

**C Suite Roundtable Report Out
OI Partners Meeting February 10 - 11, 2012**

New Orleans, LA

SUMMARY OF GROUP REPORTING BY TOPIC

What Individuals Need / Want

- **Menu of Options to select from**
- **Networking contacts, introductions, memberships E.G. Ladders, ExecuNet, Business Club, Etc.**
- **Subscriber services, business publications, Wall Street Journal, etc.**
- **Getting published, ghost writer as a menu option**
- **Checklist of things to do customized to individual needs**
- **How to build a strategic network**
- **Administrative support and high quality office space if desired**
- **Access to an industrial psychologist**
- **Job research developer to source opportunities**
- **Clarity around the value proposition - what they want to do and pathway**
- **Entrepreneurial coaching and strategy including bankers, venture capitalists, franchisers**
- **High level consultants that are credible, respected by client and can relate to clients' issues**
- **Assessments and higher level of coaching the normal career transition clients, a thinking partner**
- **High quality marketing pieces, business cards and assistance**
- **IPAD and other technology assists including online portfolios, LinkedIn groups, website**
- **Special treatment that is timely and professional**
- **Assistance with career direction, what is a reasonable expectation and help thinking out of box**
- **Share global client lists, OI Partners as resources in specific areas**

What Company's Want / Need

- **Mitigation of risk to company, lawsuit avoidance - we are good at that (comment)**
- **Assistance with separation "doing it right"**
- **Positive community image and avoiding bad publicity**
- **Want exiting person to be happy and have needs met**
- **Access to professional help from high level consultants and psychologists**
- **Non disclosure agreement**
- **Assurance that there is a "quality of staff and service" assurance**
- **Divide program by level and size rather than by salary (oranges separate from the apples)**

How to Market "C" Program

- **Make the case for why our program is different and worth premium price**
- **Business case for importance of high touch career transition**
- **Create a different landing page for "C" people to differentiate between management CT**
- **Access to board memberships, high level recruiters, leading edge technology, community leaders etc.**
- **Communicate the ROI to decision makers**
- **Former employees tend to sign agreements when working with coach**
- **Tout our connections and contacts**
- **Bios of consultants / coaches and other professionals reinforcing quality of delivery and qualifications of delivery pers**
- **Highlight why our program is different, IPADS, getting published, etc**
- **Direct marking to targeted firms with top level OI Partner principals**
- **Market to law firms, bankers, CPA firms, financial planners**
- **Ask Sal to research PR for "C" Suite**
- **Advertise in CEO magazine, on line and other outlets where decision makers get input**
- **Make changes to OI Website to distinguish this program from other offerings**

JON