

# The CFFO Corporate Partnership Program

Engage in Executive Dialogues and Collaborative Research Initiatives

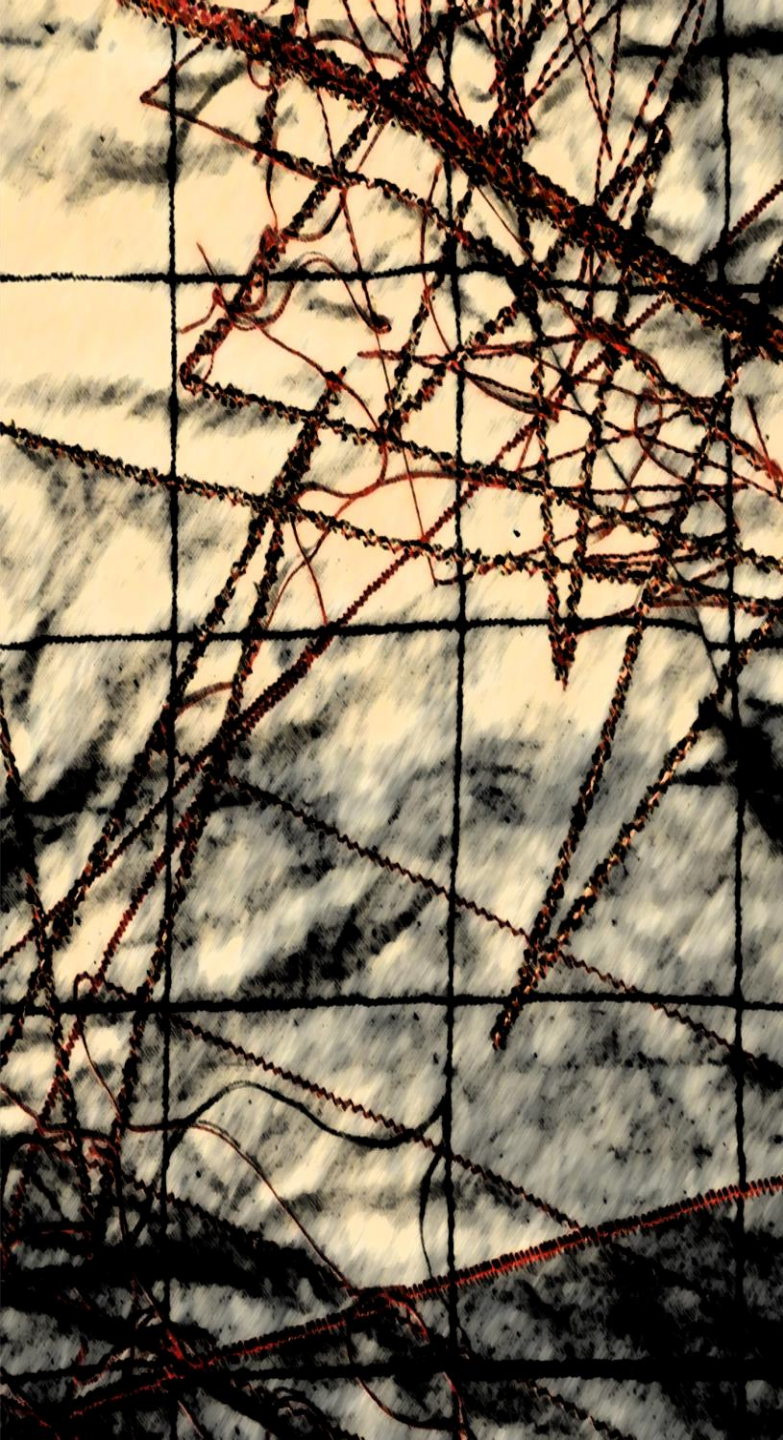


# The Idea

We are in midst of fundamental technological, political, and societal changes which reshape context of business.

