

## Key Executive Program

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**A program designed to increase the impact, leverage and strategic skills of Key Executives who play a significant role in setting the strategic direction for their companies.**

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### **Purpose:**

To provide Key Execs with his/her own group of up to 10 Executive Peers who come together through a structured program aimed at increasing strategic acumen and resulting business performance.

This program will ensure that the Key Executive:

- Has chosen the right set of strategic priorities given the strategic direction and operational demands of the company.
- Makes the right decisions with respect to executing on those strategic priorities.
- Is effectively allocating resources to support the priorities.
- Is improving their business acumen with respect to strategic thought, creative problem solving and decision making.

### **Benefits of Participation:**

- A structured & disciplined process for “working on” the business- with a direct focus on achieving positive financial results.
- Useful feedback & insightful ideas from experienced, accomplished Key Exec peers across a variety of emerging companies and industries.
- A 1-1 relationship with an experienced RCC Group Director who has access to a large network of regional CEOs and strategic partners.
- Improved confidence that he/she is making the right decisions for their company.
- A renewed commitment to developing his/her skills as an executive.

### **Elements of the Program:**

1. **Six, full day Peer Group Meetings focused on solidifying annual plans and problem solving member Strategic Cases with respect to execution.**
2. **Six 1-1 meetings prior to Group Meetings to ensure meeting preparation by all as well as progress against individual goals (alternating onsite and phone depending on presentation schedule).**
3. **Access to program tools that have been refined for over a decade, aiding in structuring thoughts with respect to annual planning, monitoring of progress, problem framing, action planning and decision making.**
4. **Strategic skill development through the use of program tools and peer sharing of strategic business case studies and experiences.**
5. **Select access to an extended network of CEOs and partner resources, where beneficial and appropriate.**

### **Qualifications for Participation:**

To qualify, Key Executives must:

- Be in a role where they influence the strategic direction of the business.
- Demonstrate a desire to actively work on strategy and improvement of business results.
- Be in a position to fully commit to program attendance and preparation for a minimum of a year.

Most common Key Exec profiles include:

- Division General Manager with P&L responsibility, CEO right hand, or potential CEO successors - with the commitment and engagement of the CEO.
- Key Execs of successful corporate companies who directly influence corporate strategy, but who currently do not report to the CEO.
- CEOs of entrepreneurial companies seeking exposure to key executives with larger scale management experience

### **For More Information:**

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*Raffoni CEO Consulting has been providing support services for CEOs of Emerging Growth Companies for over a decade. The firm prides itself on its ability to develop uniquely professional programs and services that leverage the combined experiences of the area's most talented CEOs with the net effective of directly improving business results and executive skill. Its flagship program, the Advanced CEO Peer Group program is recognized as one of the best in the industry.*