



SPONSORING AN EXECUTIVE INTO EDGEPOINT

A brief for Chief Human Resources Officers, Chief People Officers, and corporate sponsors

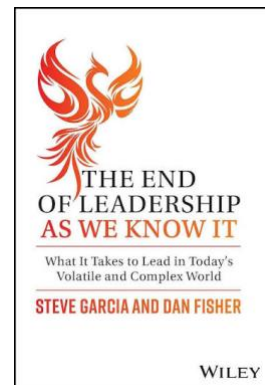
THE PROBLEM WORTH SPENDING MONEY ON

If you're deciding whether to sponsor an executive into EdgePoint, you're weighing a real investment against a specific problem. Your most consequential senior leaders are being asked to make decisions of greater scope, in less time, and with less precedent than the executives who sat in those seats five years ago. The conventional playbook of executive education, coaching, and in-house high-potential programs was built for a different order of complexity. It teaches frameworks and does not produce a place to keep thinking after the residency ends. It provides a coach and does not produce a room of peers who have sat where your executive is sitting.

EdgePoint exists to give senior leaders that room. It brings accomplished executives from outside one another's industries into ongoing peer working groups, integrated diagnostics, and confidential coaching that runs alongside the operating year rather than in place of it.

WHERE THE MODEL COMES FROM

EdgePoint's approach draws directly from the research published in *The End of Leadership As We Know It* (Wiley, 2022), co-authored by EdgePoint's Executive Director Dan Fisher, PhD and Steve Garcia, EdD. The community itself evolved out of the Institute for Contemporary Leadership, founded in 2016 with the late David Peterson and Contemporary Leadership Advisors. Faculty are senior practitioners with deep C-suite operating experience, not a marketplace of commodity coaches.



WHAT SPONSORSHIP GETS YOU AT THE BASE MEMBERSHIP

At the \$36,000 base annual membership, the value argument is not abstract. The annual Leadership Check-Up alone (a comprehensive 360, team engagement diagnostic, Virtual Leadership Simulation, Hogan and DiSC batteries, and a professional debrief) would cost more than \$20,000 to run independently inside your organization. That figure precedes the four sessions of executive coaching, the monthly mastermind group with senior peers from outside your executive's industry, the live workshops on the operating problems senior leaders are actually facing right now, the facilitated book club, and the curated peer introductions that come with membership.



"EdgePoint provided me with a unique level of hive intelligence that accelerated my development as a senior leader." — [Rehana Farrell, CEO, 100 Women in Finance](#)

"Being in community with leaders outside of my industry and existing networks challenged and supported me to grow in perspective and wisdom." — [Rose Else-Mitchell, President, Scholastic](#)

"I found EdgePoint's year-long Summit program to be one of the most sophisticated and enriching leadership programs I have had the opportunity to participate in." — [Ben Fried, CIO, Google \(2008–2022\)](#)

HOW THE PROGRAM IS BUILT TO WORK

Three design choices distinguish EdgePoint from the executive education, coaching, and internal high-potential programs a corporate sponsor would otherwise be choosing between.

Succession and readiness. Executives being prepared for expanded enterprise mandates or C-suite succession need more than a course. They need repeated exposure to the kinds of decisions their next role will demand, in a setting where they can be honest about what they do not yet know. EdgePoint provides that setting month after month across the year.

Peer hive intelligence. Every senior executive eventually runs into a decision that their own board, their own team, and their own coach cannot pressure-test. Either the conflict is inside the room or the people who could actually help do not exist inside the company. EdgePoint's peer working circles are the objective, non-competing forum where those decisions get stress-tested before execution.

Derailment mitigation. The comprehensive assessment battery (Hogan, DiSC, LVI 360, System-3 Leader Simulation, RallyBright Resilient Team Survey) surfaces the derailers and stress responses that show up quietly and become expensive later. The leader owns the data. That confidentiality is what makes the data honest, and honest data is what makes the intervention early enough to matter.



THE PORTFOLIO AND THE INVESTMENT

EdgePoint's offerings are structured so a company can start where its leader needs to start and expand as fit becomes clear. Advanced cohort, coaching, and advisory engagements automatically include full annual EdgePoint General Membership (\$36,000 standalone value).

Program	Investment	Scope & Target Executive
Executive Forums	\$7,500 per 6-mo forum	Confidential monthly peer working group navigating real-time operational and leadership challenges. Six-month engagement. Does not include annual General Membership.
General Membership	\$36,000	Full annual community access: Leadership Check-Up, executive coaching, mastermind groups, member directory, salons, workshops, and faculty office hours.
The Ascent	\$48,500	12-month cohort for ascending enterprise leaders and high-potential VPs. Includes annual General Membership (\$36k value).
Founder Studio	\$50,000	12-month peer advisory and strategic coaching for founders scaling complex operating teams. Includes annual General Membership (\$36k value).
The Summit	\$60,000	12-month advanced cohort for seasoned EVPs, SVPs, and P&L leaders. Includes annual General Membership (\$36k value).
Private Coaching	\$65,000	Bespoke 1-on-1 executive coaching retainer with senior faculty for high-stakes mandate transitions. Includes annual General Membership (\$36k value).
The Traverse	\$70,000 / leader	Cross-company cohort of 15 senior leaders: 5 each from 3 organizations. For C-suite successors leading systemic organizational change. Includes annual General Membership (\$36k value).
Executive Partnership	\$135,000	EdgePoint's highest-touch strategic advisory: embedded trusted counsel from former C-suite executive peers. Includes annual General Membership (\$36k value).



HOW COMPANIES PAY FOR IT

Sponsorship at EdgePoint is typically funded through enterprise talent development budgets, executive professional development stipends, or division-level discretionary allocations. For the Executive Partnership and Private Coaching tiers, direct board or CEO authorization is more common. We invoice the sponsoring company directly on Net 30 terms and provide Master Services Agreements and statements of work as needed. Companies sponsoring three or more leaders across the portfolio should talk to us about structured multi-seat terms.

HOW SPONSORSHIP STARTS

The next step is a conversation. Reach us at info@edgepoint.community or request a call at (646) 820-3591. We will spend thirty minutes understanding your leader's scope and the outcome you are looking for. If there is fit, we send a proposal within a week. If there isn't, we tell you and often point you somewhere better.