

# **Exclusive, Invite-Only, Peer Community of ComEx & Transformation Executives**

# WHAT IS IT?

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The Commercial Excellence Consortium™ is an **exclusive, invite-only community** of senior execs leading ComEx & Transformation in large global enterprises.

- ❖ There are **no sales pitches, no sponsorships, and no hidden agendas.**
- ❖ The Consortium provides a **trusted space for open, honest, peer-to-peer dialogue** for leaders who face the same complex challenges and value peer exchange.
- ❖ Membership is **reserved** for currently employed executives, only.
- ❖ There are **no fees** or requirements for minimum participation.

**NO SALES GUYS, SERVICE PROVIDERS, SAAS VENDORS, OR CONSULTANTS!**

# CONSORTIUM MEMBERS

**100+ Senior Executives (Dir/VP)  
at World's Largest Organizations**

- ❖ Private LinkedIn Group
- ❖ Top Global Executives
- ❖ Currently Employed



# VALUE FOR MEMBERS

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- ❖ **Practical Insight** - Learn how peers are tackling the same problems – from embedding new commercial behaviors, to rolling out enterprise systems and aligning global BUs.
- ❖ **Professional Development** - Access new frameworks, diagnostics, fresh thinking, and expert perspectives that sharpen your leadership skills and ability to drive growth at scale.
- ❖ **Trusted Community** - Build a global network of top global leaders who understand the unique pressures of Commercial Excellence & Transformation.
- ❖ **Personal Connection** - Many members find not just colleagues, but true friendships with peers around the world who they can relate with on a deep level.

# 8 WAYS TO PARTICIPATE

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**EXECUTIVE  
ROUNDTABLES**

**ASSESS  
AQ & GRIT**

**MENTOR  
PEERS**

**SPEAKING  
& PODCAST**

**BENCHMARK  
RESEARCH**

**CONSULTANT  
INCUBATOR**

**DIAGNOSTIC  
ASSESSMENTS**

**PLAYBOOKS  
& TOOLKITS**

# EXECUTIVE ROUNDTABLES

- ❖ **Virtual (Online) Format** – monthly, interactive sessions to discuss priorities. Professionally moderated.
- ❖ **Expert Speakers** - such as Dr. Paul Stoltz, inventor of Adversity Quotient (AQ), Master Coach of the entire US Olympic Team and faculty at Harvard, MIT, INSEAD.
- ❖ **Shared Experiences** – see what's working for peers to learn from real-world practitioners, not biased vendors.
- ❖ **Global Network** - highly talented executives across to build professional relationships and lasting friendships.

EXECUTIVE ROUNDTABLE  
Hosted by: The Commercial Excellence Consortium™

## CASE STUDY

### Building a “Next-Gen” ComEx Academy

*An exclusive, invite-only event for Commercial Excellence & Transformation leaders in large global enterprises.*



GUEST SPEAKER:  
**Roy van Griensven**  
Head of ComEx, LANXESS

 **NOV 11<sup>th</sup>, 2025**  **10am ET / 3pm CET** 

**Tue, Nov 11, 10:00 AM - 11:30 AM COT** [View event](#)

**[Executive Roundtable] CASE STUDY: Building a Next-Gen ComEx Academy**

 Online



# AQ & GRIT ASSESSMENTS

## Learn About YOUR Own Pattern of Response to Setbacks & Challenges

- ❖ 5 Minute Assessment
- ❖ Personalized Video Coaching from Dr. Paul Stoltz inventor of AQ & GRIT
- ❖ Taught at Harvard, MIT, INSEAD, and used at Apple, Amazon, FedEx, etc.

### What is Adversity Quotient® (AQ)?



*AQ is the most scientifically robust and widely used method in the world for measuring and strengthening human resilience. The research base supporting AQ consists of over 1,500 studies from more than 100 universities and organizations globally.*

#### Take the Adversity Quotient® (AQ) Assessment (\$399 value):

<https://peaktools.global/Login/demandmetric>

#### About Dr. Paul Stoltz:

Dr. Paul G. Stoltz is considered the world's leading authority on the integration and application of grit and resilience. He is author of five international bestselling books on the subject—printed in 17 languages—including the top selling business book in China, and was voted by *HR Magazine* as "One of the Top 10 most influential global thinkers," and by *Executive Excellence* as "One of the 100 Most Influential Thinkers of Our Time."

Dr. Stoltz has served as faculty for MIT's acclaimed entrepreneurship program and for Carnegie Mellon's distinguished Global

# PEER MENTORING (1:1)

## Get Help and Guide Others to Succeed in Commercial Excellence at VP-Level

- ❖ 1:1 Intros to Consortium Members
- ❖ Volunteer-Based, Peer Mentorships
- ❖ Get Promoted from Director to VP

