



Katahdin Group

"It's one of the best decisions I've made for myself, for my employees, the company and the investors because it's made me a better CEO."

FRANK WEISHAAPT, CEO, OWL LABS

"When I can look back at what my business looked like two years ago, four years ago, five years ago, I see the tremendous value I've been able to take away on an ongoing basis."

CARYL CAPECI, CEO, HEARTS ON FIRE

TAKE YOUR LEADERSHIP AND BUSINESS TO NEW HEIGHTS

There's no CEO school, no playbook to follow. It's up to you to figure out how to excel at the toughest job out there. And most of the people you look to for support and feedback bring their own natural biases. What's needed to make informed and inspired decisions that lead to the highest levels of growth is unbiased feedback from people with no skin in the game – fellow CEOs whose only goal is to help you succeed.

The CEO Collective peer groups challenge even the most confident CEOs to significantly elevate their performance and drive profitable growth by leveraging the power of a:



Deeply Engaged CEO Network – A network of the highest caliber CEO members who provide a breadth and depth of unbiased input, straight talk and fresh thinking



Rigorous Process – Refined over 20 years, a process-driven approach yields actionable insights by keeping you and your group focused on addressing the challenges at hand – resulting in better outcomes and no time wasted



Inspirational Motivation – Inspiration comes from seeing what other smart leaders are doing well and sparks your ambition to break through to higher levels

How The CEO Collective Works

A DEEPLY ENGAGED NETWORK

- ▶ High-caliber members selected in a four-step interview process
- ▶ Maximum 10 members per group
- ▶ Honest unbiased feedback from peers who understand your business goals and challenges
- ▶ Full network access through the Annual CEO Retreat and Member App

A RIGOROUS PROCESS

- ▶ Proven case method driven process
- ▶ Mandatory in-person attendance and case preparation
- ▶ Strategic Facilitators who are former CEOs
- ▶ Scorecard review to drive accountability
- ▶ Ongoing 1 to 1 coaching sessions
- ▶ Annual strategic plan development

INSPIRATIONAL MOTIVATION

- ▶ Participate in 20+ cases presented by peers annually that expand your business acumen and leadership perspective, increasing your vision of what's possible
- ▶ Annual CEO Retreat for the full network that includes panels and discussions on relevant challenges and opportunities
- ▶ Ongoing updates from the network on the Member App – opportunities and wins from fellow peers

TIME COMMITMENT

- ▶ Six structured, full-day CEO peer meetings/year
- ▶ Six Strategic Facilitator 1 to 1 coaching sessions, to support prep for meetings

PROGRAM FEE: \$24,000 PER YEAR



"Invest in yourself and recognize that when you make yourself better as CEO, you make your business better."

CHRIS HOBSON, CEO, RARE BEAUTY BRANDS

"If you think about it—a day, six to eight times a year to step out of your business and really work on it from the outside, it's not a big investment for the return you get."

PETER BRANSFIELD, CEO, RYPOS

TO START THE CONVERSATION,
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