



# **CFFO Executive Lab**

Leaders Support Leaders via a Cross-Industry Action Platform





## What Is a CFFO Executive Lab?

- Executive Labs bring together senior leaders from multiple companies who collaborate across industry boundaries to better master the challenges of 21<sup>st</sup> leadership and organization.
- Each participating company brings a specific challenge ("case") to the table. Together with each company we decide which case is best suited for being addressed in the Lab.
- We then provide a unique support architecture that enables leaders to share their ideas and challenges in a safe space, engage with thought and practice leaders, and support each other in their transformational efforts.
- The Lab format of collaboratively working on concrete challenges with fellow senior leaders from other organizations enlarges perspectives, opens new horizons, and builds valuable lasting relationships.



# Who Should Participate

- Senior and top leaders from enterprises or large business units with revenues of \$500 million and more, who are responsible for business and/or product strategies and have a voice in the overall governance of the organization.
- Participants must be open to share their challenges and collaboratively work on solutions with like-minded peers.
- Companies should attend the Lab with a team of two or three delegates. Team participation scales the experience and significantly improves impact and the effectiveness of implementation. We discuss with you the ideal composition of your team.
- To maximize effectiveness, each Lab is **limited to 8 participating corporations** (for a maximum of 24 individuals)



## The Three Phases of the Lab

## ■ Pre-Lab Survey and Interviews

Before the Lab starts, we investigate the specific context and challenges of each participating company via a quantitative online survey and qualitative in-depth interviews with the Lab participants. The results will inform the selection of the "cases" for the Lab.

## ■ Lab Core Program

The core program consists of two in-person modules and four virtual meetings. Cross-company teams collaborate on their specific cases between the modules. The detailed content of the Core Program will be based on the cases chosen in the course of the Pre-Lab activities.

## ■ Post-Lab

Participants stay connected via an ongoing virtual community platform. This platform features events such as round tables, panels, and thought leader inputs. It is available for all executives who have completed an Executive Lab.



# A Unique Architecture for Cross-Boundary Exchange and Mutual Support

Pre Lab (1 month)

Lab Core Program (6 Modules | 3-6 months)

Post Lab (ongoing)

#### Orientation Surveys

Conducted within each participating company to identify current issues they would like to address

#### Pre-Lab Interviews

Conducted with all Lab participants to understand their challenges and goals related to the Lab program

## Direct Work on Existing Projects

Each participating company brings a concrete project to the Lab on which they want to work during the program

#### **External Inputs**

Thought and practice leaders share insights and experiences | selected based on the results from surveys and interviews

#### Coaching on Demand

Between the sessions, coaching support is available upon demand (coaching costs are not included in the Lab fee)

### Cross-Company Peer Support Groups

Small cross-company peer groups support each other on action plans/initiatives with similar priorities / contexts

#### **Trusted Community**

The Lab assures an atmosphere of trust that allows each company team to openly share challenges and get feedback/advice

## Online Collaboration Platform

A dedicated Lab Slack channel enables content sharing/documentation and seamless collaboration within peer groups

## Alumni Community Platform

Participants stay in touch via a virtual platform that features events and allows for continued exchange and mutual support

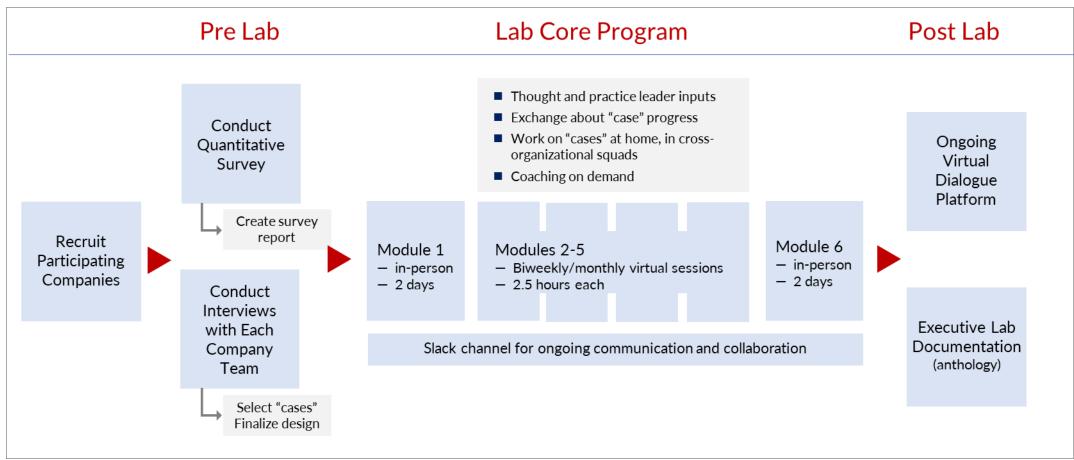
## Case Anthology (optional)

Key insights from the Lab and case examples from participating companies are summarized in a dedicated publication





## Executive Lab - Timeline





# Key Benefits of the Executive Lab

The Executive Lab will allow you to

- Gain insights via a pre-lab survey on challenges your and other organizations face, allowing you to compare your situation with others
- Get inputs from global thought and practice leaders
- Reflect your context-specific challenges within a trusted group of peers
- Accelerate your work on strategies and action plans for your business context by leveraging a cross-company support infrastructure
- Learn from solutions and strategies of companies who face different contexts
- Receive a summary of all Lab activities, including a report of the Pre-Lab survey results and a documentation of all sessions.



## Costs

\$39,000 per company -- includes up to 3 delegates.

The fee covers all project steps as outlined above. It includes

- individual company reports from the pre-Lab survey
- Participation in all event modules including meals and materials
- A comprehensive documentation of keynotes, panels, group discussions, etc.
- Access to a virtual collaboration platform
- a one-year membership with the ongoing virtual dialogue platform.

Travel and accommodation for the in-person events is not included.

Optional coaching support can be added by each company at their discretion and will be billed separately.

# Contact us to Discuss Your Potential Participation





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