

CXO FORUM REVITALIZATION – SEPTEMBER 8, 2016 MEETING

DELIVERING MORE VALUE TO YOU

The CXO Forum was created for building trusted relationships with peers, delivering highly valuable expert content and sharing practical knowledge in growing your business, and opening opportunities for confidential CEO talks.

NOON – 2PM LUNCH MEETING – CB LOCATION - AGENDA

Interactive “Round Table” discussions about: Why do you come to CXO? What is the value you most want? How to significantly improve the **CXO Forum** value for members? Ways to help build stronger, lasting trusted relationships?

PAST FEEDBACK FROM MEMBERS

- ✓ Morning meetings make it difficult (family/time/traffic).
- ✓ Member introductions disappeared from meetings making networking hard.
- ✓ Topic content and some presentations have become blasé and time consuming.
- ✓ Communication processes between members are hard and dated.
- ✓ Social events are the most popular and create high networking value.
- ✓ Peer-to-peer exchanges have dramatically declined, but still active.

Actions Taken to Date

- ✓ 12 Noon Lunch Meeting Now. Changed away from 7:30am to 12:00 (noon lunch).
- ✓ Started **CXO Forum** LinkedIn group.
- ✓ New processes and support “ideas” generated by a small CXO steering committee group for discussion with full CXO Membership and decisions made on Sept 8 Meeting about your desired future direction.

MEETING SPECIFICS

Specific areas to be addressed include:

Monthly Meeting

- ✓ Why members joined the CXO Forum?
- ✓ Why members attend, or not?
- ✓ Subject matter “hot button” issues.
- ✓ Improving peer access methods.
- ✓ Improving processes to retain meeting content for future reuse.

Technology

- ✓ Website modernization.
- ✓ LinkedIn Group.
- ✓ **CXO Forum** online knowledge data base for learning and meeting content.

Infrastructure

- ✓ Administrative support on a part-time basis.
- ✓ Biannual member survey to ensure topic relevance.
- ✓ Interactive communication structure to ask anonymous questions with members weighing in.

Networking (Peer-to-peer interaction)

- ✓ Member profiles.
- ✓ Bi-annual socials.
- ✓ Meeting introductions along with member interaction.

