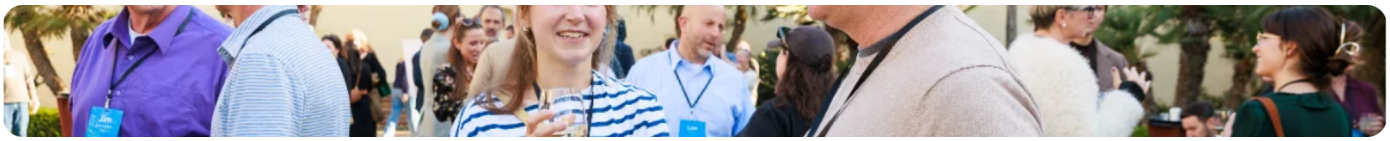
COLLABORATIVE GAIN





THE CASE FOR A COUNCIL SEAT

# Better decisions on the challenges your teams and companies are facing

Membership provides a confidential Council of non-competing peers along with a dedicated coach and an active, engaged broader community of leaders.

| Council with 10–15 peers | 7+ years | 3 layers of support |
|---|---|---|
| Non-competing peers per Council | Average Council tenure | Council, 1:1 coach, and community |

Members include leaders from top companies - **Microsoft, Google, Amazon, Meta,** and more.

## A COMMON QUESTION

*"Isn't this development for one person, not an investment for the company?"*

## WHY THIS IS A COMPANY INVESTMENT

**Better decisions for teams and companies.** Designed to help leaders make better, faster decisions on everything they face.

**What members learn comes back.** CG members bring back what they learn to benefit their teams and companies.

**Not a conference, but a 365-day-a-year community.** Members get help anytime on anything they need to lead their teams and drive positive impact for customers and shareholders.

## WHERE THE RETURN SHOWS UP

### Insurance

Members get help to avoid costly mistakes from peers facing similar problems.

### Acceleration

An hour of peer input in place of months of trial and error (or in place of costly consultants).

### Retention

Members report that the support they receive makes them more effective and thus more likely to stay in their current job.

## ACCOUNTABILITY AND IMPACT

Members get not only answers but, more importantly, a Council that keeps them accountable for taking action and driving impact.

*"I recommend it to any leader who wants to grow and make a real impact. It is essential."*

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

Council details and investment: see the Council Overview.

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