

What it is

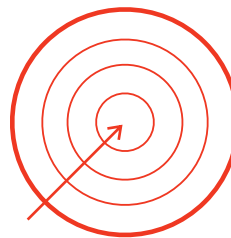
Engaging your key leaders in your company's strategy and execution is a key differentiator between successful companies and ones that struggle to achieve their goals. Collective Next's ELT program helps your organization achieve the following objectives:

- Align and mobilize your leadership team around your company's strategy and execution plan
- Increase your leaders overall strategic thinking capability
- Equip your leaders with the tools and plan to cascade your company's strategy, vision, and execution plan down throughout the organization

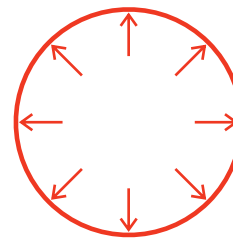
How it Works

We recommend three distinct ELT meetings each year.

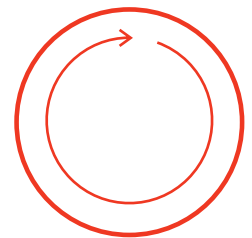
- Winter ELT – Focused on aligning your leadership team to execute on your current year's strategy (Jan/Feb)
- Summer ELT – Focused on expanding your organizations strategic lens. Often investigating areas such as competitive landscape, customer perspectives, or industry trends
- Fall ELT – Focused on refreshing the strategy and identifying any tactical changes necessary to finish out the year strong (Oct/Nov)



EXECUTE



EXPAND



REFRESH

Each ELT meeting is highly collaborative and engages your leaders in the critical content in ways that ensure their understanding and contribution. Collective Next partners with you to:

- Design a unique leadership experience for each session
- Prepare the necessary content to ensure it is highly interactive
- Facilitate and manage the team through the ELT session

The Value to Your Organization

- Aligned and engaged leadership team with holistic understanding of your business and macro environment
- Consistent communication from your companies president on the most important messages at the right time to the right audience
- A platform to evaluate how your ELT engages as a high performing team, helpful for assessing succession plans and encouraging cross organization rotations at a senior level
- Senior leaders who are well equipped with the messages that are critical to cascade all the way through your organization