



# **IVY | The Lifelong Business School**

**Achieve Your Goals With Today's Leading Minds**

# IVY is the Fastest Path For Business Leaders To Achieve Their Goals With Today's Leading Minds

- **10,000+** CEOs & 320,000 business leaders served across 100+ countries
- **91%** reporting improvement in performance and leadership
- **89%** reporting improvement in wellbeing
- **86%** reporting improvement in team-wide alignment
- **9 out of 10** average satisfaction score across all participants

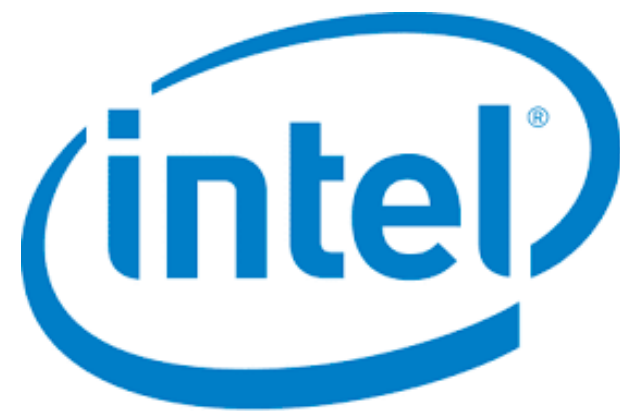


"IVY and their CEO Beri are simply the best! They bring a new level of leadership support to organizations with their excellent programs, speakers and content. We've partnered with IVY and Beri to supercharge our learning and investment in our talent, and the impact on our team has been extremely positive!"

~ Ida Liu, Global CEO, Citi Private Bank



# We Serve Business Leaders Across Fortune 500 & Fast-Growing Ventures





# We Help You Get from A to B with Guidance from Leading Minds

## 1. World-Renowned CEOs & Executives

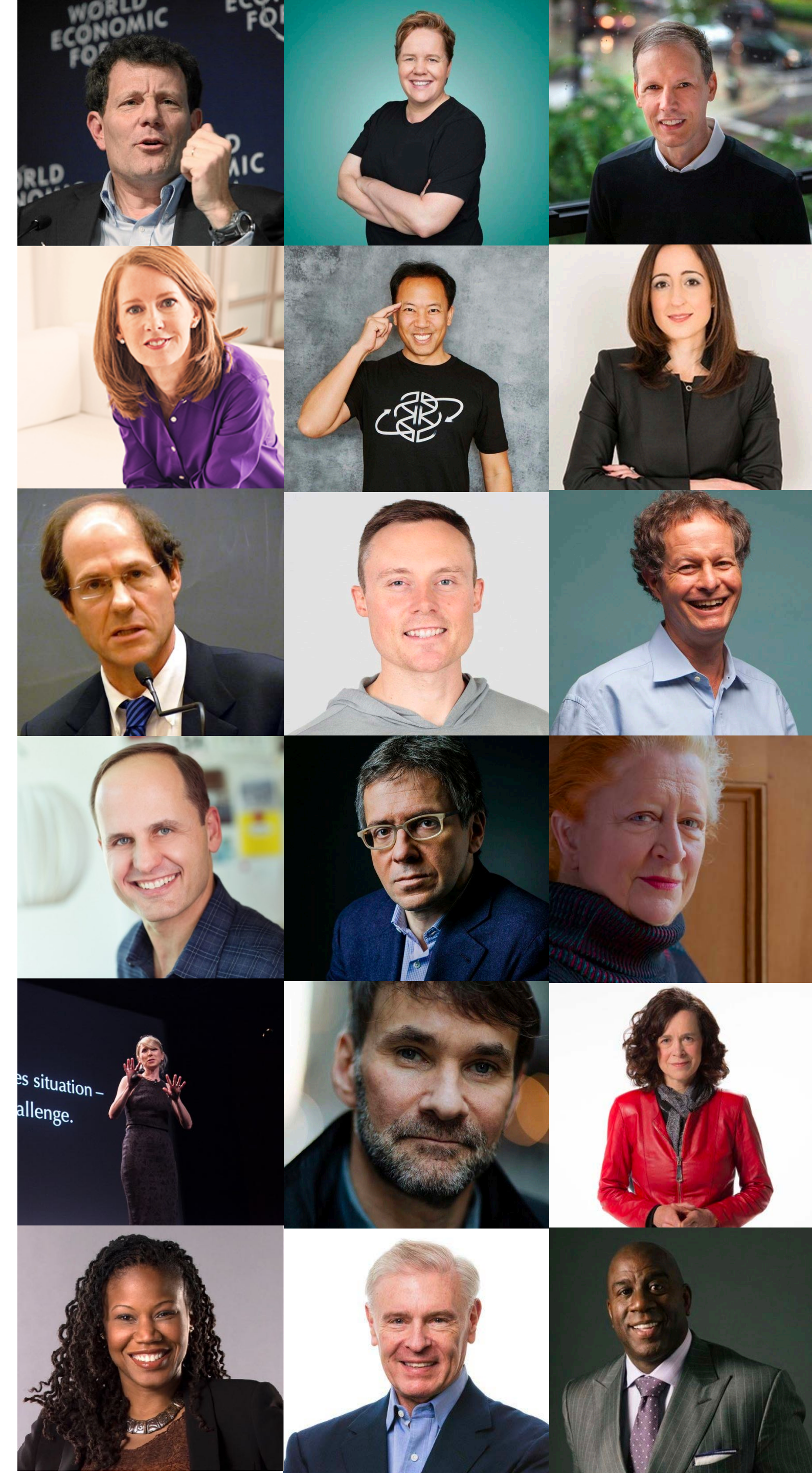
Including David Rubenstein (Carlyle Group), Martin Sorrell (WPP & S4 Founder), John Mackey (WholeFoods), Robert Reffkin (Compass), Shellye Archambeau (Metric Stream), Hubert Joly (BestBuy), Marc Lore (Jet.com), Ian Bremmer (Eurasia Group), Deanna Mulligan (Guardian Insurance), Robert Rosenberg (Dunkin' Donuts), Aron Ain (UKG), Jeff Lawson (Twilio)

