



PRESIDENTS FORUM AGENDA

Date: **Wednesday, May 12th, 2021**
Time: 12:00pm - 2:00pm
Location: **Zoom**

We will hear from two of our members who, in the last few years, have made key decisions in their respective companies with regards to their role as CEO. These decisions have led to substantial changes in how their companies are structured, and also to the refocusing of their strategic direction.

HOW A FEW STRATEGIC DECISIONS AND CALCULATED RISKS TRANSFORMED OUR COMPANY

In the last several years this member's company has undergone a renaissance that has moved it to a whole new level. It turns out that Leadership matters. As the key driver, he has overcome some internal obstacles to lead the company on a new path of growth and profitability.

Points he will cover include:

- Company overview, ESOP structure
- Former state when he became CEO
- Overcoming a risk-averse culture
- Keys to continued success

REDEFINING MY ROLE AS CEO TO MAXIMIZE MY STRENGTHS

This member will walk us through how he has transitioned his role of CEO to focus more on sales and strategic vision. These changes have subsequently led to changes with how his sales team is structured and who reports to him directly.

These changes have increased the value he personally brings to the company, the overall organizational effectiveness, and his own enjoyment and fulfillment...as he is now better slotted to maximize his strengths.

Points he will cover include:

- Company overview, former state
- How my frustration level led to changes
- Current state
- Thoughts on a future exit

Come prepared to compare and contrast how you approach your role as CEO, as two of our own members bring us into their thinking on key changes they have made in their companies and their own roles.

FUTURE MEETING DATES

June 9th

July 14th

August 11th

