IXL CENTER

3 · CAPABILITY BUILDING
Make it last · People

CEO Brain Trust

The minds behind Monitor and Parthenon, on call for you.

Your own leadership board: nine leaders who built, ran and advised some of the world's most respected firms, available to your leadership team every month.



1 Is this your issue?

The biggest decisions land on the CEO's desk, often with too few trusted voices around the table.

It's lonely at the top

Your team reports to you. Few people can challenge your thinking as a peer.

Your board meets four times a year

Decisions don't wait for the next board meeting.

Consultants bring reports, not judgment

You need people who have made these calls themselves, not another slide deck.

The ground keeps shifting

AI, energy transition, new competitors and new markets, all at once.

QUESTIONS CEOS ARE ASKING NOW

- ? Where should we place our next big growth bet?
- ? Should we build, buy or partner?
- ? Is our innovation system ready for ISO 56001?
- ? How do we make AI pay off, not just pilot?
- ? How do we win in Asia or Latin America?
- ? How do we get our board behind a bold move?

If you answered **yes** to any of these, read on.

2 Is there a solution?

Yes: a Brain Trust of proven leaders, on call for your leadership team.

CEO Brain Trust

Ask any question. Get top-of-mind answers from leaders who have built firms, run companies and advised boards around the world.

Every answer draws on IXL's books, 300+ engagements, the GIMI framework and our AKAIO platform. AI-nstein, our AI advisor, answers between sessions.

1 Pick your core three
Any three advisors join every session and learn your business.

2 Invite any others
Bring in any other advisor for at least two meetings when a topic needs them.

3 Get a monthly Board Brief
Every answer, recommendation and next move, in one report.

EIGHT HOURS A MONTH, YOUR WAY

OPTION A
2 hours every week



OPTION B
3 × 1 hour, then 5 hours



OPTION C
One 8-hour board day



OPTION D
Design your own mix



ONE QUESTION, MANY DIMENSIONS

A CEO ASKS

"Should we launch a digital services business next to our equipment business?"



Mark B. Fuller
Strategy and competition

"Start with the end-game. Who else wants this customer relationship, and where will they be in five years?"



Hitendra Patel
Innovation and growth

"Don't bet on one concept. Test three to five service models in 90 days, then fund the winner."



Alex Sayago
Operations and customers

"Your dealers and service teams will make or break it. Pilot with your best ten customers first."

AI **AI-nstein adds the evidence:** comparable launches, frameworks and IXL cases. **You receive one Board Brief.**

Illustrative example.

3 Why us?

Nine leaders who have made the calls you are facing. Choose any three.



Hitendra Patel
Founder and CEO, IXL Center
Co-founded Monitor's Innovation Practice; former principal at Arthur D. Little.



Mark B. Fuller
Co-founder, Monitor Group
Built Monitor to 27 offices in 17 countries; former Harvard Business School professor.



Ronald Jonash
Co-founder and Chairman, GIMI
Led Arthur D. Little's innovation practice for 20 years; founded Monitor's.



Bill Achtmeyer
Founder, The Parthenon Group
Founded Parthenon and Acropolis Advisors; led M&A at Bain & Company.



Fernando Musa
Former CEO, Braskem
Operating partner at Advent International; senior advisor at Bain & Company.



Maarten Kelder
Former CEO, Monitor Asia
Former Head of Strategy at Zuellig Pharma; expert in Asia-Pacific markets.



Adi Alon
Former MD, Accenture
20+ years in innovation strategy and R&D operating models.



Brett Trusko
Founder, IAOIP
Distinguished professor; helped start the U.S. committee for the ISO innovation standards.



Alex Sayago
Founder, Sayago Advisory
25 years at John Deere, including Corporate Strategy; led innovation at CEMEX.

AI **Plus AI-nstein**, the world's first AI board advisor: it has read every business book, plus IXL's books, cases and points of view. Available 24/7.

COLLECTIVE WISDOM

9
leaders who built, ran or advised global firms

12
universities, from Harvard and Princeton to Kellogg

30+
countries on five continents

15+
industries, from petrochemicals to farm equipment

EDUCATED AT

Harvard · Princeton · MIT Sloan · INSEAD · Dartmouth Tuck · Kellogg · Iowa State · Washington University · University of Texas · Tec de Monterrey · ITA Brazil · Hebrew University

BUILT, LED OR ADVISED

Monitor Group · Parthenon · Arthur D. Little · Bain · McKinsey · Booz Allen · Accenture · Braskem · Advent · John Deere · CEMEX · Zuellig Pharma · Motorola · Dow

4 Contact us

Your first session can start within two weeks.

STEP 1

Talk with us

Share your agenda and the decisions ahead this year.

STEP 2

Choose your three

Pick your core advisors and your monthly rhythm.

STEP 3

Meet your Brain Trust

Your first session, with AI-nstein live the same day.

Request a conversation

CEO Brain Trust is built for the CEOs, executive teams and boards of large organizations.

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Maarten Kelder


Adi Alon


Brett Trusko


Alex Sayago

> “Generate better information than your rivals.”
>
> MARK FULLER

> “Never innovate alone.”
>
> HITENDRA PATEL