## 2. Award-Winning Business Thinkers

Including Frances Frei (HBS), Thomas DeLong (HBS), Erin Meyer (INSEAD), Arthur Brooks (HBS), Francesca Gino (HBS), Zeynep Ton (MIT), Jonah Berger (Wharton), Debora Spar (HBS), Marissa King (Yale), Andrew J. Scott (LBS), Alex Edmans (LBS), Rebecca Henderson (HBS), Joel Peterson (Stanford), Susan Liautaud (Stanford), Ram Charan (HBS), Mauro Guillen (Wharton), Christian Busch (NYU), Niall Ferguson (HBS), Tom Eisenmann (HBS)

## 3. Globally-Celebrated Elite Performers

Including Jim Kwik (World's #1 Brain Coach), Matthew McConaughey (Oscar Winner), Kathryn Sullivan (First Female US Astronaut to Walk in Space) Bode Miller (Olympic Gold Medalist), Rich Diviney (World-Renowned Navy Seal Commander), General Jacoby (4-Star General), Magic Johnson (NBA All Star), Jason Caldwell (World Record Breaking Rower), Kaleth Wright (Air Force Highest Ranking Enlisted Officer), H.R. McMaster (Lt. General US Army & National Security Advisor)





# 3 Critical Pain Points

*Obstructing Team Performance & Business Growth*

- 1. Rising Volatility, Uncertainty, Complexity & Ambiguity**  
*Impacting Colleagues, Clients & Stakeholders*
- 2. Decreasing Human Connection**  
*Between Colleagues, Clients & Stakeholders*
- 3. Decreasing Bandwidth**  
*For Support & Accountability*



# 3 IVY Solutions

*Supercharging Team Performance & Business Growth*

## 1. *Transformative Learning*

*To Supercharge Clarity, Confidence & Capability*

## 2. *Transformative Bonding*

*To Supercharge Collaboration, Camaraderie & Belonging*

## 3. *Transformative Coaching*

*To Supercharge Inspiration, Accountability & Support*



# 3 IVY Elevation Themes with Guidance From 100 New IVY Luminaries Every Year

## A. Individual Performance, Growth & Happiness

- **High-Performance & Mastery:** → *To Overcome Low Performance & Stagnation*
- **Happiness & Fulfillment:** → *To Overcome Disengagement & Dissatisfaction*
- **Wellbeing & Mental Health:** → *To Overcome Anxiety & Burnout*

