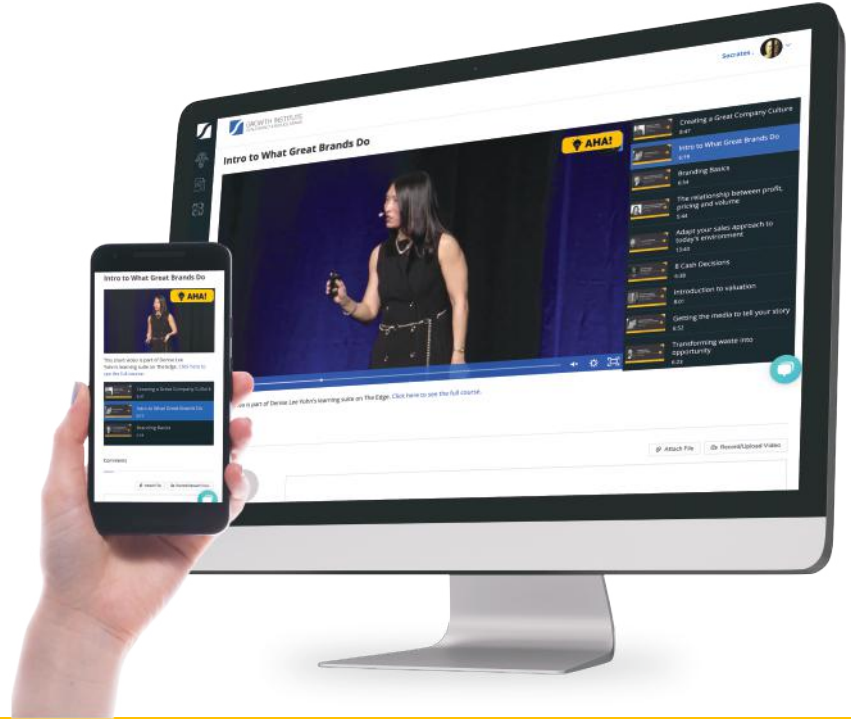


# THE EDGE

A dose of **quick video learning** to inject confidence in your day.

**The Edge** is a training program designed for you and your team to get faster results, execute with confidence, and gain your freedom.



## Key features of The Edge:



### DAILY/WEEKLY BUSINESS TIPS

In less than 10 minutes a day, built to fit your busy schedule



### WEEKLY HIGHLIGHTS

Each week we'll recap everything you need to know



### EXCLUSIVE INTERVIEWS

Connect weekly with the experts to get cutting-edge insights



### PERSONALIZED PATHWAYS

Curate the development for you and your team



### IMPLEMENTATION TOOLS

For all +55 programs, to help you get faster results



### A GLOBAL COMMUNITY OF SCALE UP LEADERS

Join leaders from around the world so you never have to do this alone



### UNLIMITED ACCESS TO OUR LIBRARY

Learn anywhere, at any time and on whatever your "stuck" is

# 5 WAYS YOU CAN INJECT CONFIDENCE INTO YOUR DAY WITH **THE EDGE**

**1**

## **THIS IS A UNIQUE WAY OF LEARNING**

Don't waste time skimming information. As a leader, you have to spend your time wisely. That's why we curate the learning to keep it short, tactical, and part of your daily routine.



**2**

## **TRANSLATE LEARNING INTO RESULTS**

The daily/weekly dose of knowledge will help you walk away with strategies proven to have helped thousands of our clients move past challenges and grow with less drama.



**3**

## **NEVER FEEL ALONE AGAIN**

Being a CEO can be very lonely. So the exchange of ideas between you and the rest of the members is sometimes more valuable than any other feature. You never have to feel alone.



**4**

## **MEET THE THOUGHT LEADERS!**

Conversations at the Edge is a 100% interactive session, where you can share your thoughts or questions with the Thought Leader featured every week.



**5**

## **BRING THE TEAM ALONG!**

The Edge was built not just for you as CEO, but for your team as a co-pilot. This will keep everyone aligned on decision making and the most critical moves your company needs to thrive.



## LEARNING MATTERS.

Grow and engage your team, and keep your best employees around for longer.

"94% of employees say they would stay at a company longer if it **invested in their learning and development.**"<sup>1</sup>



"74% of employees **want to learn** during spare time at work."<sup>3</sup>



"85% of employees are **not engaged or actively disengaged** at work."<sup>2</sup>

"91% of high performers reported that **working for an employer that offered learning and development opportunities** was important for them."<sup>4</sup>

## OUR FACULTY.



SOURCES:

<sup>1</sup>LinkedIn, 2019 Workplace Learning Report. <sup>2</sup>Gallup, State of the Global Workplace 2017. <sup>3</sup>LinkedIn, 2019 Workplace Learning Report.

