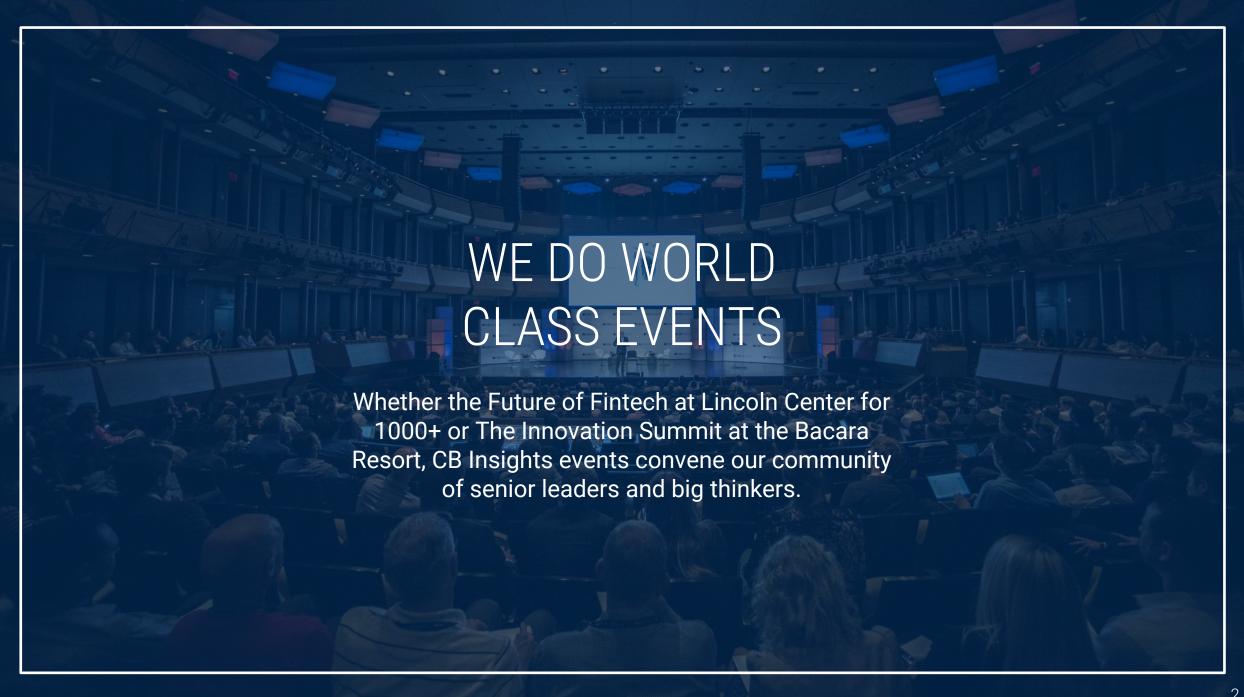
— CBINSIGHTS — COUNCILS







Chamath Palihapitiya

Social Capital Early Facebook exec; co-owner **Golden State Warriors** **Billy Beane** Oakland A's

Subject of Moneyball

Joe Lonsdale Co-founder, Palantir

Fred Wilson Partner, Union Square Ventures; early investor in Twitter, Etsy, Zynga

PEOPLE LOVE OUR EVENTS

They love the content, experience and senior-level community we deliver.



HERE'S WHAT THEY LOVE

Common themes have emerged in the feedback ...

- Carefully-selected speakers
- High-quality, senior-level audience
- Unique venues and high production value
- No sponsors
- Peer breakfasts





"It's valuable to hear others grappling with the same issues as me and how they're addressing them. Do more breakfasts."

Senior attendees wanted intimate, peer-level interactions that let them share experience-based insights with each other.



INTRODUCING

— CBINSIGHTS — COUNCILS

IT'S LONELY AT THE TOP, ISN'T IT?



IT DOESN'T HAVE TO BE.



CBI Councils bring together experienced executives to accelerate their success through the sharing of experience-based insights that inform business decisions and help solve complex strategic, organizational and growth challenges.

ABOUT CBI COUNCILS



Invitation-only membership network

Membership is strictly by invitation only



For leaders driving innovation & growth in their organizations

Cross-industry membership of senior leaders from corporate strategy, innovation, venture, M&A, digital strategy and technology



Curated peerlevel groups

Membership is limited to SVPs, EVPs, presidents and C-level executives from companies with \$1 billion in revenue or more



Access to innovators & big thinkers

We augment experiencebased insights by bringing in and connecting you with entrepreneurs, venture capitalists, academics and big thinkers who provide front-line perspectives and frameworks you can use to navigate the growth challenges you face

5 PILLARS



Strategy

- Trendspotting
- Evaluating trends
- Competitive intelligence
- Market landscape
- Developing a thesis
- Strategic frameworks
- Build vs Buy vs Partner decisions



Advocacy

- Building a business case
- Identifying and recruiting key stakeholders
- Keeping stakeholders sold in the face of setbacks
- Fighting for resources
- Selling the strategy to the broader organization
- Talking to the board about innovation



Operations

- Talent strategies/
 Organizing for innovation
- Developing incentives to drive new initiatives
- Allocating/balancing resources
- Developing organizational agility
- Getting to the starting line/Setting a clear path for action after the starting gun