## B. Team Performance, Alignment & Happiness

- **Leadership & Management** → *To Overcome Lack of Alignment & Flourishing*
- **Collaboration & Communication** → *To Overcome Becoming Bureaucratic & Siloed*
- **Belonging & DEI** → *To Overcome Isolation & Bias*

## C. Client Growth, Retention & Happiness

- **Client Growth & Retention:** → *To Overcome Customer Churn & Low Sales*
- **Strategy & Innovation:** → *To Overcome Becoming Unfocused & Disrupted*
- **Navigating & Shaping the Future** → *To Overcome Changes Impacting Stakeholders & Society*



# 3 Step IVY Proven Process

- **We Diagnose**  
Critical Obstacles to Team Performance & Business Growth
- **We Design**  
Transformative Programs to Eliminate Critical Obstacles to Growth
- **We Deliver**  
Transformative Results with World-Class Learning, Bonding & Coaching



# 3 Ways We Deliver Transformation

**A. IVY App for On-Demand Transformation**  
*Supercharge Your Performance, Team & Clients Asynchronously*

**B. IVY for Team Coaching & Co-Learning**  
*Supercharge Team Performance & Business Growth In Real-Time*

**C. IVY for Client Programs & Conferences**  
*To Supercharge Client Growth & Retention In Real-Time*



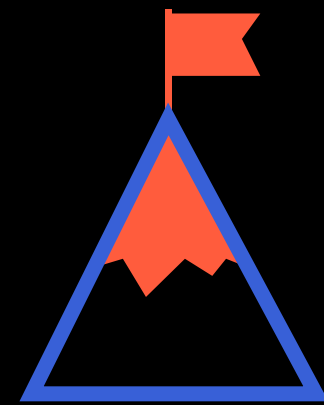


# A. IVY App for On-Demand Transformation

*Supercharging Your Performance, Team & Clients On-Demand*

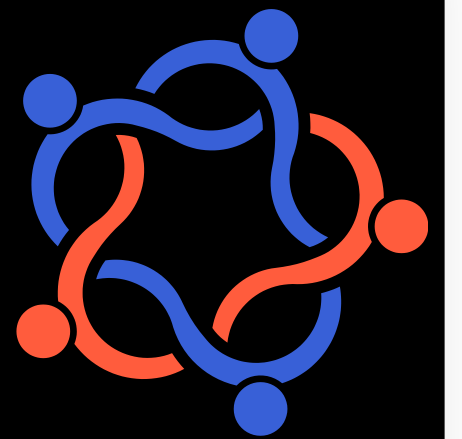
## 5-Minute Daily Life-Changing Insights

To Immediately Elevate  
Individual, Team & Client Growth



## 60-Minute Monthly Live Mentoring Sessions with 12 New Luminaries

Featuring World-Renowned CEOs, Business  
Thinkers, & Elite Performers



## 300+ On-Demand IVY Modules with 100+ New Additions Per Year

Summarized into 5-minute Micro-Coaching Videos, 15-Minute Key Learning  
Summaries, alongside 60-minute Full Video/Podcast Recordings





# B. IVY for Team Coaching & Co-Learning

*Supercharging Team Performance & Alignment in Real Time*

## 1. Team-Wide Learning

Based on your key priorities, we create a tailored annual curriculum with quarterly transformation themes featuring three IVY modules

## 2. Team-Wide Bonding

We expertly facilitate each module with an IVY Certified Coach to accelerate deep team-wide connection, collaboration, and camaraderie

## 3. Team-Wide Coaching

We ensure that your team is consistently leveraging their critical learnings and commitments to drive lasting and measurable growth across your team and clients



# C. IVY for Client Programs & Conferences

*Supercharging Client Growth & Retention in Real Time*

## We Crystalize Your Client Program Objectives & Branding

01.

- What would be transformative for key stakeholders?
- What would a stellar success look like?
- What are the key risks in the way of such success?
- What framing could maximize engagement?

## We Design Your Client Program Structure & Flow

02.

- How do we measure and maximize ROI?
- What is the desired frequency & length of custom programs?
- What is the desired level of audience participation?
- What portion of program content should be evergreen?

