

(5 minute read)

Hi, Erica here.

Thank you for expressing interest in CSO Pro. Here are all the details you requested:

In January 2023 we're launching a 'Pro' version of the CSO Collaborative with weekly events for everyone who wants to go deeper.

We're putting together a diverse group of executive leaders from business, non-profit, education and government organizations, and helping them to lead their teams with unshakeable confidence.

We're giving them a gut-check on their current strategies, bringing in new perspectives, and holding space for raw, honest discussion, with nothing held back.

CSO Pro is a private space for CEOs, CSOs, Strategy Leaders, and anyone responsible for organizational strategy and OKRs to speak their mind, ask the questions they dare not ask anywhere else, and get useful, actionable answers!

To achieve this, we're going to collaborate on Zoom for 45-60 minutes every Thursday of each month, starting at 8 a.m. PST / 11 a.m. EST / 4 p.m. GMT

First Thursdays will remain free to all, and we welcome newcomers.

But starting this January, and exclusively for CSO Pro members, we'll have additional sessions on the Second, Third, and Fourth Thursdays each month:

- **Thursday #1** Topic Deep Dive
A panel-lead presentation on a key strategy topic, followed by a Q&A discussion.

- **Thursday #2** 'Ask Us Anything' Live Roundtable

Members submit their current challenges (anonymously if preferred) and get live advice 'on the spot' from the OnStrategy leadership team.

- Thursday #3 Real-World Workshop

Let's collaborate! A facilitated group exercise with live examples, case studies, problem-solving, roundtable discussions, and breakout rooms.

- Thursday #4 'Ask Us Anything' Live Roundtable

A second 'hot seat' round of deep Q&A, practical problem-solving, and live consulting for member projects and challenges.

Attendance at all sessions is NOT mandatory - we won't be taking roll call!

The purpose of weekly events is so members can get help quickly when they want it - but we understand busy schedules mean not everyone will make it every week!

In CSO Pro, we use workshops, hotseats, and case studies to help members reflect on their plans and projects, and ensure their strategy reflects the true capabilities and aspirations of all important stakeholders.

Every session is facilitated by the OnStrategy leadership team and our world-class network of expert strategists across every sector of American and international business, non-profit, and governmental organizations.

Having access to insights and perspectives from strategists with decades of experience helps our members to know for sure when they get it right, and also see where there's room for improvement.

In my experience, strategy leaders are walking a very lonely road dealing with:

- Working to align a leadership team around a common vision, while dealing with differing perspectives and challenging political realities.

- Playing a high-stakes game, where they're expected to have answers to the big questions, and it's 'not OK' to admit they don't always know.
- Trying to keep up with the pace of change while feeling constrained to past decisions that might not reflect the current reality.

BUT!

When the strategy leaders we work with come to know us, they soon feel like they have a private source of reliable feedback and trustworthy advice.

And that's what everyone who joins CSO Pro will get – an expert community of strategists sharing insight, and supporting each others' success.

This is unlike anything else in the Strategy space, and we've identified a need for this clearly for a while now. That's why we created it!

We looked all around, and when we couldn't find it, we decided this was an opportunity for us to facilitate a much-needed forum for Strategy Leaders to collaborate, learn, and grow.

We hear it from our clients' Strategy Leaders, from the types of questions we get by email, and from conversations at conferences and events we attend.

We'll also have more informal online (and possibly offline!) social events dotted throughout the year, giving our members chances to network and get to know one another.

Now, with all that said – if CSO Pro sounds like a great fit for you, the obvious next question is:

How much is CSO Pro?

We had considered making CSO Pro an exclusive community for senior leaders only, with a high ticket price point to match.

The fact is, members of CSO Pro get weekly access to get advice and answers from the same OnStrategy leadership team that clients pay anywhere from \$5,000 to \$30,000 for a consulting engagement.

In the end though, we decided against this.

It's important that this community is a place with a range of perspectives, where up-and-coming strategists can meet and mix with senior executives, and the learning goes both ways.

So we've priced CSO Pro to be accessible for every working professional strategist: \$200 per month with no long-term commitment, or \$1,920 annually.

At these prices, even if you discover only 1 good idea or make 1 useful connection all year in CSO Pro, you'll still get great value for money, and a real ROI for your organization...

But we're 100% sure you'll get much more than that, each and every week.

Still, we want to do something even better.

Because CSO Pro is a brand new initiative for OnStrategy, we want to show appreciation for early members who help us to shape the direction of this community.

For this reason, we're making a never-to-be-repeated special offer for **Founder Members.**

The first 100 people who join CSO Pro before December 31, 2022 will pay either:

- \$100 per month

OR

- \$960 annual subscription

What that means is – those prices will double for member 101, or from January 1 onwards, whichever comes first.

So if you're ready to join the ONLY Community of Practice for Strategy and Performance Leaders?

Reach out to us today and secure your Founder Member seat.

Just send a quick “I’m In!” reply to the email this document is attached to, and let us know if you prefer Monthly or Annual membership.

Then once you're signed up, we'll send you an invitation to a special pre-Christmas ‘Online Mixer’ where we'll all get acquainted and do some virtual networking on Zoom!

Thanks again, and see you in CSO Pro.

- Erica Olsen, Founder & CEO

PS - If you want to bring your team with you into CSO Pro, reach out and we'll work out a group rate.

PPS - We know that affordability may be an issue for some CSO Collaborative members, especially those in the earlier stages of their career. Rest assured, we will make scholarships available where there is a need.

