRST COMPREHENSIVE SURVEY OF BLACK MBA PROFESSIONALS AND STUDENTS

Study To Provide In-Depth Insights Of Black MBA Professionals And Students That Will Inform And Enhance Corporate Diversity Initiatives

ATLANTA (Sept. 29, 2006) —The National Black MBA Association (NBMBAA) announced today a partnership with Global Lead Management Consulting to launch the Diversity Pipeline Talent Study—a comprehensive, longitudinal research initiative that will collect and report the insights of black MBA professionals and students regarding their career decisions and job satisfaction.

Black professionals attending the NBMBAA 28th Annual Conference in Atlanta got a glimpse at potential survey questions and had an opportunity to scale their company's performance on factors such as: developing their talent management strategy, leadership competency development, advocacy, company transparency, inclusive culture and values, professional skills enhancement and community leadership.

"It's no secret that corporations, government agencies and non-profit organizations are all seeking to enhance their efforts to attract, recruit, develop and retain minority talent," says Barbara Thomas, NBMBAA president & CEO. "But, until now, no entity has been able to provide concrete data on the most relevant thoughts, opinions and perceptions of the nation's top black business professionals."

Over the course of the next year, NBMBAA and Global Lead Management will conduct focus groups and interviews among targeted and representative black MBAs to gain in-depth information that will inform a quantitative survey tool. The quantitative survey tool will measure the perceptions of a representative sample of black MBAs and will compare and contrast those findings with those of their white, Hispanic, and Asian counterparts.

"This is the first and only study to determine and gauge the factors that matter most to premiere black talent and help companies create an environment that attracts and cultivates that talent," says Vincent Brown, principal partner of Global Lead Management Consulting. "NBMBAA has the nation's wealthiest resource of African American business professionals and we are pleased to partner with them to ask the questions every company in corporate America wants to ask."

The Diversity Pipeline Talent Study will also document profiles of the 100,000 black MBAs represented in the study, as well as provide resources and tools for global businesses to effectively and efficiently attract, retain and advance talent from the National Black MBA Association's pipeline.

NBMBAA and Global Lead Management Consulting will publish the report and announce findings in one year at the 29th Annual Conference in Orlando, Fla.

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