



# IMPACT ROUNDTABLE

*WE ARE THE LEADERS!*

*Cross Pollination , Collaboration, Creating, Impact, Power !*

**IDEAS**

**+ ACTION**

**= CHANGE**

We will have a very in depth, and systematic approach to all of our future roundtable discussions. This is an introduction to our roundtables and an invitation to potential industry leaders to join us. The goal is to give in depth and strategic and tactical solutions to community challenges locally as we tour the country, and globally as we travel across the seas, our tour is called **IMPACT** and **WE ARE THE LEADERS**. We have developed and created focused plans that will move us forward and hold us accountable. We are actively and systematically including community panelists who can speak about Black issues from the ground, and they can help identify measurable tasks that need to be completed, executed, examined and duplicated if sound.

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We will have an exchange of ideas across sector, country, industry, rooms, computers, and generations in the following areas:

- Invention, Innovation and Technology
- Art, Music, Film, Development and Design
- Health, Ecology, Environment & Ethics
- Action & Advocacy
- Self Esteem, Self Protection (Counter Crisis) and Society
- Economics and Business Development
- Race - Our Brand and Racism
- Journalism, Communications and the Media
- Black Women & Her Brand

“Ideas and behaviors transform populations because of what the members of the populations do, think or say in response to one another. At the events, we will give our panelists the floor so that they can share their knowledge and ideas. We are also seeking to fund (community funding) the best ideas provided at select roundtables. Thinking is shifting, transforming, movement. We know to change the dynamics of any institution won't be overnight. But we do know that with the right thought leaders we can be just as powerful as any other organization.”

Every Roundtable that you will attend, you will notice that it will be designed so that transformation, solutions and action is the theme throughout. You will have clear points to grasp and execute. We hold the following near to our hearts: **IDEAS + ACTION = CHANGE (IMPACT)**. We note that there is a difference between mere action and impact.

We will study and identify power together, based on IMPACT: A Strategic Guides For Blacks Who Seek To Regain Power. Panelists will receive a courtesy copy of the best seller.

See <http://www.theimpacteuation.com>

Phase I. - Introduction To Roundtables (March 25, 2010)

Phase II. - Selection and Confirmation of Panelists (April 6, 2010)

Phase III. - Event: Redefining Black Power, Making An Impact (Thursday Online/3D Virtual Chatroom) (August 26, 2010)

Phase IV. - Local & Ongoing Coffee Shop Meetups & Community Events (Facebook Coffee Club, Twitter Coffee Club, LinkedIn Coffee Club)

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## Phase V. - National Expo (March 25, 2011) Remix Expo - Houston, Texas

Starting on August 26, 2010 we will cover the topics of influence, strategy, group genius, impact, solutions, and we will also re-define power, and examine what we believed was power. We will cover the topics in the guide, provided as a courtesy to the panelists. We will network with a purpose. And we will share resources and tips from that point on. We will cover topics that are traditionally reserved for other communities, we will cover strategic methods of executing all actions in the community.

*You can expect topics on the following issues:*

- How to create influence using social networking mediums
- How to apply for a business grant
- When should we march?
- The Future Of Black Leaders...
- Death of the Press Release and The New Media...
- Identifying counterproductive forces, agencies, and individuals

We are connected to over 1,000,000 social networks, not because we are so powerful but because our community of Black networks are connected to so many individuals. And one of the purposes of our online roundtables is to transform these connections to empowerment, brand currency, influence, movement, impact and power.

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# Twitter COFFEE --- CLUB

Where will I meet you?

We are taking our twitter networking skills offline by launching our coffee clubs (Phase IV). You will hear us tweet: Where will I meet you? This will take place during Phase IV.

But tonight (March 25, 2010), for our twitter influencers, we are signing into :

<http://roomatic.com/wearetheleaders> You will be able to go to that room, as you listen to Jesse Muhammad discuss the roundtable. The hashtag is: [#wearetheleaders](#) which stands for WE ARE THE LEADERS!

You will be asked to participate via twitter and the room allows you to see only the tweets for that subject.

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## How will it work Tonight???

If you are on twitter, you sign into your twitter account and go to the roomatic room above, and you can call in...

March 25, 2010 Thurs - 9 pm **EST!**

The call in # is 218-862-1730 !

Passcode: 9999# !

You will be able to call in and hear a live conference

You will be able to tweet your responses if you are on twitter and add wall comments if you are on facebook

All of your responses will be read and distributed so others can see and hear them (especially those listening in from around the globe!)