## We Secure & Prepare Thought Leaders for Transformative Growth

03.

- Which thought-leaders can best deliver on objectives?
- How do we get the maximum impact from each speaker?
- How do we prepare each speaker ahead of the program?
- How do we facilitate each speaker during the program?

## We Facilitate Transformative Audience Engagement & Connection

04.

- What key connections & collaborations should we create?
- What are optimal prompts to drive peer to peer connection?
- How do we tie key learnings to lasting connections?
- How can we ensure ongoing connections following program?



# ROI *of* Elevating Employee Engagement



**31%**

**More Productive Teams**

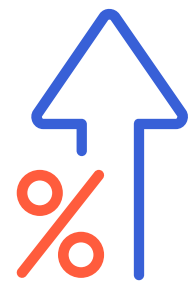
Source: *Forbes*



**84%**

**More Role Proficiency**

Source: *Harvard*



**22%**

**More Profitable Business**

Source: *Gallup*



**87%**

**Higher Employee Retention**

Source: *Qualtrics*



**37%**

**Higher Revenue Growth**

Source: *Forbes*



**82%**

**More Competitive**

Source: *Deloitte*

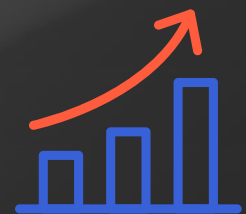
# ROI *of* Elevating Client Engagement



**5.7x**

**Higher Revenues Achieved by  
Customer Centric Companies**

Source: *Forbes*



**60%**

**Higher Profitability Achieved by  
Customer Centric Companies**

Source: *Deloitte*



**84%**

**Companies Increase  
Revenues by Improving  
Customer Experience**

Source: *Forbes*



# Partner Testimonials



"IVY has been one of the best investments we have ever made in our people. IVY has fostered deeper connections between our team members through customized team building workshops, and led to new breakthroughs in leadership thinking through experience sharing guided by top thought leaders in a variety of highly relevant disciplines."

~ Ian Bel, Global CEO, Olive Tree



"IVY and their CEO Beri are simply the best! They bring a new level of leadership support to organizations with their excellent programs, speakers and content. We've partnered with IVY and Beri to supercharge our learning and investment in our talent, and the impact on our team has been extremely positive!"

~ Ida Liu, Global CEO, Citi Private Bank



"In my 42 years of professional work I have never experienced anything as well received and appreciated as this program."

~ Rick Short, AVP, Indium Corporation

# Participant Testimonials

“

A great reminder to principles that stand the test of time... the timing was great to reinvigorate my refocus on how to lead more effectively.”

“

Extremely relevant for the difficult times leaders and the world face right now. Moderator was also awesome with his questions.”

“

Brilliant speaker. Also very good the moderator, pulling from him every practical way to bring value to the audience. Excellent.

“

Amazing leadership perspective – thought-provoking, clear, and inspiring!”

“

In these crazy times, I have found myself being very conservative in my thinking and this got my creative brain activated again!”

“

Host was good, clear, to the point and dynamic. Speaker was knowledgeable, gave specific examples and was inspiring. Tone was upbeat, quick, smart. One of the best webinar executions I've seen.

“

Great idea exchange, very well and enthusiastically presented. The moderator again did a great job, very good at summarizing the ideas and making provocative questions. Lots of stay at home value.”

