

# ASSOCIATE COUNCILS

Give first-time managers and individual contributors in Product 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 *Never Search Alone*.

» [SEE MORE BENEFITS](#)

## WHAT DO MEMBERS OF CG COUNCILS SAY?

This experience has provided me with the confidence and reassurance to ask for help (and to reciprocate), as I navigate my career opportunities.

— *Emily Teter, Digital Product Manager, CDW*

Collaborative Gain has helped me gain confidence in my own voice and if it hadn't been for this wonderful program, I wouldn't be as empowered in my career as I am today!

— *Gracia Taylor, Designer, Dropbox*

» [SEE MORE TESTIMONIALS](#)

## WHAT DOES IT COST?

\$3,000 annually

+ \$500 One-time New Member Onboarding fee

## 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

## WHAT KIND OF LEADERS CAN JOIN?

Product Leaders w/ an additional focus on:

- First time managers, individual contributors, women, BIPOC & LGBTQIA + individuals



To learn more, visit [collaborativegain.com](https://collaborativegain.com)  
or email [charlee@collaborativegain.com](mailto:charlee@collaborativegain.com)



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