

# ASSOCIATE COUNCILS

Welcome. Retain. Promote.

Give first-time managers and individual contributors in Product and UX the same kind of external peer support normally reserved for senior leaders.

## WHY JOIN?

- Get help to navigate the political, cultural, and social challenges that early-career leaders confront and thereby get support to thrive *and* get promoted.
- Gain actionable insights from high performing, non-competitive peers.
- Learn to build a “village” of support including allies and informal mentors inside and outside your company.
- Discover the power of an external and non-competitive peer Council (which until now has been reserved only for CEOs and senior leaders).
- Learn from a product management and leadership curriculum informed by Marty Cagan’s books plus CG Founder Phyl Terry’s *Customers Included* and key sections of his upcoming book on career navigation.

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## WHAT DO MEMBERS OF CG COUNCILS SAY?

The Collaborative Gain peer community has helped me each step of the way in my career—I recommend it to any leader who wants to grow and make a real impact.

— *Aisling Hassell, VP, Global CX, Airbnb*

Thanks, in part, to the insights and help from my fellow council members I’ve been able to have a much bigger impact and take on additional roles—including eventually my promotion to CEO.

— *Jason Randall, Pres. & CEO, AppFolio*



## WHAT DOES IT COST?

\$3,000 annually (w/minimum 2 year commitment)

## WHAT COMES WITH MEMBERSHIP?

- Placement on a Council of high-performing non-competitive peers
- 8 Council Meetings per year (Zoom-based, 2 hrs)
- Product Management, Leadership, and Asking for Help curriculum baked into the council meeting program
- Leadership Assessment and Action Plan (3 sessions)
- CG Career Coach provides 1:1 coaching to help navigate career and improve the odds of promotion
- Outplacement services if member gets laid off

## COMMITMENT

### Members

- Attend each of the meetings
- Complete prep work between meetings

### Boss/CPO/CEO

- Sponsor their membership and support their full attendance
- Provide 1 fireside chat or mentoring session each year

## WHAT KIND OF LEADERS CAN JOIN?

Product and UX Leaders who meet the following criteria:

- **Women, BIPOC, or LGBTQ first-time Product/UX managers or individual contributors**



If interested, email [charlee@collaborativegain.com](mailto:charlee@collaborativegain.com)

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