“

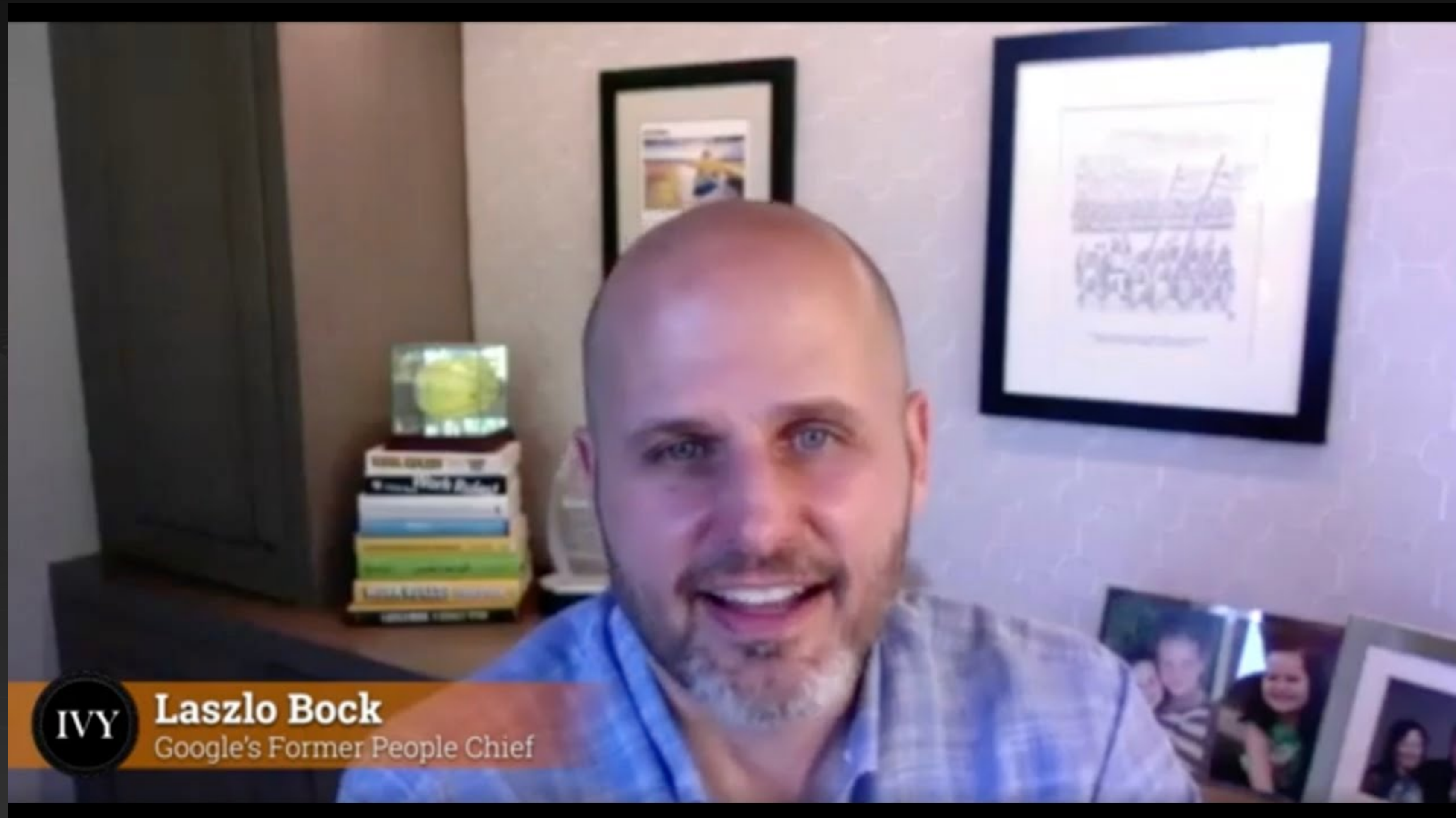
Engaging, empathetic, clear and concise. Tools readily applicable for daily life. Absolutely loved it.”

“

The moderator is always excellent, we covered lots of ground, and the subject and guest were quite inspiring.”



