

Profound Gentlemen: A New Direction & Strategic Approach

Charlotte, North Carolina, June 1, 2021

Profound Gentlemen is proud to reveal a [3 year Strategic Plan](#) that reflects new goals and direction.

The need for a new strategic plan originated from a deep dive by the PG board of directors over the past 2 years. This plan builds on the three person leadership model that PG has been operating with over the past year, which includes Mario Jovan Shaw (*Senior Impact Partner*), Dominique Stone (*Senior Innovation Partner*), and Jason Terrell (*Senior Strategic Operations Partner*). The plan will solidify PG's stance as a community-centered educational non-profit focusing on the Social & Emotional state of male educators of color.

The plan includes 3 recommendations:

- Clarify the focus of PG.
- Identify plans for growth and expansion.
- Clarify organizational structure and staff communication.

With these 3 recommendations guiding the work, PG has decided to implement a Social Emotional Learning model throughout the organization, specifically focusing on the way membership development is planned and implemented. In an effort to increase the 2%, PG will create personal and professional development tools that center on the SEL of male educators of color. PG will seek to position itself as a resource and outlet for SEL work and research that directly relates to males of color. This will manifest itself in retreats, networking events, training, and more that solely center on creating more socially and emotionally rounded members.

As PG continues to shift our model and plan for the upcoming years, PG also announces that Jason Terrell will officially step down from his role as *Senior Strategic Operations Partner*, effective June 1, 2021, to pursue other opportunities within the non-profit space. Jason co-founded PG with Mario Jovan Shaw over 7 years ago and has served as the Executive Director since inception. Within this role, Jason has overseen the fundraising and implementation of PG's budget year over year. His knowledge and experience are invaluable to the organization and has made the work PG does possible. Jason effectively built PG's community team from scratch and worked to raise over 5 million dollars to be used to impact male educators of color and underserved communities. Some of PG's noteworthy accomplishments with Jason and Mario's Leadership includes, but isn't limited to:

- Supported over 500 male educators of color, assisting them with making their dreams of impacting students a reality.

- Established a growing evidence-based coaching model centered on social-emotional learning and relationship building.
- Positioned ourselves as a national thought leader in teacher diversity, retention, male educators of color, and social-emotional learning.
- Built a loyal and growing community of supporters, partners, and educators.
- Developed an outstanding leadership team, board, national team, Community Builders, and Impact Leaders who drive the mission.

[Jason's Statement](#) explains that his passion for education and impacting male educators of color will continue to drive his work as he joins the Walton Family Foundation as an Education Program Officer supporting community-demanded, community-designed, and community-driven educational change across the country. Jason will remain with PG as a Senior Advisor, where he will support the organization through thought partnership, strategic communications, and relationship building.

Over the past year, PG has searched for a visionary leader who captures the spirit of PG and will support the organization in moving into the next season. PG is pleased to announce that Juan Lascano, Profound Gentlemen's Finance Officer and Charlotte Impact Leader, will step in as the new *Senior Strategic Operations Partner* on June 1, 2021. Juan is no stranger to PG, and many know him well. In his role as Finance Officer, he has managed finance systems and internal operations and helped PG complete its first financial audit. Juan will join PG's co-founder Mario Jovan Shaw and Dominique Stone in a collaborative leadership model.

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