William & Mary’s inaugural Veteran-to-Executive (W&M VET) pilot certificate program – *Flourishing Through Life Transitions* – emphasizes a holistic approach centered on wellness. Our certificate trains veterans and members of the intelligence community to transition to high-level civilian management positions, while flourishing in their careers and personal lives.

Our unique, holistic curriculum leverages strengths across William & Mary’s campus. Falling under the umbrella of executive business education, *Flourishing* will stress physical and mental wellness, develop insights into corporate culture, and build business skills critical to flourishing in management and other positions. Engaging William & Mary’s #1 MBA faculty in the U.S. (Bloomberg BusinessWeek 2020 and 2019) and subject-matter experts from the Center for Mindfulness and Authentic Excellence, the two-week program will be rigorous and intensive.

Well-documented as a prerequisite for excellence in leadership, **integrative wellness** will be a central component of our curriculum.

**TENTATIVE DATES:**
June 6 – 17, 2022  

**LOCATION:** Center for Military Transition, William & Mary’s Raymond A. Mason School of Business  

**PROGRAM PARTNERS:** The COMMIT Foundation, W&M VET, Center for Military Transition, Health & Wellness, Center for Mindfulness and Authentic Excellence, Whole of Government Center of Excellence, Office of Student Veteran Engagement, and more.

Founded in 2012, The COMMIT Foundation transitions high-performing service-members back into our communities and the civilian workforce in a purposeful way. In 2019, COMMIT served 685 transitioning servicemembers and veterans, and provided 2,150 services, including 1:1 personalized assistance, coaching, and mentoring workshops.  
https://www.commitfoundation.org

**FORMAT:** In-person

**CERTIFICATE FEE:** $2500. This fee includes housing, parking, course materials, program events, and some meals.

This custom program will enroll approximately 40 transitioning veterans and members of the intelligence community.

This hands-on program will hone the skills needed to flourish in your craft, leadership, teams, and career.

Communication | Professionalism | Employer Expectations | Impression Management | Organizational Behavior | Business Analytics | Storytelling | Finance | Accounting | Marketing | Entrepreneurial Thinking
Flourishing partners mirror William & Mary’s dedication to belonging, service, curiosity, and excellence, and recognize flourishing as essential to an individual’s career progression and overall wellness.

We welcome the opportunity to collaboratively determine the most impactful ways to connect you with Flourishing and its participants, engage your organization’s talent in the program, and acknowledge your support.

**PARTNERSHIP OPPORTUNITIES**

Flourishing Founding Partners: $200,000+

- Tailored access to transitioning, William & Mary trained veterans for recruitment purposes
  - via Flourishing and other veteran-serving programs at William & Mary
- Opportunities to engage corporate leaders
  - as guest speakers during lectures, career panels, Fireside Chats, opening and closing dinners, and experts on W&M’s Leadership & Business podcast
- Opportunity to enroll two to three employees of your choice in the program, depending on level of support
- Branding on all promotional and educational materials
  - Opportunity to be featured as the lead sponsor of thematic instructional units, wellness activities, and special events
- Media coverage: regional and national news stories, videos, podcasts, and more

*Corporations that commit $400,000 or more will be named the sole Flourishing Founding Partner with commensurate branding benefits.

Flourishing Partners: $100,000–$199,999

- Access to transitioning, William & Mary trained veterans for recruitment purposes
  - via a networking session for all Flourishing corporate partners
- Opportunities to engage corporate leaders
  - as guest speakers during lectures, career panels, Fireside Chats, opening and closing dinners, and experts on W&M’s Leadership & Business podcast
- Opportunity to enroll one employee of your choice in the program
- Branding on all promotional and educational materials
  - Opportunity to be featured as the lead sponsor of thematic instructional units, wellness activities, and special events
- Media coverage: regional and national news stories, videos, podcasts, and more

Flourishing Special Event Partners: $10,000 – $99,999

- Opportunity to engage with transitioning veterans during the sponsored event
- Branding on all promotional and educational materials related to the sponsored event
- Special events include a range of wellness activities, career panels, and networking opportunities

Flourishing Scholarship Donors: $10,000 per student

- Scholarship Donors will enjoy recognition opportunities commensurate with the contribution tiers outlined above
- Opportunity to engage with scholarship recipients during the program
- Updates from scholarship recipients before, during and after the program
- Branding of scholarship in company’s name

To discuss these and other corporate engagement opportunities, please contact Luiza Newlin-Lukowicz, Senior Director of Corporate and Foundation Relations at William & Mary, at lnewlin@wm.edu or 757-603-2870.