# A Few Words from Our Featured Luminaries...





# **Individual Performance, Growth & Happiness**

## *Sample IVY Modules*



# A. High Performance & Mastery

MEET MARSHALL  
GOLDSMITH & LEARN  
HOW TO MASTER THE  
EARNED LIFE

WITH

**MARSHALL GOLDSMITH**

#1 MOST INFLUENTIAL EXECUTIVE  
COACH AND NYT BEST-SELLING AUTHOR



UNAPOLOGETICALLY  
AMBITIOUS:  
HOW TO TAKE RISKS, BREAK  
BARRIERS, AND CREATE  
SUCCESS ON YOUR OWN  
TERMS

WITH

**SHELLYE ARCHAMBEAU**

ONE OF TECH'S FIRST FEMALE AFRICAN  
AMERICAN CEOS, FORMER IBM  
EXECUTIVE, & CURRENT FORTUNE 500  
BOARD MEMBER



HOW TO BECOME  
LIMITLESS &  
UNLEASH YOUR  
SUPERBRAIN

WITH

**JIM KWIK**

WORLD'S #1 BRAIN COACH FOR WILL  
SMITH, GOOGLE, SPACEX, NIKE,  
VIRGIN, ZAPPOS, GE, HARVARD,  
UNITED NATIONS AND MORE





# B. Happiness & Fulfillment

## HAPPIER

HOW TO MASTER THE SECRETS TO  
DAILY JOY AND LASTING FULFILLMENT  
IN LIFE AND AT WORK

WITH

**TAL BEN-SHAHAR**

GLOBALLY RENOWNED HAPPINESS  
EXPERT, CREATOR OF THE MOST  
POPULAR COURSE AT HARVARD, NYT  
BESTSELLING AUTHOR



## HOW TO MASTER YOUR LIFE PORTFOLIO WITH THE ART & SCIENCE OF HAPPINESS

WITH

**ARTHUR C. BROOKS**

HARVARD BUSINESS SCHOOL PROFESSOR,  
FORMER PRESIDENT OF THE AMERICAN  
ENTERPRISE INSTITUTE, SOCIAL SCIENTIST,  
MUSICIAN AND CONTRIBUTOR AT THE  
ATLANTIC & THE WASHINGTON POST



## HOW TO BREAK FREE FROM SELF-LIMITING BELIEFS & REWRITE YOUR STORY

WITH

**DR. BENJAMIN HARDY**

RENOWNED ORGANIZATIONAL PSYCHOLOGIST  
& BESTSELLING AUTHOR






# C. Wellbeing & Mental Health

**MEET  
TERRY CREWS**  
& LEARN HOW TO UNLEASH  
YOUR TRUE POWER

WITH  
**TERRY CREWS**

CELEBRATED ACTOR AND COMEDIAN,  
FORMER NFL PLAYER, & TIME 2017  
PERSON OF THE YEAR



**HOW TO BREAK  
THROUGH INERTIA  
TO FIND YOUR  
PATH FORWARD**

WITH  
**BRITT FRANK**


AWARD-WINNING PROFESSOR, LICENSED  
THERAPIST & TRAUMA SPECIALIST



**LEARNED  
HOPEFULNESS:**  
HOW TO HARNESS THE  
POWER OF POSITIVITY &  
THE SCIENCE OF HOPE

WITH  
**DR. DAN TOMASULO**

INTERNATIONALLY RENOWNED  
EXPERT ON POSITIVE PSYCHOLOGY  
AND DEPRESSION







# **Team Performance, Alignment & Happiness**

## *Sample IVY Modules*



# A. Leadership & Management

## KEY LEADERSHIP PRINCIPLES FOR THE 21ST CENTURY

WITH

**HUBERT JOLY**

FORMER CEO OF BEST BUY, ONE OF THE TOP 100 CEO'S GLOBALLY BY HARVARD BUSINESS REVIEW



## THE UNAPOLOGETIC LEADER'S GUIDE TO UNLEASHING POTENTIAL

WITH

**FRANCES FREI**

HARVARD BUSINESS SCHOOL PROFESSOR & UBER'S SVP OF LEADERSHIP AND STRATEGY



## HOW TO NAVIGATE THE IMPOSSIBLE, BUILD EXTRAORDINARY TEAMS, AND SHATTER EXPECTATIONS

WITH

**JASON CALDWELL**

CEO AND FOUNDER OF LAT35 RACING & ADVENTURE ROWER





## B. Collaboration & Communication

### BACKABLE: HOW TO MASTER GETTING PEOPLE TO TAKE A CHANCE ON YOU

WITH

**SUNEEL GUPTA**

RENOWNED HARVARD PROFESSOR &  
"THE NEW FACE OF INNOVATION" BY  
THE NEW YORK STOCK EXCHANGE



### LET'S TALK: HOW TO MAKE EFFECTIVE FEEDBACK YOUR SUPERPOWER

WITH

**DR. THERESE HUSTON**

HBR & NYT CONTRIBUTOR AND  
FOUNDING DIRECTOR OF THE CENTER  
FOR EXCELLENCE IN TEACHING AND  
LEARNING AT SEATTLE UNIVERSITY



