

THE GCC EXPERIENCE



Our process is critical to crafting a great presentation. Let's face it, our expertise is irrelevant if we don't also have a grasp on your distinct challenges. To add much-needed context to our deliverables, we've created a streamlined system for getting to know you.

1

YOU BOOKED ONE OF US!

Now we dig in. We work closely with you to create a highly tailored presentation that functions like a curated guide, packed with mindset shifts and implementable insights to **help (joyfully) inspire audiences to take action.**

2

KICK-OFF CALL

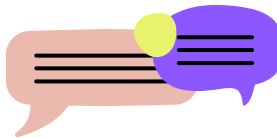
It starts with a kick-off call with key stakeholders to determine objectives. This is different than a pre-booking call, in that it allows us to get more specific about the topic, audience, and event. We recommend allowing around 45 to 60 minutes.



3

INTERVIEWS

Next up, one-on-one interviews with 3 to 5 people in your organization (or association) to help us develop another important layer of understanding. These calls are 20 to 30 minutes long, super easy to set up, and allows us not only to learn more about you but connect with a few members of the audience even before we step onstage.



4

DEEP DIVE

Lastly, we always apply an industry specific deep dive, analyzing and incorporating the latest relevant research and trends, as well as well as best practices from our own ongoing research and past work.



5

CONTENT DELIVERED

Hopefully the audience learned a ton (and had fun while doing it). As a follow-up, we **share a downloadable PDF of our keynote deck so attendees can review what they learned and apply key takeaways.**

HANNAH



LISA

