

LEADERSHIP TRUMPS EVERYTHING ELSE!

CEOs are busier than ever and it has never been harder to get their attention. On the other hand, nothing is more important than engaging your top leaders in what you do.

While it's true that corporate executives have less time than ever to focus on civic obligations, your EDO or Chamber can leverage meaningful time and attention from key executives IF you are efficient and optimal with the time they can commit. RDG utilizes executive briefings to maximize opportunities with executives who want to help the EDO elevate. The briefing approach encourages key leaders to host small groups of investor prospects at their corporate home, teeing up follow-up from RDG and key volunteer leaders to "close the deal". The approach optimizes the CEO's ability to touch key prospects as efficiently as possible.

If CEOs like these can find the time to help their EDOs or Chambers by hosting executive briefings, your CEOs can help you too.



Indiana University Health



Dennis Murphy
President & CEO
Indianapolis,
Indiana



devon



Rick Muncrief
President & CEO
OKC, Oklahoma



VyStar
Credit Union



Brian Wolfburg
President & CEO
Jacksonville, Florida



The InterTech
Group



Anita Zucker
Chair & CEO
North Charleston,
South Carolina



OG+E



Sean Trauschke
President & CEO
OKC, Oklahoma



ups



Carol Tomé
CEO
Atlanta, Georgia