### RADICAL CANDOR: HOW TO BE A KICKASS BOSS WITHOUT LOSING YOUR HUMANITY

WITH

**KIM MALONE SCOTT**

NEW YORK TIMES BESTSELLING  
AUTHOR AND FORMER GOOGLE &  
YOUTUBE EXECUTIVE





# C. Belonging & DEI

**THE GOOD BOSS**  
NINE WAYS EVERY MANAGER  
CAN BEST SUPPORT WOMEN  
AT WORK

WITH  
**KATE EBERLE WALKER**  
CEO OF PRESENCE LEARNING &  
FORMER CEO OF THE PRINCETON  
REVIEW




**HOW TO MASTER  
DIVERSITY, EQUITY  
& INCLUSION**

WITH  
**Y-VONNE HUTCHINSON**  
CEO AND FOUNDER OF THE READYSET &  
RENOWNED INTERNATIONAL LABOR AND  
HUMAN RIGHTS LAWYER



**HOW TO BUILD AN  
ORGANIZATION  
WHERE EVERYONE  
LOVES TO WORK**

WITH  
**ARON AIN**  
CEO AND CHAIRMAN OF UKG  
(ULTIMATE KRONOS GROUP), A \$3  
BILLION COMPANY, AND  
BESTSELLING AUTHOR OF  
WORKINSPIRED







