



THE EVEREST *Leadership Academy*

www.everestla.org



Why We Do What We Do

We at the Everest Leadership Academy have a deep-seated passion and conviction to serve our communities and become significant by making a difference in someone else's life.



What We Do

We extend a helping hand & financial assistance to those who may not start out with all the advantages by ensuring that a deserving child in a NYC community has an equal opportunity to achieve their untapped potential and to become a great leader.

We embrace academic excellence and focus on developing leadership skills.



What We Do

Provide one-on-one and group mentoring

Teach leadership skills – workshops and leadership roundtable forums

Provide field trips to NYC businesses

Provide merit-based opportunity scholarship awards



How We Do What We Do

We partner with public, public charter and religious schools

- We support and encourage academic excellence taught in brick-and-mortar classrooms
- We participate as a student sponsor



How We Do What We Do

We partner with non-profit community organizations

- We help identify community children eligible to become members of the Academy

We support all our partners with value-added services that complement and augment the value and benefits they provide to their students and community members.



These programs work because we share a common vision and mission:

- What's in the best interest of the child
- We serve the children as customers



The Logo

- A mountain with children reaching up
- There is no elevator in that mountain – the climb is one step at a time / there is no elevator to success / what truly matters is the journey
- The view from the top of the mountain may be breathtaking, but the real thrill of life is in the climbing - but you don't have to climb it alone
- There are many setbacks, detours, roadblocks along the climb – what we teach at the Academy is that every obstacle along the way is an opportunity – as Sir Winston Churchill once said “Success is the ability to go from one setback, failure to another with no loss of enthusiasm”



The Academy's 80/20 Rules

- Leadership - 80% is a handshake and a smile / 20% is all other
 - Not just any handshake, but a firm handshake (confidence)
 - Not just any smile, but a sincere smile (caring)
 - The remaining 20% is the most difficult part of leadership

- Empathetic toughness – 80% empathy / 20% toughness
 - Blends the best attributes of the Peace Corps and the Marine Corps
 - “You have to be caring enough about people to demand their very best”

- Time – 20% of your time produces 80% of the results



The Definition of Success

- Knowing your purpose in life
- Growing to reach your maximum potential or self-actualization
- Sowing seeds that benefit others – if the only way you can define my life is by the size of my bank account, then I've failed
- If you see success as a journey, you'll never have the problem of trying to arrive at an elusive destination
- Two things are required to be successful:
 - The right attitude
 - The right principles for getting there



“There are no secrets to success. It is the result of preparation, hard work, and learning from failure”

- Michael Jordan – after being cut from his high school basketball team, he went home, locked himself in his room and cried
- Steve Jobs – at 30 years old he was left devastated and depressed after being unceremoniously removed from the company he started / Apple Computer
- Albert Einstein – he wasn’t able to speak until he was four years old and his teachers said he would never amount to much



- Oprah Winfrey – overcame a tough childhood; was demoted from her job as news anchor because she “Wasn’t fit for television”
- The Beatles – rejected by Decca Recording studios, who said “ we don’t like their sound””They have no future in show business”
- Walt Disney – fired from a newspaper for “lacking imagination and having no original ideas”
- Larry Ellison (Oracle) – an adopted child - a very difficult life growing up

“ If you never failed. You’ve never tried anything new”



Personal Inflection Points

Three inflections points early on in my life which made the difference

- Sixth grade math teacher
 - Patted me on the back and said I was gifted in math
- Cardinal Hayes High School – applied on my own
 - A game changing event – academic excellence
- Cousin Raymond
 - First generation American / both parents were immigrants
 - Harvard, Fulbright Scholar, Columbia Law School, Deputy Counsel for a fortune 500 company
 - Lunches at the Harvard Club – he was my mentor



Inflection Points

The major benefit of the Academy is providing inflection points:

- The tap on the back
- Mentoring and leadership training
- Providing scholarship grants

“We at the Academy want to be that one or more inflection points early on in someone’s life”