

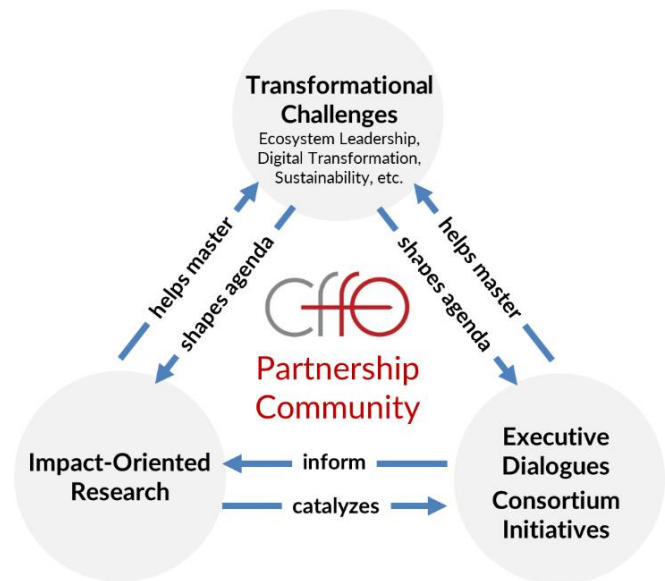
# The CFFO Corporate Partnership Program

## Engage in Executive Dialogues and Collaborative Research

### A Partnership Designed for Impact

We are in midst of fundamental technological, political, and societal changes which reshape context of business. To jointly address these challenges, we aim to work with corporations who share our values and have a keen interest in co-shaping the future of leadership and organization.

Our Partnership Program connects executives and thought leaders through in-depth dialogues 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 exchange and collaboration in a trusted environment.
- **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.** Two types of partnership allow for different levels of engagement and provide financial support for the initiatives.

## What Value Does a Partnership Offer?

### For Corporate Partners

- Provides **opportunities to shape and participate in consortium activities** such as impact research projects or executive labs
- **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
- 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

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## Activities and Topics Partners May Want to Engage in

Your partnership offers the opportunity to address key issues via various formats, accelerating the development of your organizational capabilities.

### Formats

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

### Topics (examples)

- Business Ecosystem Leadership
- Digital Transformation
- Agility
- Sustainability
- Navigating Complexity
- Growth and Innovation
- ... (driven by Partner Interests)

## Choose a Partnership Tier

We offer two ways to engage with us and shape the activities of the Center:

### Regular 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

#### Benefits

- Opportunity to **participate in exclusive peer-to-peer executive dialogues** (at least one in-person event per year | bimonthly virtual sessions)
- Opportunity to **initiate and participate in consortium projects** (e.g., research, custom executive programs)
- Opportunity to **initiate and drive special interest groups**
- **Facilitated access to partner companies** for benchmarking and targeted exchange
- **Free seats** at an **annual CFFO conference** in which we present and discuss latest research and cases 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 Labs and other programs, advisory, speaking engagements, in-house workshops, etc.)
- **Mentioned as Partner** on CFFO website

**US\$ 35,000 per year | renewable annually**

### Corporate Board

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

#### 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.
- **Free ecosystem leadership review**  
Includes capability assessment of your organization (BELX Index) with opportunity to add custom questions, C-level briefing, and in-house feedback workshop.
- 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)
- **Enhanced branding and reputation** – prominent placement as CFFO Corporate Board in all CFFO publications, website, and conferences.
- **30% discount on fees** (e.g., for consortium projects, Executive Labs and other programs, advisory, speaking engagements, in-house workshops, etc.)

**US\$ 125,000 per year | 2-year commitment**

## Questions?

We are happy to discuss with you any questions you may have about our partnership program. Please contact [roland.deiser@futureorg.org](mailto:roland.deiser@futureorg.org) to explore how you can best benefit from getting involved.