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# LEADING BY EXAMPLE

**A Career Girl Brand Management LLC** teaches others to showcase their leadership skills today for the position they want tomorrow.



**A**licia Hill, founder and CEO of A Career Girl (ACG) Brand Management LLC, a leadership mentoring and brand value-focused company, believes there's a leader in everyone, and it's her job to help them reach beyond their current success. With clients like Enterprise Rent-A-Car, the City of Memphis, Memphis-Shelby County Schools, and AnovoRX, the company isn't just providing the roadmap but the journey.

"True leaders hire leaders to lead," says Hill, who is also an adjunct professor at Christian Brothers University, where she teaches brand and integrated customer marketing in the MBA program. However, her work in corporate America, including 14 years at FedEx, is the "why" behind helping others succeed, understand their purpose, and lead in their given lanes. Whether she's helping an entrepreneur launch their business by explaining the difference between an S corporation and an LLC, or ensuring clients have a strong value proposition and a total understanding of their target audience, "ACG is committed to helping others with their brand management," Hill says. "Our mission is to empower quality-driven professionals, nonprofits, and small businesses to reach beyond their current success and differentiate themselves."

## Leading Others

Hill defines leadership as the ability to lead people in a motivational way while empowering them to use their strengths to the best of their abilities. It's also the driving force behind ACG's upcoming online courses, *The Differentiator*, for future and current leaders. The two courses are divided into four modules per course and set the foundation for success while introducing worldwide leadership styles and methods to execute one's career paths.

Helping to lead the way is guest speaker Bobbi Wells, the Vice President of Safety, Environmental, and Regulatory Compliance at American Airlines, who discusses operational excellence. Additional collaborations and branding speakers include Dr. Dwaun Warmack, President of Claflin University, a historically Black college, Billy Albans, Vice President of Medtronic Global Marketing, and Kenneth Thornton, Vice President of Sales at Cardinal Health. In addition to personalized expert coaching, attendees receive actionable strategies and recommendations to foster success in their career paths and organizations. Through ACG's work, Hill encourages clients to take ownership of everything they do to be better leaders. "Imagine the positive impact of an organization if every employee demonstrated more accountability," she says. "The Differentiator courses afford individuals, who may otherwise lack professional role models, a leadership training program that they would have to apply to or be selected for."

Empowering others to lead isn't just a trait Hill takes to the classroom or her consulting practice. It's in her blood. Born and raised in Memphis, she gives back to the community through her work as board chairperson for Developing Noblemen Academy (D.N.A.), where she coaches and mentors boys ages eight to 18. She is also a board member of the National Black MBA Association® Memphis Chapter and co-chairperson for the Alpha Kappa Alpha Sorority Inc.®, Beta Epsilon Omega Teenage Improvement Club program.

"It's not about the title, but about the impact you make," Hill adds. "Leadership is effortless when everyone is in the right position and working to their strengths."



BRAND MANAGEMENT LLC

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