<sup>4</sup>Work Institute, 2017 Retention Support: Trends, Reasons, & Recommendations

# PATHWAYS

To help you leverage our library of learning suites and implementation tools, we've built curated pathways that combine programs from multiple competencies. These are based on a person's **role** within your organization, a company **event**, or the current growth **stage** of your company:

## DEPARTMENTS

Sales  
HR  
Marketing  
Operations  
Finance  
Leadership

## COMPANY EVENTS

Visioning  
Change initiatives  
Strategic Planning  
Product Launch

## COMPANY STAGE

Stage 1: Start Up  
Stage 2: Grow Up  
Stage 3: Scale Up  
Stage 4: Dominate Your Industry

# LEARNING SUITE LIBRARY

## LEADERSHIP

**Great CEOs and How They Are Made** | John Wilson  
**Power Score** | Geoff Smart  
**The Freak Factor** | David Rendall  
**The Excellence Dividend** | Tom Peters  
**Modern Leadership** | Erik Qualman  
**Leaving a Legacy** | Jeff Hoffman  
**Anything is Possible! (Wszystko Jest Możliwe)** | Henry McGovern

## MARKETING

**ROAR!** | Kevin Daum  
**Ask** | Ryan Levesque  
**Top of Mind** | John Hall  
**Branding Masterclass...Uncensored** | Deb Gabor  
**3 Steps to Rapid Growth** | Matthew Pollard  
**What Great Brands Do** | Denise Lee Yohn  
**The Power of Branding to Drive Business Performance** | Re Perez

## STRATEGY

**The Small Big** | Steve Martin  
**Cash Flow is King** | Alan Miltz  
**The Sumo Advantage** | Bernie Brenner  
**Scaling Up Cash** | Greg Crabtree  
**How to Boost Profit and Growth Through Pricing** | Hermann Simon  
**Scaling Up Nature's Way** | Tamsin Woolley-Barker  
**Financial Models & Valuation of Companies** | Chris Haroum  
**How to Discover the newest AI Products** | Doug Rose  
**Profit First** | Mike Michalowicz  
**Performance Partnerships** | Robert Glazer  
**Pendulum** | Michael Drew  
**70-20-10 or Bust** | Rita McGrath  
**High Impact Boards** | Bob Arciniaga  
**Messengers** | Steve Martin  
**The Pumpkin Plan** | Mike Michalowicz

## SALES

**Biz Dev Done Right** | Caryn Kopp  
**Hyper Sales Growth** | Jack Daly  
**Mastering the Complex Sale** | Jeff Thull  
**Buyer Personas** | Adele Revella

## EXECUTION

**2 Second Lean** | Paul Akers  
**Mindfulness** | Oksana Esberard  
**Indistractable** | Nir Eyal  
**Implementation Hacks** | Noah St. John  
**The Potential Principle** | Mark Sanborn  
**Evolved Enterprise** | Yanik Silver  
**Rockefeller Habits** | Verne Harnish  
**Kaize: Back to the Basics** | Hilary Corna  
**Humor Wins** | Marshall Chiles  
**Crazy Busy** | Ned Hallowell

## CULTURE

**The Future Workplace Experience** | Jeanne Meister  
**7 Keys to Building Relationships** | Mo Fathelbab  
**Who: The A Method for Hiring** | Geoff Smart  
**The FUSION Formula** | Denise Lee Yohn  
**The Bellwether Effect** | Lance Secretan  
**The Neuroscience of Emotional Resilience** | Christine Comaford  
**The Power of TED\*** | David Emerald Womeldorff  
**Create the Culture of Your Dreams** | Christine Comaford  
**Worth Doing Wrong** | Arnie Malhalm  
**Give People What They CRAVE** | Gregg Lederman  
**The Case for Trust and How to Build It** | David Horsager

# READY TO PUSH YOUR SKILLS TO THE LIMIT?

Become a Member of The Edge today and enjoy the special 20% discount we have for the Petra community.

## THE EDGE TEAMS

10 USERS

~~\$2601 / year~~

**\$2080.80 / year**

50 USERS

~~\$6741 / year~~

**\$5392.80 / year**

100 USERS

~~\$9801 / year~~

**\$7840.80 / year**

## THIS IS WHAT SUCCESS LOOKS LIKE WITH THE EDGE:

aliada<sup>+</sup>



e DESIGN

AIRFRANCE



ListenTrust

EO Entrepreneurs' Organization

YPO



**Dalia Appelrouth**

*"Great tidbits everyday. Motivational and thought provoking. Making me look at the way we do business from a different lens."*



**Joel Potter**

CEO of Blue Moon Fitness

*"The Edge is a cross between Netflix and TED Talks. I think it is one of the best tools available to help me stay sane. The money I spend on The Edge each month may be the best investment I make on employee development."*



**Lenka Fussiova**

*"I have an opportunity to listen to highly experienced and professional people running or influencing business. It gives me deep insights into many details behind success and what the success can mean."*



For more information or to request a demo of **The Edge**, please reach out to Alex Faust at [alex@growthinstitute.com](mailto:alex@growthinstitute.com) or visit [info.growthinstitute.com/the-edge](http://info.growthinstitute.com/the-edge)

