

Sharing Our Success (SOS) Submission Form

Chapter Name:	New York City
---------------	---------------

Chapter Membership Size:	Medium (100-249)
--------------------------	------------------

Chapter Contact Person:	Elran Tsabag
-------------------------	--------------

Email Address:	elran.tsabag@atdnyc.org
----------------	-------------------------

Phone Number:	
---------------	--

Chapter Board Position:	Past President
-------------------------	----------------

Chapter Website URL:	www.atdnyc.org
----------------------	----------------

Submission Title:	Executive Mentor Board: Leveraging Senior Industry Leaders to Shape Chapter Strategy and Member Impact
-------------------	--

What did you do? (a 2-3 sentence summary of your effort):	ATD New York City launched the Executive Mentor Board, an invitation-only advisory platform designed to deeply engage executive talent industry leaders and provide strategic guidance, executive insights and thought leadership, and support chapter growth and development. Together, the Executive Mentor Board and chapter leadership collaborate to shape ATD NYC's agenda, elevate member learning experiences, and expand the chapter's reach and impact across the Greater New York City talent development community.
---	---

Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Board Members Chapter Volunteers Chapter Sponsors Chapter Partners Potential Chapter Members Non-Chapter Members Consultants
---	--

Why did you do it? What chapter needs were addressed?

ATD NYC identified an opportunity to strengthen executive-level engagement within the chapter while ensuring programming and strategy reflect real-world workforce challenges and emerging talent trends. As one of the largest ATD chapters, we serve a broad membership base ranging from practitioners to senior and executive enterprise leaders, and we were missing a structured mechanism to:

- Tap into the wisdom and networks of senior talent development professionals beyond the board itself
- Ensure chapter strategy and programming reflected current and emerging industry trends
- Strengthen the chapter's credibility and visibility among New York City's senior and executive talent leaders
- Build a sustainable pipeline of sponsors, partners, and institutional supporters

Informal advisory relationships existed, but there was no formal structure to recruit, engage, or retain senior leaders as strategic partners. The Executive Mentor Board was designed to close that gap -- bringing structure, accountability, and intentionality to what previously relied on personal connections alone.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

The Executive Mentor Board produced several meaningful outcomes for the chapter:

- Established a cohort of senior executive mentors from leading organizations in the New York City talent community.
- Elevated chapter programming with access to industry leaders and attractive companies, which also increased member engagement and event attendance.
- We co-created and launched our Talent Leaders Collective, an exclusive platform designed to engage senior and executive talent leaders in our ATD's local and national offerings.
- Strengthened relationships between ATD NYC and enterprise organizations, creating opportunities for new partnerships, sponsorship conversations, and corporate engagement.
- Increased visibility of ATD NYC as a trusted convening platform for senior talent leaders within the NYC workforce ecosystem.

These outcomes strengthened the strategic perspective guiding the chapter while enhancing the quality and credibility of member programming.

**What steps did you take to implement this effort?
(Remember that other chapter leaders will use this to replicate the effort. Be specific)**

1. We identified a gap during our annual strategic planning, which became the foundational concept and premise for early conversations with initial Executive Mentors.
 2. Created defined Executive Mentor roles and expectations, to provide strategic guidance, participate in at least one chapter event annually, and support chapter growth through connections and advisory insight.
 3. Identified and recruited our first 3 Executive Mentors, initially by leveraging our existing relationships with top executive panelists from our most recent annual Micro-Conference who we knew also championed our chapter and ATD. One of our first invites was to a former ATD NYC board member who still strongly champions our chapter, and the other 2 were recent speakers who resonated deeply with our audience.
 4. Once we had commitment from our first 3 Executive Mentors, we activated them in strategic group discussions on our growth strategy, facilitated mentorship opportunities between Executive Mentors and chapter board members, and engaged them in regular chapter happenings.
 5. Throughout the year, we cultivated our collaborative relationship and tapped on Executive Mentors regularly to source event spaces, speak at our events, pilot and refine our Talent Leaders Collective through their individual networks, and to enhance our annual Micro-Conference programming by joining panels, moderating or hosting events, and sourcing further opportunities through their networks.
 6. Publicly recognized and celebrated our Executive Mentors at chapter events and in chapter communications, reinforcing the value of their contributions and deepening their sense of belonging to the ATD NYC community.
-

Is there anything you would do differently?

While we are still in a learning phase, first-year reflections to date include:

- Formalize onboarding materials earlier. Creating a brief Executive Mentor welcome packet before the first orientation conversation would accelerate alignment and make the experience feel even more polished.
- Define touchpoint cadence in writing. While quarterly check-ins were the intention, codifying the engagement rhythm in a simple one-page agreement or expectation document upfront would set clearer expectations and make it easier to maintain momentum.
- Expand the cohort thoughtfully. In the first year, the chapter was intentionally selective with our first 3 Executive Mentor members, but we have since added another 2 new members to provide a more diverse sector representation (corporate, non-profit, public sector) to broaden the chapter's partnership reach.
- Create a structured year-end reflection. Adding a brief annual review conversation with each Executive Mentor celebrating contributions, surfacing feedback, and re-aligning on the year ahead would strengthen retention and continuous improvement.

When did you start working on this effort?

Mar 01, 2025

When did this effort go live?

May 15, 2025

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

20

What resources did you use? Check all that apply:

Board Members

Which board positions were involved in the effort?

President & Past President

Do you have any additional insights to share with other chapters implementing this effort?

A key factor in the success of this initiative is ensuring that Executive Mentors feel their contributions are meaningful and strategically valuable. Senior leaders are more likely to engage (and stay engaged) when they are asked to provide insight, perspective, and influence in shaping the chapter's agenda.

- Keep the commitment model clear and sustainable. Senior leaders are selective with their energy and time, and only engage when expectations are clear and realistic. One event per year plus periodic touchpoints is the right balance between meaningful contribution and manageable time investment.
- Exclusivity is a feature, not a limitation. Positioning the Executive Mentor Board as invitation-only increases its appeal to senior professionals and signals organizational seriousness. It also ensures a high-quality, engaged cohort rather than a large but passive one.
- Engage at the highest level. The President's personal invitation makes all the difference. A direct, personalized outreach from the chapter President conveys respect and intentionality that resonates with senior leaders, particularly with weaker relationships. Start with 2 or 3 delicately-chosen Mentors, and grow from there.
- Align mentors to your strategic priorities. The most impactful placements are those where an executive mentor's expertise, network, and interests directly intersect with the chapter's current needs. Take time to match thoughtfully.
- Public recognition matters. Acknowledging executive mentors at events and in communications reinforces their value, inspires others to aspire to the role, and deepens the mentor's connection to the chapter's mission.

By positioning mentors as trusted advisors to chapter leadership, chapters can create a mutually-beneficial relationship that strengthens strategic decision-making while providing members with access to senior industry perspectives. This model scales to any chapter size. Whether your chapter is large or small, you likely have access to senior professionals in your local community who care deeply about the field.

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/19256587564>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader
ATD Chapter Leaders Conference (ALC)
National Advisors for Chapters (NAC)
NAC Area Call
Leader Connection Newsletter (LCN)
Chapter Relations Manager (CRM)

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in October of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes