GROWTH INNOVATION LEADERSHIP COUNCIL

A Powerful COMMUNITY Focused On Creating A Future Shaped By Growth

August 2021
TODAY’S DISCUSSION

WHY IS GROWTH DIFFICULT?

STRATEGIC IMPERATIVES

OUR SOLUTION
GROWTH INNOVATION LEADERSHIP COUNCIL

DELIVERABLES
SAMPLE SCHEDULE & ASSOCIATE MEMBERSHIP

NEXT STEPS
LEVERAGING THE SOLUTION
WHY IS GROWTH INCREASINGLY DIFFICULT?
THE STRATEGIC IMPERATIVE EIGHT™ (SI8): FACTORS CREATING PRESSURE ON GROWTH
GROWTH INNOVATION LEADERSHIP COUNCIL
ACCELERATING YOUR GROWTH JOURNEY

PHASE 0: GROWTH AUDIT™
Establish organizational baseline & identify growth obstacles

PHASE 1: OPPORTUNITY UNIVERSE
Ideation & prioritization of all potential growth opportunities

PHASE 2: OPPORTUNITY EVALUATION
Deep, 360⁰ analysis of prioritized opportunities

PHASE 3: GO-TO-MARKET STRATEGIES
Translation of strategic alternatives into a cogent strategy

PHASE 4: PLANNING & IMPLEMENTATION
Strategic plan execution (e.g., milestones, targets, owners, & deadlines)

PHASE 5: MONITORING & OPTIMIZATION
Adapt strategy to changing market dynamics & unearth new opportunities
GROWTH INNOVATION LEADERSHIP COUNCIL
3 CORE DRIVERS TO DRIVE TRANSFORMATIONAL GROWTH

THE COUNCIL DELIVERS A POWERFUL INTEGRATION OF COMMUNITY, BEST PRACTICES AND GROWTH COACHING TO ENHANCE YOUR GROWTH IMPACT
GROWTH INNOVATION LEADERSHIP COUNCIL
ENGAGEMENT AND IMPACT OF THE COMMUNITY

POINTS OF ENGAGEMENT

• Executive MindXchange Events
• Annual Council Meeting
• Innovation Center Tours
• Critical Issues Roundtables
• Community Portal
• Brainstorming & Strategy Discussions
• Peer-to-Peer Interactions

BENEFITS & IMPACT

• Peer-to-Peer Collaboration
• Networking with Experts
• Exchange of Ideas
• Strategic Partnerships
• M&A Opportunities
• Business Development
• Career Development
• Mentorship
• Inspiration
• Innovative Thinking
• Exclusivity
• Community
# Growth Innovation Leadership Council

## The Fabric of the Community

### Council Snapshot

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rachel Bergman</td>
<td>Vice President of Strategy and Planning, US Markets Transunion</td>
</tr>
<tr>
<td>Andrea Buccaro</td>
<td>Strategic Marketing Leader, Baker Hughes</td>
</tr>
<tr>
<td>Angela Femmer</td>
<td>Director, Competitive Positioning, Brewer Science</td>
</tr>
<tr>
<td>Ed Rakiewicz</td>
<td>Director, Innovation, PPG Industries</td>
</tr>
<tr>
<td>April Bertram</td>
<td>Senior Director, Business Development, GOJO</td>
</tr>
<tr>
<td>Rui Cruz</td>
<td>Global R&amp;D Director, The Dow Chemical Company</td>
</tr>
<tr>
<td>Beverly Harris</td>
<td>Vice President, Strategic Planning &amp; Innovation, Texas Mutual Insurance Company</td>
</tr>
<tr>
<td>Bill Sexton</td>
<td>Vice President, Customer Relationship Management, Global Industrial</td>
</tr>
</tbody>
</table>

### Industries Represented
- Aerospace & Defense
- Agriculture & Nutrition
- Automotive & Transportation
- Chemicals & Materials
- Consumer Goods
- Electronics & Sensors
- Energy & Utility
- Environmental & Building Technologies
- Financial Services
- Healthcare
- Industrial Automation
- Information/Comm. Technologies
- Test & Measurement Instrumentation

### Functional Roles Represented
- C-Suite
- Innovation
- Business Development
- Technology
- Digital Transformation
- Strategic Planning
- Strategy Intelligence
- Product Strategy & Development
- Research & Development
- Sales & Marketing
- Customer Experience
Each year, Council members come together to collaborate and set the Critical Issues Agenda for the year ahead. These issues then guide the development of our live events, virtual events, and curated content on the member-only portal. Setting the Critical Issues Agenda is a key role in ensuring the content for the Council is driven by its members. As a member, you will enjoy full voting rights.

**Business model strategy**

**Mapping future customer experiences**

**Translating consumer trends into business opportunities**

**Rationalizing risk in innovation**

**Nurturing an innovation culture**

**Integrating new disruptive technologies into your innovation portfolio**

*Access the Critical Issue homepage via hyperlink.*
GROWTH INNOVATION LEADERSHIP COUNCIL
YOUR COMMUNITY & THE POWER OF THE NETWORK EFFECT

[Logos of various companies and organizations]
GROWTH INNOVATION LEADERSHIP COUNCIL
ENGAGEMENT AND IMPACT OF BEST PRACTICES

POINTS OF ENGAGEMENT

- Innovation Center Tours
- CEO/Industry Surveys
- Growth Pipeline Diagnostic
- Growth Pipeline Roundtables
- Megatrends Workshops
- Growth Council Best Practices – Virtual Event
- Growth Process Tool Kits
- Case Histories
- Diagnostic Tool Sets

BENEFITS & IMPACT

- Benchmarking Against the Best
- Career Growth
- Sparking Growth Opportunities
- Strategy Excellence
- Implementation Excellence
- Influencing CEO’s Growth Team
- Big Picture Thinking
- Visionary Perspective
- Best Practice Recognition & Promotion
GROWTH INNOVATION LEADERSHIP COUNCIL
IN-PERSON AND VIRTUAL EXECUTIVE MINDXCHANGES* TO SHARE BEST PRACTICES

GROWTH, INNOVATION AND LEADERSHIP: The Growth Pipeline Experience

THE FUTURE OF INNOVATION: A Frost & Sullivan VIRTUAL Executive MindXchange

CUSTOMER EXPERIENCE ECOSYSTEM: A Frost & Sullivan Executive MindXchange

NEW PRODUCT INNOVATION & DEVELOPMENT: A Frost & Sullivan Executive MindXchange

SALES TEAM ACCELERATOR RETREAT: A Frost & Sullivan Executive MindXchange

*Click on an event icon for more event details.
GROWTH INNOVATION LEADERSHIP COUNCIL

CONTENT LIBRARY AND COMMUNITY PORTAL TO ACCESS BEST PRACTICES*

*Access the Community Portal via hyperlink.

Search the Content Library

Critical Issues
Executive MindXchange Events
Virtual Events On-Demand
Newsletters

MEMBERS ➔ EVENTS CRITICAL ISSUES ABOUT

MEMBERS ➔
DASHBOARD MEMBER CONNECTIONS CONTENT LIBRARY FORUMS

*Access the Community Portal via hyperlink.
GROWTH INNOVATION LEADERSHIP COUNCIL

ENGAGEMENT AND IMPACT OF GROWTH COACHING

POINTS OF ENGAGEMENT

• Executive Coaching Clinic
• Growth Pipeline Diagnostic
• Growth Leadership Coaching
  • 10 Innovation Process Leadership Workshops
  • 10 Growth Implementation Leadership Workshops

BENEFITS & IMPACT

• Inspirational Leadership
• Improved Listening Skills
• Improved Communication Skills
• Maximizing Potential
• Enhanced Performance
### GROWTH INNOVATION LEADERSHIP COUNCIL

#### KEY ELEMENTS OF GROWTH COACHING

<table>
<thead>
<tr>
<th>Elements</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Traits and Sub Traits</td>
<td>A unique set of 20 traits and their sub traits will be used as a benchmarking tool.</td>
</tr>
<tr>
<td>2. 360 Feedback</td>
<td>Council members are required to build their 360 community of at least 5 core supporters to contribute to their growth journey.</td>
</tr>
<tr>
<td>3. Self-Assessment Questions</td>
<td>Council members fill a questionnaire after each coaching session where they rank themselves on the scale of 1-5.</td>
</tr>
<tr>
<td>4. Growth Coach</td>
<td>A growth coach with powerful questioning and listening skills helps guide you to the answers you seek.</td>
</tr>
<tr>
<td>5. Best Practices</td>
<td>Best practices provide detailed insights into a trait followed by real-life practices of successful leaders.</td>
</tr>
<tr>
<td>6. Daily Touchpoints</td>
<td>Members will receive daily touch-points to drive targeted activities that are designed to get you out of your comfort zone.</td>
</tr>
<tr>
<td>7. Assignments</td>
<td>Coaches will hand out assignments during the session to force members to think “out of the box” and utilize their core trait.</td>
</tr>
<tr>
<td>8. Collaborative Activities</td>
<td>Collaborative team activities serve to enable members to practice the traits and enhance the overall experience.</td>
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## GROWTH INNOVATION LEADERSHIP COUNCIL

CONTINUOUS FLOW OF HIGH IMPACT INTERACTIONS WITH YOUR COMMUNITY AND THE WORLD

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2 -- GROWTH COACHING: Core Traits</th>
<th>Week 2 -- GROWTH COACHING: Self Assessment</th>
<th>Week 2 -- GROWTH COACHING: 360° Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNITY:</td>
<td><strong>Innovation Center Tour</strong> – Baker Hughes</td>
<td><strong>Critical Issues Roundtable</strong></td>
<td><strong>Critical Issues Workshop</strong></td>
</tr>
<tr>
<td><strong>Day 1-30</strong></td>
<td><strong>Day 31-60</strong></td>
<td><strong>Day 61-90</strong></td>
<td><strong>Day 61-90</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 3</th>
<th>Week 3 -- COMMUNITY: Critical Issues Workshop</th>
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<tr>
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</tr>
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<tr>
<th>Week 4</th>
<th>Week 4 -- Moderated Think Tank Session: Energy</th>
<th>Week 4 -- Moderated Think Tank Session: Mobility</th>
<th>Week 4 -- Moderated Think Tank Session: Healthcare &amp; Life Sciences</th>
</tr>
</thead>
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<td><strong>Day 61-90</strong></td>
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**Note:** Weekly communications sent to all members rotating between critical issue content and upcoming event information.
GROWTH INNOVATION LEADERSHIP COUNCIL

TEAM BENEFITS: ASSOCIATE MEMBERSHIP

Designate UP TO FIVE business executives within your organization to join you as an associate member.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Access to the COMMUNITY: Portal Credentials and Networking</td>
<td>✓</td>
</tr>
<tr>
<td>$1,000 Savings* on Select Executive MindXchange Events</td>
<td>✓</td>
</tr>
<tr>
<td>Subscription to Weekly Council Communications</td>
<td>✓</td>
</tr>
<tr>
<td>Full Access to Virtual Events</td>
<td>✓</td>
</tr>
<tr>
<td>1 Group Call per Month with a Personal Concierge</td>
<td>✓</td>
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*May not be combined with other offers.
GROWTH INNOVATION LEADERSHIP COUNCIL

KEY TESTIMONIALS

"The Growth Innovation Leadership Council has allowed me to get outside of my industry to hear how others in different industries innovate, go to market and sell their products and services. I’ve been able to apply many of their strategies or tactics to my own industry with success."
- Vice President, Worldwide Sales and Marketing
  Hydraforce, Inc.

"Where else can someone from the Oil and Gas industry have a dialogue with thought leaders from Healthcare, Aerospace, Transportation, Technology, Finance, etc., to solve problems?"
- Global Marketing Leader
  Baker Hughes

"The team does an AMAZING job coordinating everything, keeping me notified of upcoming events, and getting my colleagues registered for the events. Many organizations over promise and under deliver, and you all promise a lot and over deliver!"
- Director, Business Development
  Daimler Trucks - North America

"I love the interaction and learning opportunities that emerge on the Frost & Sullivan events and site tours. It’s a great opportunity to learn about new technologies, new approaches to innovation and secrets to success."
- Head, Digital Innovation
  BAT

DELIVERABLES
GROWTH INNOVATION LEADERSHIP COUNCIL

KEY STEPS TO LEVERAGE

GROWTH PIPELINE

1. Growth Team Identified
2. Council Confirmation

DIALOG

1. Onboarding
2. Community Integration
3. Growth Diagnostic

STRATEGIC APPROACH

LAUNCH

1. Growth Coaching Review
2. Best Practices Review
3. Council Critical Issues
4. Peer-to-Peer Engagement
5. Executive MindXchange Events

NEXT STEPS
## Growth Innovation Leadership Council

### Investment Options

<table>
<thead>
<tr>
<th></th>
<th>One Year</th>
<th>Three Years</th>
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<tr>
<td><strong>1st Member of Growth Team</strong></td>
<td>$25,000</td>
<td>$60,000</td>
</tr>
<tr>
<td><strong>Additional Member(s) of Growth Team</strong></td>
<td>$15,000 Per</td>
<td>$40,000 Per</td>
</tr>
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</table>

**Next Steps**
CONTACT US

councils@frost.com
Phone 1 (305) 450-1099