Measurement

- Identifying metrics for new initiatives
- Goal-setting
- Prioritizing innovation initiatives
- Balancing new initiatives against the core business
- Measuring progress beyond revenue performance
- When to cut and run



Culture

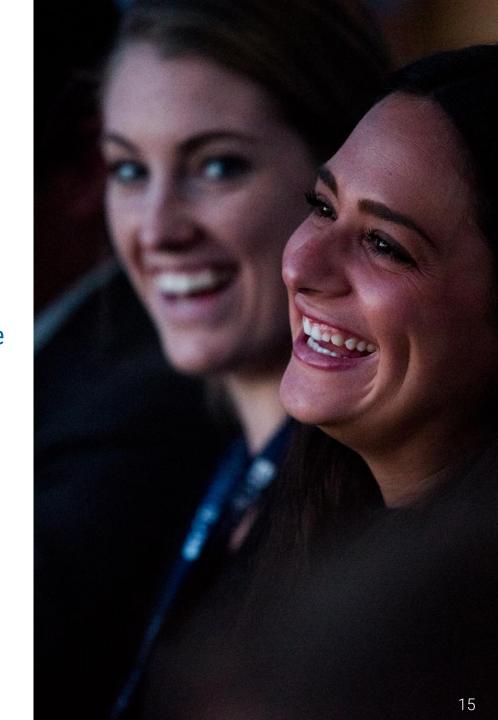
- Overcoming pathogens/ organizational resistance
- Embracing risk taking, while setting guardrails
- Developing a culture that relishes change
- Improving on new ideas versus punishing failure
- Sustaining a culture of innovation
- Bringing outside ideas into the organization

COUNCIL TOPICS

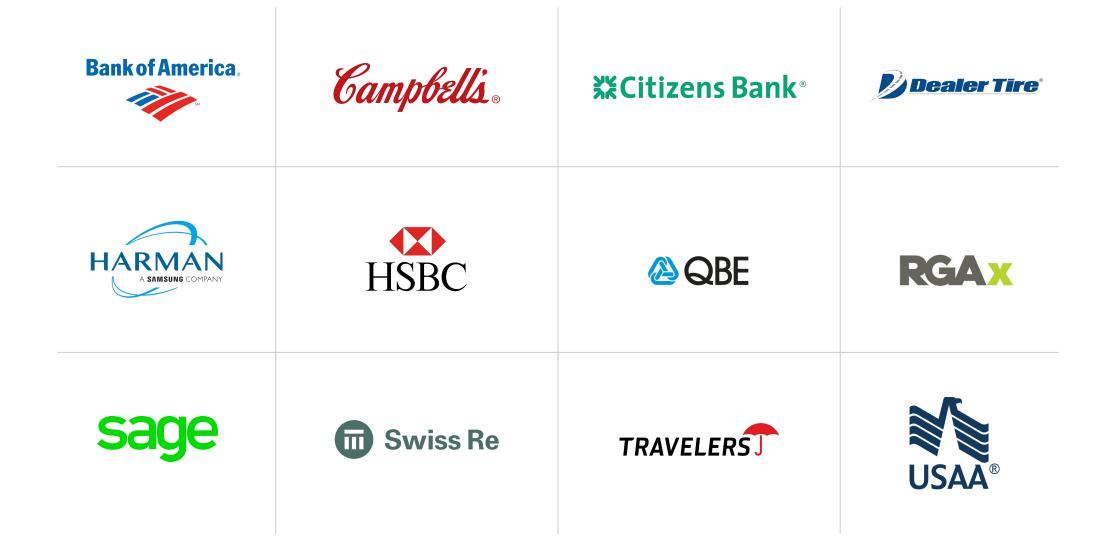
Agendas of Council meetings are driven by members.

Topics that members have expressed interest in:

- Fostering an internal culture of innovation & experimentation
- Overcoming pathogens / resistance to change within the enterprise
- Determining when to build, buy or partner
- Demonstrating the ROI of your innovation efforts
- Bringing innovation from the outside into the organization
- Cultivating relationships with outside innovators (venture capitalists, startups, academic researchers)



COMPANIES JOINING



MEMBERSHIP SCHEDULE

Councils convene in person 4x per year.



In-person Council meetings are complemented by interim research, surveys, webinars and regular calls between you and CBI analysts and fellow members.

- October 2-3, 2017 (NYC)
- December 11-12, 2017 (Silicon Valley/Sand Hill Rd)
- March 6-7, 2018 (NYC)
- June 18-19, 2018 (NYC)
- September 5-6, 2018 (Chicago)
- December 3-4, 2018 (Silicon Valley/Sand Hill Rd)

MEMBERSHIP BENEFITS



INDIVIDUAL

- 1 seat at Quarterly Council Meetings
- 1 seat at Client Conference
- Access to member best practice surveys
- Access to member research, case studies and webinars



COMPANY

- 3 seats at Quarterly Council Meetings
- 3 seats at Client Conference
- Access to member best practice surveys
- Access to member research, case studies and webinars
- Network Concierge
- Direct input into best practice survey questions & topics

APPLY FOR COUNCIL MEMBERSHIP

EMAIL

community@cbinsights.com

VISIT

www.events.cbinsights.com/councils

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