

## TIMELINE:

Applications will open on March 1<sup>st</sup> and will close on March 31<sup>st</sup>. Selected candidates will be notified in mid-May. All sessions are held in-person at the CMA office.

<b>March 1-31</b>	Application period	
<b>Mid-May</b>	Acceptance notification	
<b>August 3</b>	Welcome Event	TBD
<b>August 4</b>	Session 1	4 hrs, 1-5pm
<b>August 11</b>	Session 2	3 hrs, 1-4pm
<b>August 18</b>	Session 3 (DEI)	3 hrs, 1-4pm
<b>August 25</b>	Session 4	3 hrs, 1-4pm
<b>September 15</b>	Session 5	3 hrs, 1-4pm
<b>September 22</b>	Session 6	3 hrs, 1-4pm
<b>September 29</b>	Session 7	3 hrs, 1-4pm
<b>October 6</b>	Session 8	3 hrs, 1-4pm
<b>October 20</b>	Session 9	4 hrs, 1-5pm
<b>October 22</b>	Conclusion Event	TBD

## APPLICATION:

To be considered for the program, candidates must either self-nominate or be nominated by a music industry professional. If nominated, candidates will be sent a direct link to the application. If self-nominating, applicants can upload a letter of support from a music industry professional. Both nominations and letters of support should come from a supervisor, mentor, or similar, not a peer.



## CONTACTS:

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**WLA**  
*Women's*  
LEADERSHIP ACADEMY



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**CMA**

## OVERVIEW:

Women in leadership have a special opportunity to leverage their unique talents, strengths, and visions to enable change and transformation in their organizations but often face significant challenges and structural barriers to doing so, especially in music's traditionally male-dominated landscape.

CMA's Women's Leadership Academy (WLA) is a free professional development program for up to 16 women that involves interactive group coaching for high-performing, high-potential women leaders within the Country music business. Candidates best fit for the program should desire to unleash their skills, step forward in confidence, and create more meaning in their careers.



## ELIGIBILITY:

With the goal of establishing and strengthening leadership skills, WLA participants should be ambitious, experienced music industry professionals with a desire to grow as a leader in the business.

### This opportunity is perfect for:

- High-potential, high-performing women willing to leverage their leadership and take a step into a larger opportunity
- Women leaders in transition looking for an expanded or more meaningful role
- Women in leadership desiring more fulfillment in their work and that are ready to create more impact with confidence and clarity

### Criteria to apply:

- Women with at least 5 years of experience in the industry or at a senior level in their organization
- Experience or interest in managing people or a team at some point in the duration of career
- Can attend all curriculum sessions in the WLA program
  - Sessions are held during business hours. Due to this session timing, a candidate's organization of employment should support participation in the program.
- Works mainly in Country music genre
- Must be an active CMA member

## PROGRAM CURRICULUM:

The program will begin in August and conclude in October, consisting of an opening reception, nine in-person sessions, and a conclusion celebration. Cohort members will walk away with an expanded network, a roadmap for career growth, and improved leadership abilities.

### Session topics may include:

- Leadership Branding
- Imposter Syndrome
- Establishing Boundaries
- Managing Conflict and Stress
- Communication
- Leveraging Influence

Throughout the program, participants will receive coaching, mentorship from previous WLA program members and industry leaders, and access to exclusive events.

### Outcomes/Competencies:

- Increase self-awareness and confidence in leadership abilities
- Harness communication and strategic thinking tools
- Build personal brand for professional success

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