Follow: **@IMPACTHTR** so that we can help assist you if you are experiencing technical difficulty.

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# Facebook COFFEE --- CLUB

Where will I meet you?

We are starting a wonderful movement on facebook that will compliment and support our twitter events. We are inviting our facebook friends to join our Black leadership lunch and learning online. We have townhalls on Thursdays (proactive and always filled to capacity --mixers), and we are inviting the most influential Black leaders who are here for more than just farm animals and mafia games--but really want to dialogue with one another, discuss issues, solve problems, and network with the many facebook friends! So for our facebook friends we are having a lunclub as well !

## **How will it work Tonight???**

If you are on facebook, you sign into your facebook account and go to the host's facebook account and write on his wall live, his wall is: <http://www.facebook.com/?ref=logo#!/BrotherJesse> as the conference takes place, and you can call in...

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We also have a group here: <http://www.facebook.com/?ref=logo#!/group.php?gid=353602769012> we will dialogue live here! Go to the discussions section of the group.

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Speak and be heard

Make a positive difference

Join The Impact Community Panel !

We want to *invite* you to join us on the IMPACT Panel to share any insight that you have or anything that you feel we should be doing to help the collective Black community have a true and serious dialogue about power--**with solutions**. Any classes you think that we should offer, any topics that you think we should cover--we want your insight and we would like you to share your industry experience, and we will give you the platform to do so--locally, nationally and internationally. Each panelist would represent an industry or their community (location/country), or an issue that they feel passionately about. You will be included on a panel with the best and the brightest minds. We are partnering with those who: shape, change, create, alter and set trends. Those thought leaders will be on the panel discussing solutions. It has been said that there is strength in numbers, and we believe that if we want to survive and grow, we are going to have to collectively work at better organizing ourselves just like every other "self-interest" group. Our suggestion is that we have conversations with purpose, we tweet with a purpose, we facebook with a purpose, we shop with a purpose, we connect with a purpose.

In August, we will start our online roundtables in a virtual cafe and we will meet locally. We will also have peer to peer events, giving you the opportunity to learn about timely and important topics in concise and effective delivery formats. So our events are a variety of in-person and web-based programs delivering highly credentialed content. We will not saturate you with a high volume of programs; just know that when we do present a program if the topic is of any interest you should attend.

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## ***Benefits ?????!***

With your help, we are creating the largest and most influential Black roundtable (network) that has ever been established on the face of the earth. By collectively making the connections, by networking, by designing systems and strategies, by enhancing our relationships, by organizing capital, by redirecting our focus, attention, and intention to things our panelists and leaders are provoking and inspiring individuals in the Black Community to worldwide action. We are also providing support and additional tools needed so that every panelist can present their ideas with solutions.

So what are the bennies (slang for benefits) ?

- Recognition as an expert in your field to the community. Community Visibility and Empowerment: We have community modules, empowerment topics, and methods of contacting the local media to ensure that your voice is heard and that change occurs. Every month there is a theme to lead and make a difference in the Black Community!
- Meet, greet and collaborate with a substantial number of Black professionals and deal makers
- Free tools including: books and guides to assist you with the panel.
- Publicity distributed to our partners and networks. Exposure and lots of it!
- We will also give you a sneak peek to our virtual chatrooms!

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## NOTES.....

We **highlighted** some key points in the above informational, however below is an area of blank space for you to create and jot down notes and share ideas.....

- I. Virtual Networking: We are going to share with you everyone who is on the call with us, their skills and how you can look them up on their social networking platforms!
- II. Roundtables: Why we are having them, tips for first timers on how to conduct roundtables and facilitate groups: speaking, articulation, consensus building, how to use social media to engage with your audience effectively, your expertise & brand development, and blogging tips...
- III. Roundtable Discussion: We are having a lot of cool and insightful roundtable discussions that will allow everyone to get a feel for how it will be done, while learning from leaders at the same time.
- IV. Confirmation: We will need your name, your industry, the platform, the city and state that you are in so that you can become one of our panelists.
- V. Email: [confirm@theimpactequestion.com](mailto:confirm@theimpactequestion.com) Mailing Address for guide will be requested, bio if you havent already submitted one (or link to a site) will be requested, and any social networking sites you are on will be requested (so that the community can engage you when you are speaking with other panelists)! We will also ask for an industry that you wish to cover, or an issue that you are passionate about at the time of the email.
- VI. Reminder: August 26<sup>th</sup> is a long way away, we will send out an email reminder to you and a call reminder if you request it.

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