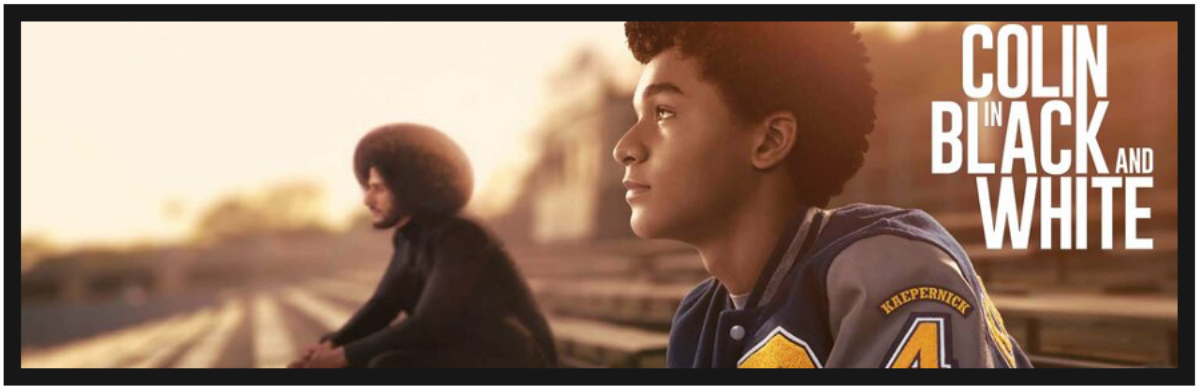


🎬 Colin in Black & White – CULTure Case Study

Course: Leadership, Branding & Cultural Intelligence | University of New Haven
Instructor: Angeli Gianchandani

🧭 Why CULTure in the Classroom

Leadership is not just about position — it is about purpose, courage, and the ability to challenge systems. I use the CULTure framework to help students explore how individuals **Connect, Understand, Lead, and Transform** when their choices disrupt the status quo and redefine cultural narratives.

Through the lens of *Colin in Black & White*, students examine how personal identity, activism, and brand power intersect, and how taking a stand can both cost and create opportunities in professional and cultural spaces.

🌍 The CULTure Framework

Connect	Understand	Lead	Transform
Build trust & authenticity	Decode history & cultural context	Model values-based leadership	Shift culture & inspire systemic change

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🏈 Why I Use This Film in Leadership & Cultural Intelligence

This limited series, co-created by Colin Kaepernick and Ava DuVernay, explores Kaepernick's early life and the experiences that shaped his activism. It shows how personal history, cultural identity, and systemic barriers can inform leadership style and decision-making — particularly when that leadership challenges powerful institutions.

We use this film to explore:

- The role of personal narrative in building a values-driven brand
- How athletes and public figures use platform and visibility for social change
- The balance between personal conviction and professional risk
- How cultural intelligence shapes the reception of activism across audiences

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💡 Teaching Prompts & Discussion

- How does Kaepernick's story illustrate the connection between identity and leadership?
- In what ways can activism strengthen or strain a personal brand?
- How should leaders assess the risks and rewards of taking a public stand?
- How can cultural intelligence help navigate backlash and misunderstanding?

✍️ Student Reflections – Leadership & Cultural Intelligence Class

- "Colin's story showed me that leadership sometimes means being willing to lose everything for what you believe in."
- "Activism is a brand choice — and a leadership choice."
- "This case made me realize that cultural intelligence is essential to sparking dialogue instead of division."