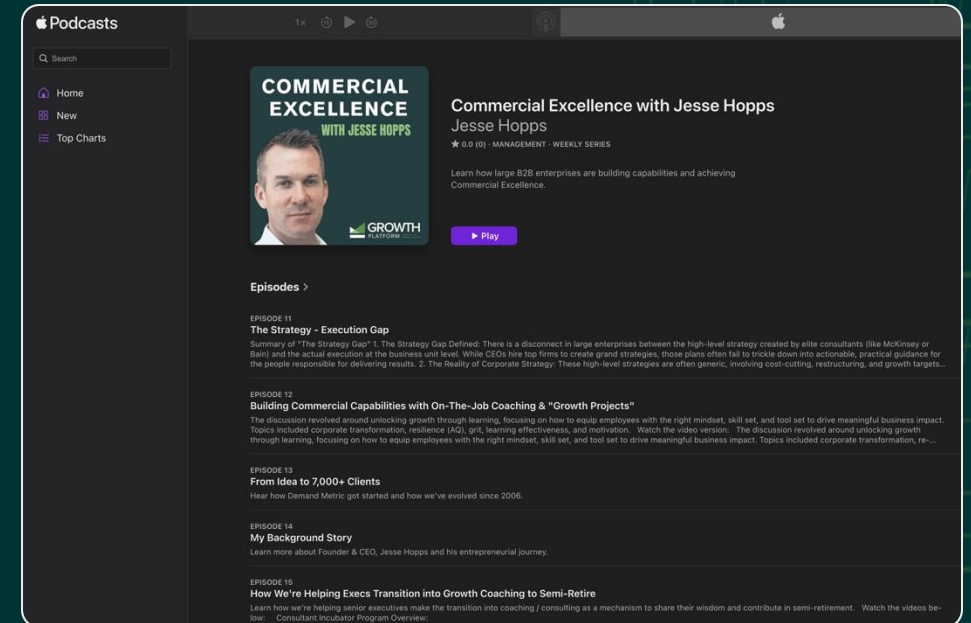




# SPEAKING & PODCAST

## Build Your Personal Brand as a Guest Speaker at a Roundtable or Podcast

- ❖ Share Your Unique Expertise
- ❖ Promotion to Our 40K+ Email List
- ❖ Position Yourself as an Industry Expert



# BENCHMARK RESEARCH

## State of Commercial Excellence BENCHMARK STUDY & REPORT

- ❖ Help with Study Design
- ❖ Share Your Perspective
- ❖ Get Featured in Reports

### Commercial Excellence Benchmarking Study

Help Shape the Future of High-Performance Commercial Teams

Presented by: Growth Platform Powered by Demand Metric

#### Why This Research Matters

- Manufacturing companies are facing c
- Shifts in customer expectations, margi
- Redefining success and who will win in
- Critical need to benchmark what top-p

#### What We Aim to Discover

- Strategic priorities and biggest comm
- Use and effectiveness of consulting fir
- Future trends in sales models, pricing
- Mindset, grit, resilience, and intrinsic r

#### Who Should Participate

- Heads of Sales / Commercial Exceller
- Marketing and Pricing Leaders
- Strategy & Transformation Executives
- HR/Talent leaders involved in commer

#### Why Participate?

- Gain early access to exclusive industr
- Shape the research agenda and contri
- Receive a personalized findings repor
- Strengthen your network of forward-th

### Benchmark Research Questions

#### I. Strategic Challenges in Commercial Excellence

##### 1. What are the top three commercial challenges your organization is currently facing? (Select up to 3)

- Pricing discipline and margin leakage
- Weak salesforce productivity or coverage gaps
- Customer churn and lack of loyalty
- Poor forecasting and pipeline visibility
- Channel conflict or misalignment
- I don't know / Not relevant

##### 2. Which internal factors most hinder your commercial performance? (Select all that apply)

- Lack of talent or commercial capabilities
- Siloed data and fragmented systems
- Misaligned incentives or KPIs
- Leadership misalignment on commercial strategy
- Overly complex or rigid organizational structures
- I don't know / Not relevant

##### 3. How effective is your current go-to-market model at addressing evolving customer needs?

- Highly effective and responsive
- Moderately effective but with known gaps
- Reactive and inconsistent across markets
- Outdated and misaligned with customer expectations
- We are currently redefining our GTM model
- I don't know / Not relevant

##### 4. How has economic volatility or supply chain disruption affected your commercial strategy? (Select all that apply)


- Led to pricing volatility and reactive discounting
- Reduced customer demand or delayed decision-making
- Accelerated shift to digital and hybrid sales
- Increased pressure on key account relationships
- No significant impact
- I don't know / Not relevant



# CONSULTANT INCUBATOR

## Transition into Consulting / Coaching to Gain Freedom, Purpose & Control

- ❖ Transformation Architect Certification
- ❖ 100+ Program Member Community
- ❖ Partner with Us to Build Your Business



The screenshot shows the Consultant Incubator website. At the top, there is a navigation bar with links for Topics, Research, Resources, Podcast, and Blog. The main heading reads 'Build a Consulting Business That Gives You Freedom, Purpose and Control'. Below this, a sub-headline says 'Get the roadmap, tools and support to help you in your next chapter.' There are two call-to-action buttons: 'Book an Interview →' and 'Subscribe to Beyond the 9 - 5 →'. At the bottom, under the heading 'Who's it for?', there is a list of three bullet points, each preceded by a green checkmark.

**CONSULTANT<sup>™</sup>**  
INCUBATOR

Topics Research Resources Podcast Blog

## Build a Consulting Business That Gives You Freedom, Purpose and Control

*Get the roadmap, tools and support to help you in your next chapter.*

[Book an Interview →](#)

[Subscribe to Beyond the 9 - 5 →](#)

**Who's it for?**

- ✓ Executives tired of corporate life
- ✓ Consultants trading time for money
- ✓ High-performing business builders

# DIAGNOSTIC ASSESSMENTS

## Assess Your Maturity & Capabilities With 50+ Diagnostic Assessments

- ❖ Benchmark & Demonstrate Progress
- ❖ Identify Gaps & Areas to Improve
- ❖ Prioritize Capabilities to Work On



# PLAYBOOKS & TOOLKITS

**Get Access to 650+ “DIY Consulting”  
Tools, Templates & Practical  
Resources**

- ❖ Co-Brand & Customize to Your Needs
- ❖ Look Brilliant to Your Boss & Peers
- ❖ Lead Workshops & Enable Your Team





COMMERCIAL EXCELLENCE

CONSORTIUM<sup>TM</sup>