In the spirit of Peter Drucker, we aim to establish partnerships with senior executives and corporations who share our values and have a keen interest in co-shaping the future of leadership and organization.





# A Partnership Designed for Impact



Our Partnership Program connects corporations and thought leaders through conversations and consortium initiatives to jointly reflect and work on the transformational challenges leaders and organizations face.





# Partnership Principles

- **Curation is key.** The quality of discourse and projects is determined by the quality of participants. We assure this quality by requiring **seniority** and accept partnerships **by invitation only**.
- **Diverse composition.** Addressing transformational issues requires cross-functional engagement and diverse perspectives. Therefore, we strive for functional and industry diversity.
- **Focus on trust and peer relationships.** Our partnership concept emphasizes horizontal peer-to-peer collaboration, driven by the practical challenges leaders and companies face.
- **Driven by current challenges.** The agenda of conversations and projects is shaped by the pain points and interests of the partner community
- **Engagement tiers and funding.** Three different types of partnership allow for different levels of engagement and provide financial support for the initiatives.



# What Value Does a Partnership Offer?

## For Partners

- **Connects senior leaders** to share and gain insights on transformational challenges of the 21<sup>st</sup> century organization
- Provides a space for reflection and **collaboration across functional and industry boundaries** for executives and organizations alike
- Offers **opportunities to shape and participate in consortium activities** such as impact research projects or executive labs
- Provides **significant discounts** for custom services

## For CFFO

- Co-shapes and **catalyzes the Center's research activities**
- Helps **define key areas of future investigation**
- **Provides funding** for operations



# Activities Partners May Engage in

- Consortium (Action) Research
- Executive Labs
- Special Interest Groups
- Conferences and Symposia
- Case Study/Benchmark Library
- Topical Round Tables
- Publication Opportunities



# Two Engagement Tiers

## Corporate Partnership

For companies who want to co-shape our research, get custom services, and engage with fellow leaders and companies in peer exchange and consortium projects

## Corporate Board

A substantial partnership for corporations who want to help shape the direction of the Center and get deeply engaged in strategic collaboration (limited to 8 companies)



# Corporate Partnership | Benefits

- Opportunity to **initiate consortium projects** (e.g., research, executive programs)
- Opportunity to **initiate and participate in special interest groups**
- Opportunity to **commission a mini-case study** about a relevant initiative/practice of the partner company (includes publication as CFFO research paper)
- **Facilitated access to partner companies** for benchmarking and targeted exchange
- **Free seats** at the **annual CFFO conference** in which we present and discuss latest research and selected case studies from partners and their implications for leadership and organization
- Exclusive access to a partner-only **online community platform**
- **20% discount on fees** (e.g., for consortium projects, business ecosystem diagnostics, executive Lab and other programs, advisory, speaking engagements, in-house workshops, etc.)
- **Mentioned as Corporate Partner** on CFFO website

**USD 35,000 per year | renewable annually**







# Corporate Board Benefits

All benefits of the Corporate Partnership **plus**

- **CFFO Board membership** - allows to **co-shape the strategy and activity portfolio** of the Center and **connect with global thought leaders** via an exclusive annual board meeting.
- **Enhanced branding and reputation** –prominent placement as CFFO Corporate Board in all CFFO publications, website, and conferences.
- **Free ecosystem leadership capability review.** Includes validated diagnostic tool (BEL Index), additional custom questions, C-level briefing, and custom feedback workshop (a \$ 80,000 value)
- Opportunity to **commission in-house research projects, custom think tanks, or in-house symposia** at a significant discount.
- **Complimentary in-house keynote speech or one-day workshop** with a member of the CFFO thought leader network (one per year)
- **30% discount on fees** (e.g., for consortium projects, executive lab and other leadership programs, advisory, speaking engagements, in-house workshops, etc.)

**USD 125,000 per year | 2-year commitment**



# Please Contact Us to Learn More and Discuss Your Potential Involvement



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