



COMPASS PERFORMANCE INC

Growth, Commercial & Technology Forum

A confidential room of noncompeting peers.

Architecture determines performance.

COMPASS PERFORMANCE INC

For commercial, growth, technology, and transformation
executives accountable for where the business goes next.

EXECUTIVE FORUM BRIEF • EXECUTIVE EDITION

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CONFIDENTIAL

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COMPASSPERFORMANCEINC.COM

GROWTH, COMMERCIAL & TECHNOLOGY

Growth, Commercial & Technology Forum

For commercial, growth, technology, and transformation executives accountable for where the business goes next.

A confidential room for the leaders carrying future revenue and future capability. Members examine market position, commercial architecture, and the technology decisions that shape both.

EXHIBIT 1

The issues members actually put on the table.

What comes into the room

- Commercial architecture and go-to-market design
- Pricing, margin, and customer selection
- Where AI creates advantage and where it introduces risk
- Transformation initiatives that stall mid-flight
- Building the capability the next curve requires

EXHIBIT 2

Every session ends in commitments, not conversation.

What members leave with

- A clearer view of where growth is actually available
- Perspective from leaders making comparable bets
- Assumptions about market and technology tested early
- Committed actions with owners and timing
- Peers who have already made the mistake you are considering

ROOM	CADENCE	STATUS
Eight- to ten-member	Monthly working session	Interest list open – Room composition being defined

HOW THE ROOM WORKS

Rhythm, method, and the standard of participation.

Nothing enters the room to be discussed. Every issue is processed — examined, reframed, committed to, and returned against.

EXHIBIT 1

Session rhythm

The standing calendar of the room.

- Monthly virtual working session — up to three hours, facilitated
- Quarterly extended session on a single growth or technology theme
- Accountability check on prior commitments to open every session

EXHIBIT 2

How every issue is processed

The same four movements, every session.

- | | | |
|----|--------------------|---|
| 01 | Analyze | Clarify the issue, the consequence, the assumptions, and the decision it requires. |
| 02 | Refine | Use peer questions and relevant experience to reframe the issue and test available paths. |
| 03 | Commit | Define the action, the owner, the timing, and the evidence of progress. |
| 04 | Return accountable | Report what happened, what was learned, and what happens next. |

MEMBERSHIP

Who belongs, and what every member commits to.

The standards are the room. They are stated before an invitation is offered and held for as long as a member sits at the table.

A

Who belongs in this room

Fit is confirmed in both directions before an invitation.

- Commercial, growth, technology, or transformation accountability
- Noncompeting with every other member of the room
- Prepared to work live commercial decisions
- Committed to attendance and confidentiality

B

What every member commits to

Held for as long as a member sits at the table.

- Bring the real issue
- Attend prepared and on time
- Remain fully present
- Protect confidentiality
- Challenge with respect
- Contribute experience without prescribing
- Make clear commitments
- Return accountable

THE NEXT STEP

Request a confidential fit conversation.

Investment · \$400 – \$700 per month, by room and cadence

Selection · By invitation following a confidential fit conversation

Schedule directly · meetings.hubspot.com/steve-kopecky

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