

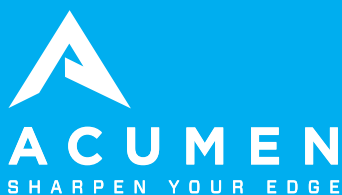
ACUMEN OVERVIEW

**ACUMEN EXISTS TO SHARPEN,
CHALLENGE, AND INSPIRE
OWNERS AND CEOS.**



The Acumen community has been an invaluable resource for me personally and the key leaders of our firm. The DNA of what makes Acumen unique around the notion of a “higher standard” can be found throughout our organization and leadership approach. The unique combination of competence and confidentiality with a mastermind of high-performing peers is a catalyst for greater leadership effectiveness.”

CASE DORMAN
JACK STACK
BARBEQUE

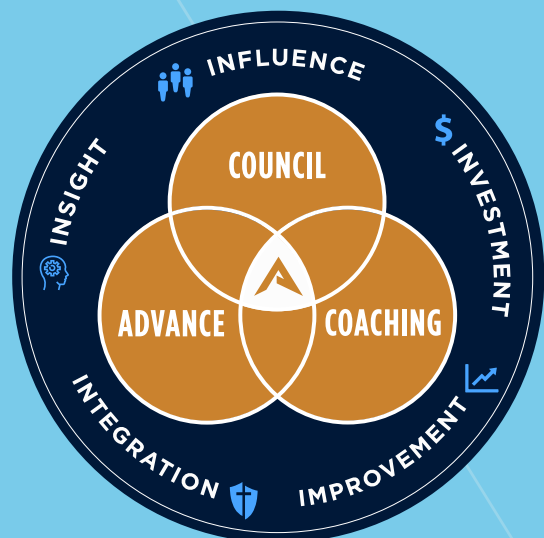


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ACUMEN PLATFORM



Acumen ignites a Higher Standard of CEO influence and business impact. The Acumen platform delivers dynamic resources that sharpen, inspire, and challenge leadership effectiveness and organizational performance.

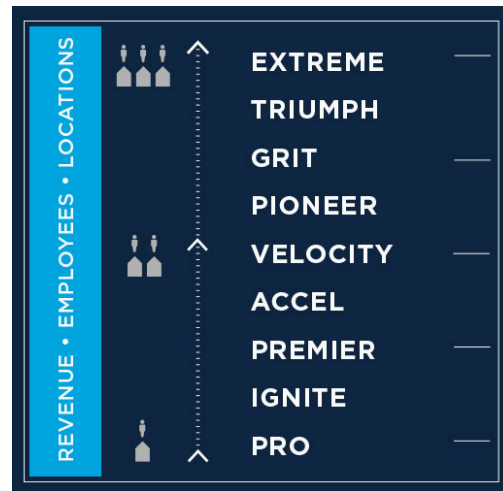


RETURN ON IMPACT (ROI)

That's what CEO's and owners get when they become part of Acumen. It's a catalytic growth community for CEO's & Executive Leaders who want their companies to grow consistently and sustainably and who aspire to leverage their business platform to positively impact and influence those whom they lead and serve.

AFFINITY MODEL

Our affinity-centric approach creates a community that's both an advisory board and a peer mastermind. In combining the best of both, Acumen unifies professionals whose businesses are in similar seasons and have similar characteristics, like revenue, employees, locations, competency and demographic similarities.



THE ACUMEN DISTINCTIVES



Acumen is for **CEOS AND OWNERS** who seek **RESULTS**.



Acumen is **COMMUNITY**



Acumen is a place for **CHALLENGE**



Acumen is for people of **PASSION**



Acumen is rooted in **PURPOSE**

DYNAMICS OF A HIGH PERFORMING COMMUNITY

COMPETENCE • RESULTS • AFFINITY



HIGH-VALUE TEAM

The Acumen model bolsters your inspiration and creativity, helping you lead with greater confidence. With clarity of vision, Acumen partners make better decisions — leading to stronger results.

SHARPEN. CHALLENGE. INSPIRE.



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OVERVIEW

