



# PERFORMANCE IMPROVEMENT NETWORK

## ABOUT CEO

We help you see around the corner.

Trusted by global business leaders over the past 40 years, CEO has been the bridge between research and action. CEO understands the unique challenges and complexities that mid-sized and large companies face and knows how to apply and transfer this knowledge to leaders in order to set them up for success.

## WHO PARTICIPATES

Senior leaders with a rich diversity of experience in mid-sized companies, who deeply understand the challenges of managing with limited resources and outsized performance expectations. We encourage including senior leaders with both business and HR experience and responsibility.

## MEETING STRUCTURE

PIN membership term is 12-months and includes:

- 3 in person group meetings
- 3 virtual group meetings
- 3-4 customized thought leader sessions per company

## ANNUAL COMPANY MEMBERSHIP PRICING

Current CEO Sponsors	USD \$7,500
Non-sponsors	USD \$15,000
Individual memberships	not available

## QUESTIONS?

Please contact CEO Senior Research Scientist Alec Levenson, or Director of Corporate Relations, Jennifer Sparks Taylor, for additional information.

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[ceo.usc.edu](http://ceo.usc.edu)

The future of organizational design, work, leadership, and HR is rapidly changing and mid-sized company leaders are under pressure to improve performance with limited resources. Participating in the Performance Improvement Network (PIN) will help you get the insight you need to thrive in the current environment and the knowledge you need to know what's coming.

PIN brings together a select group of mid-size company senior leaders to solve critical growth and performance challenges. The unique collaborative design of six real-time, working sessions, coupled with engaging and transformational dialog, serves as a platform for each PIN member to improve their company's success.



MEMBERS SAY

*"Driscoll's has found PIN to be an invaluable resource, where speakers bring research to spark dialogue, and the network organizations bring the real-world challenges they're facing...PIN members can look forward to improving their ability to diagnose and address organizational challenges... to identify the most practical and impactful solutions."*

*- Sr. Manager, Organizational Effectiveness*

*"The depth of discussions have provided me new perspective and ideas as I wrestle with those issues unique to my organization."*

*- CHRO at a leading CPG company*

*"The case study approach and the added insights from the CEO team have exceeded my expectations and I plan to continue my participation in the network."*

*- John Daniel, CHRO First Horizon National Corporation*



Join the PIN Network and...

- Uncover organizational challenges and apply strategic insights in real-time
- Develop new organizational capabilities to respond to digital change and evolving competitive conditions
- Leverage design and systems thinking for deeper diagnosis and problem solving
- Start or build upon a solution to your company's challenge