

THE
VANGUARD
NETWORK

LEADERSHIP FORUMS

www.thevanguardnetwork.com



What we do for you

We transform your relationships with current and potential clients from **vendor** to **peer**.

Your Forum

- **Customized sessions** on real-world leadership topics that really matter to 10-25 invited current/potential clients
- **Highly interactive** conversations, case-studies and simulations moderated and facilitated by Vanguard
- **Refreshing and engaging:** No PowerPoint, no presentations, no podium
- **Carefully crafted** topics and discussions to converge around your capabilities and differentiators
- **Demonstrate your strengths**—versus talking about them—as an equal partner and leader in the group

Our Network

Vanguard Forums catalyze powerful conversations among more than 1,000 top executives, from companies like these:



The Vanguard Difference

- **Ten year track record** convening leadership conversations among intimate Forums of C-suite executives
- **Elite advisors:** 35+ CEOs and C-Suite members of The Vanguard Network advising on programs and content
- **Insight and expertise** on topics and discussions that really matter to leaders
- **Real-world experience:** 20+ years of our own leadership team experience in high performance companies
- **Trust:** Top executives know that we deliver uniquely valuable dialogues and networking

Location

- Your current or new key market(s)

Attendees

- 10-25 current/potential high-level client executives
- 3-4 leaders from your organization

Moderator

- Vanguard

Setting

- Participants at intimate round tables

Sample Agenda

12–1 pm	Buffet lunch and networking
1–1:30 pm	Introductions and review of sessions
1:30–2:30 pm	Session 1: Fireside chat and interactive group dialogue
2:30–2:50 pm	Break
2:50–3:30 pm	Session 2: Small group leadership challenge case study
3:30–4:30 pm	Session 3: Three participants discuss a leadership issue and how they resolved it; group Q&A.
4:30–4:50 pm	Break
4:50–5:15 pm	Session 4: “Help me solve my problem.” Small groups take turns giving and getting advice from each other on an immediate leadership problem they are facing.
5:15–5:50 pm	Session 5: “Looking Around the Corners”: moderated dialogue around the most important leadership capability to develop for success over the next five years.
5:50–6 pm	Close
6–7 pm	Networking reception

Maximizing Impact

When? Where? How often?

- **Stand-alone or as part of a longer event:** Leadership Forums will be customized to support your strategy and calendar
- **Location: Your current or new markets.** Leadership Forums can be held wherever they do the most for you.
- **Frequency and cadence:** Individual Leadership Forums have significant impact and pull-through. A series of Leadership Forums can deliver a multiplier-effect.

Vanguard's Role

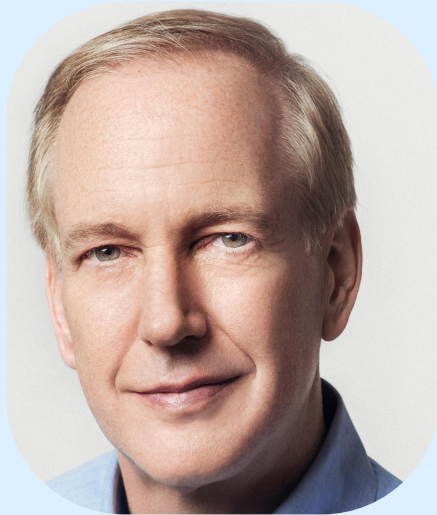
- **Program** concept development
- **Agenda & content**
- **Session leader** recruitment
- **Session preparation** including session leader briefing and preparation
- **Forum leadership** and session moderating
- **Overall event management** including email and social media invitations, follow-ups, finalized attendee list, etc.
- **Moderating and staffing** the program
- **Playbook** of key takeaways for attendees and invitees (optional)
- **Video highlights** reel and podcast (optional)
- **Follow-up** email generating warm introductions with attendees

Outcomes

- **Immersive leadership** engagement that creates important value for your clients and prospects
- **Uniquely build** your authority and differentiation—at a leadership level
- **Demonstrate** your capabilities—versus talking about them
- **Strengthen** existing relationships and create new ones for the long-term
- **Leader-to-Leader** positioning

Investment

- **\$20,000 - \$35,000** fee for a 12:00 noon-7:00 p.m. Leadership Forum (see slide 6), depending on variables such as preparation and execution time investment, creating video highlights, etc.
- Event location and other expenses covered by you (your facilities can be utilized for Forums, as appropriate)



Ken Banta
*Founder and CEO,
The Vanguard Network*

Ken Banta is Founder and CEO of The Vanguard Network. He has spent decades as a top management executive and advisor, working with CEOs and senior executives on leadership, organizational transformation and corporate positioning.

Ken has helped to lead eleven successful global transformations and turnarounds, and has advised on many more.

Ken writes regularly for HBR. He is a contributing author to "[HBR's 10 Must Reads for CEOs](#)" and "[HBR's 10 Must Reads on Career Resilience](#)".

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