

C-SUITE OPTIMIZATION PROGRAM (CSOP)

Driving peak performance for CEOs and their boards

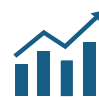
The C-Suite Optimization Program (CSOP) is a premier signature personal branding program for corporate CEOs who need to:



Optimize executive engagement



Strengthen market presence



Drive shareholder value



Improve productivity

when the corporation plans to grow and protect its market share by:



Launching a new product or service



Recovering from bankruptcy



Appointing a new CEO



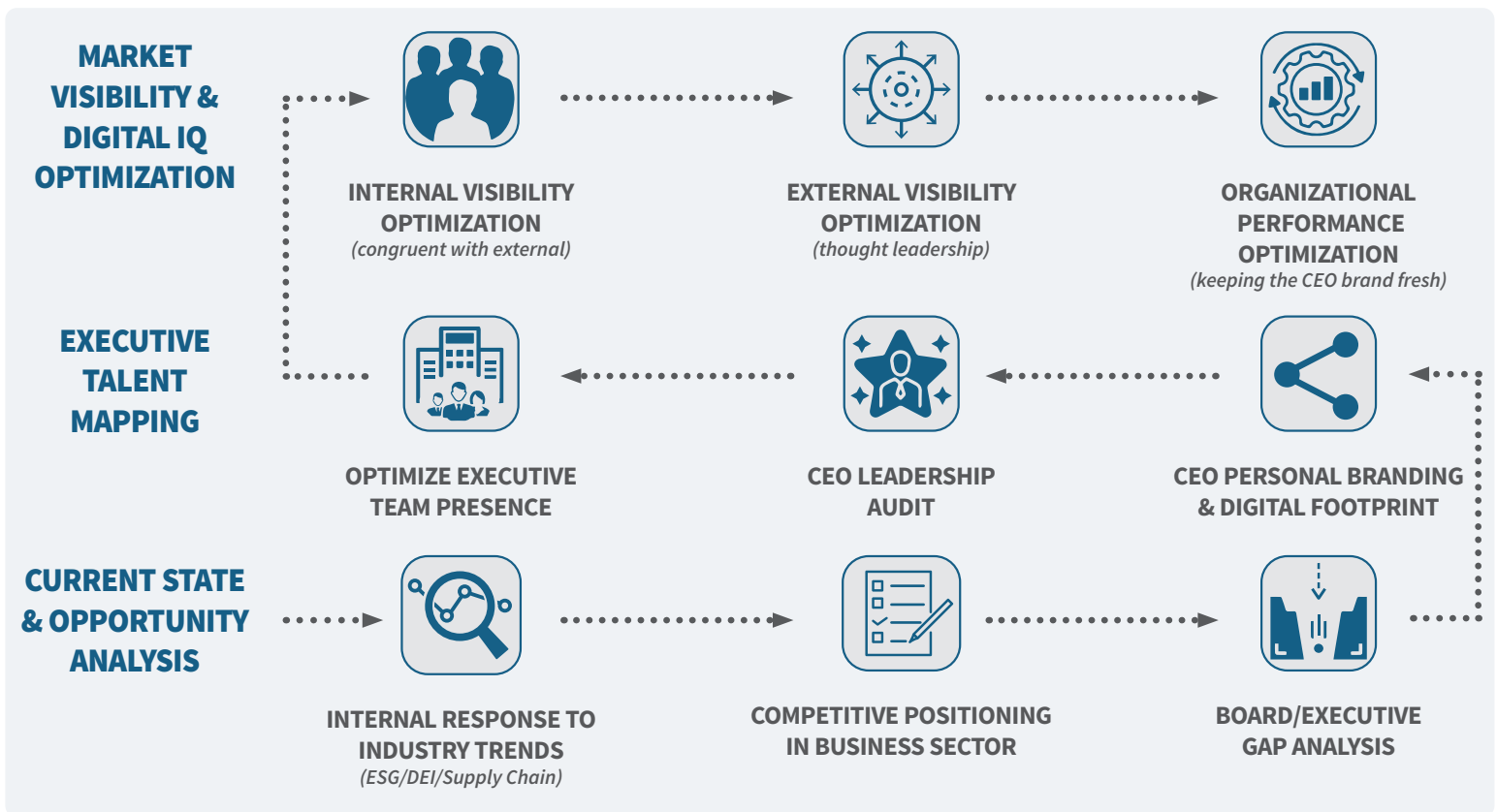
Planning an IPO

POTENTIAL OUTCOMES

- Protect the investment made in recruiting, selecting and onboarding the new CEO
- Improve the CEO's digital IQ to strengthen internal and market-facing personal brand presence
- Build authentic trust and earn confidence of the board of directors and the executive leadership team
- Drive effective decision-making to optimize performance faster
- Help navigate the internal political landscape to reduce risk of costly mis-steps early on
- Address the trend of the Great Resignation through better executive engagement which will save money, reduce disruption, produce higher customer engagement, and satisfaction
- Seamless transitions for new CEOs onboarding and CEOs who are departing

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TESTIMONIAL

"The most helpful part of our work together was validating my experiences, guiding me toward taking risks and supporting me in achieving my goals. As a newly appointed CEO, this was pivotal."

Janice Ciavaglia | CEO | Assembly of First Nations | Ottawa, CANADA



WHO YOU WORK WITH:

Certified 360Reach Survey Analyst—used by 20% of *Fortune 100* companies and Certified Executive Career Coach, Certified Personal Brand Strategist, Maureen Farmer.