# **Client Growth, Retention & Happiness**

## *Sample IVY Modules*



# A. Client Growth & Retention

## HOW TO MASTER STORYTELLING

WITH

**LAQUITA CLEARE**

CEO OF CLEAR COMMUNICATION  
ACADEMY & STORYTELLING MAGICIAN  
FOR LEADERS AND COMPANIES



## UNREASONABLE HOSPITALITY THE POWER OF GIVING PEOPLE MORE THAN THEY EXPECT

WITH

**WILL GUIDARA**

WORLD-RENOWNED HOSPITALITY EXPERT  
& FORMER CO-OWNER OF LEGENDARY  
RESTAURANT, ELEVEN MADISON PARK



## INFLUENCE IS YOUR SUPERPOWER THE SCIENCE OF WINNING HEARTS, SPARKING CHANGE, AND MAKING GOOD THINGS HAPPEN

WITH

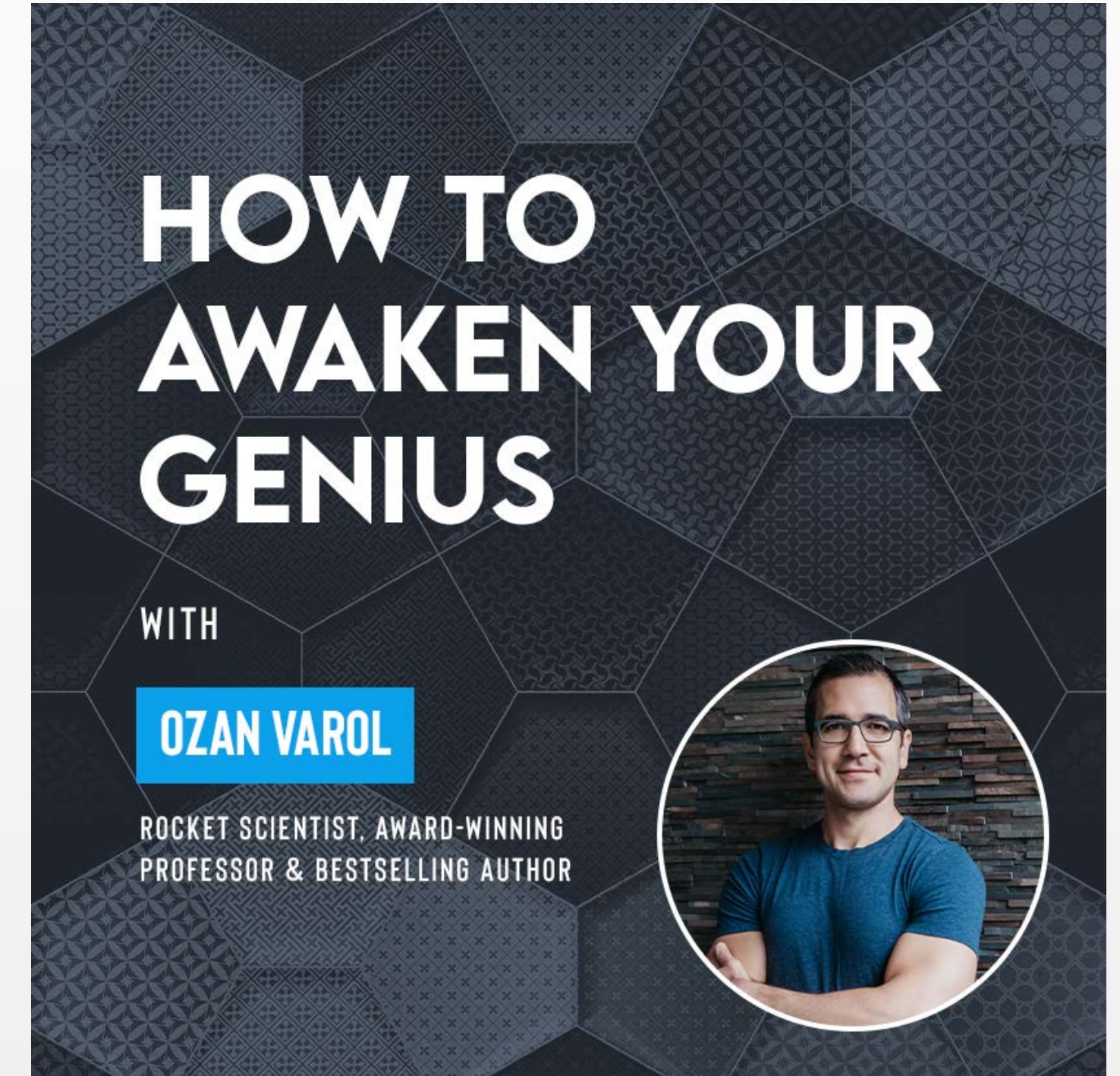
**ZOE CHANCE**

RENOWNED PROFESSOR AT YALE  
SCHOOL OF MANAGEMENT'S MOST  
POPULAR CLASS





# B. Strategy & Innovation





# C. Navigating & Shaping the Future

## HOW TO LEAD THROUGH INFLATION, RECESSION & STAGFLATION

WITH

**RAM CHARAN**

GLOBALLY LEGENDARY BUSINESS  
THINKER, NEW YORK TIMES BESTSELLING  
AUTHOR, AWARD-WINNING FORMER HBS  
PROFESSOR



## THE FUTURE OF HUMANITY & LEADERSHIP

WITH

**RISHAD TOBACOWALA**

FORMER CHIEF GROWTH OFFICER,  
PUBLICIS GROUP



## WORK MATE MARRY LOVE

HOW MACHINES SHAPE  
OUR HUMAN DESTINY

WITH

**DEBORA SPAR**

RENOWNED HARVARD BUSINESS  
SCHOOL PROFESSOR, SENIOR  
ASSOCIATE DEAN OF HBS ONLINE, AND  
FORMER PRESIDENT OF BARNARD  
COLLEGE





# Thank You!

Chaos Theory illustrates how something as small as the flutter of a butterfly's wing can ultimately cause a typhoon halfway across the world. Similarly, our words and actions initiate chain reactions that carry the ripples of our impact across space and time. Each positive word and action elevates the lives of those who cross our path. They in turn share elements of our positive influence in their subsequent interactions. This spreads our positive influence across the world and into the future. Vice versa, every time we fall short on our interactions with others, a similarly everlasting negative chain reaction ensues. We therefore have limitless potential, and responsibility.

Based on hundreds of interviews with the leading minds of our time, I have found that there are three critical ingredients needed to be our best, and to bring the best out of our teams, clients, and families. These three key ingredients consist of learning, connecting, and coaching. The more we learn about ourselves and the world, the better we can navigate each moment and interaction. To turn these learnings into effective actions, we need to connect deeply with all those who cross our path, and coach each for support and accountability.

So, how do we close the gap between where we are and where we want to be? It all comes down to the questions we ask ourselves and those we care about. How do we achieve our most meaningful dreams and avoid our worst nightmares? How do we create harmony between our long-term and short-term priorities, at work and at home? Together with today's leading minds, we'd be delighted to support you on your journey towards navigating these important questions with your team, clients, and family. Here's to bring the best out of everyone, together!

**Beri Meric**

IVY Founder & CEO

[beri@ivy.com](mailto:beri@ivy.com)

