

# accelerate 2024

Boost Growth With Growth Partners



Tom Miller, CEO

Ken Gibson, Senior Vice President



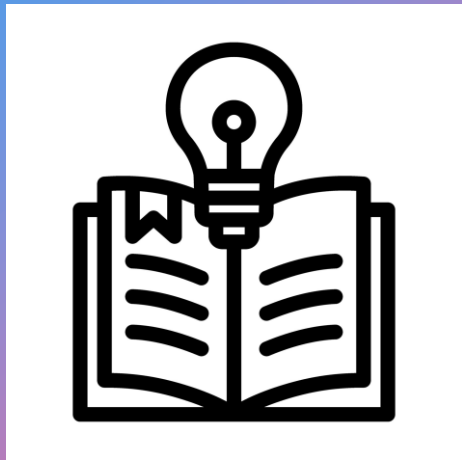


## VisionLink's Accelerate 2024 Commitment

**1. Learning Will Be Actionable.** You will be given insights, tools and resources that you can apply immediately.

**2. You Will Learn from Experts.** Today's presenters are people with real-life experience applying the principles and concepts they will teach.

**3. Accelerate 2024 Will Be Transformative.** You will learn how to secure a relationship with your people that makes them as committed as owners to the growth goals of the company.



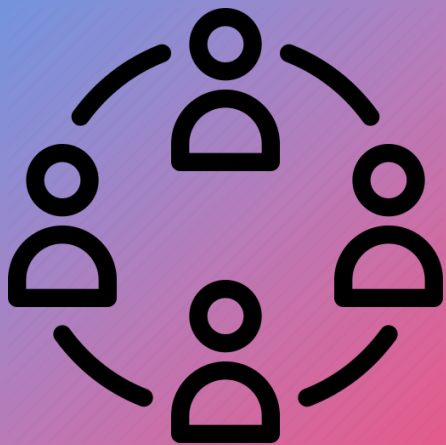
# Two VisionLink Brand Pillars

## Education

We are committed to accelerating the ability of business leaders to achieve their growth ambitions by helping them overcome the talent, culture, performance, and employee-employer relationship issues that can impede their progress

## Community

We want to connect our audience with peers who have a shared experience in dealing with growth barriers and can learn from each other when given the opportunity to meet and network.

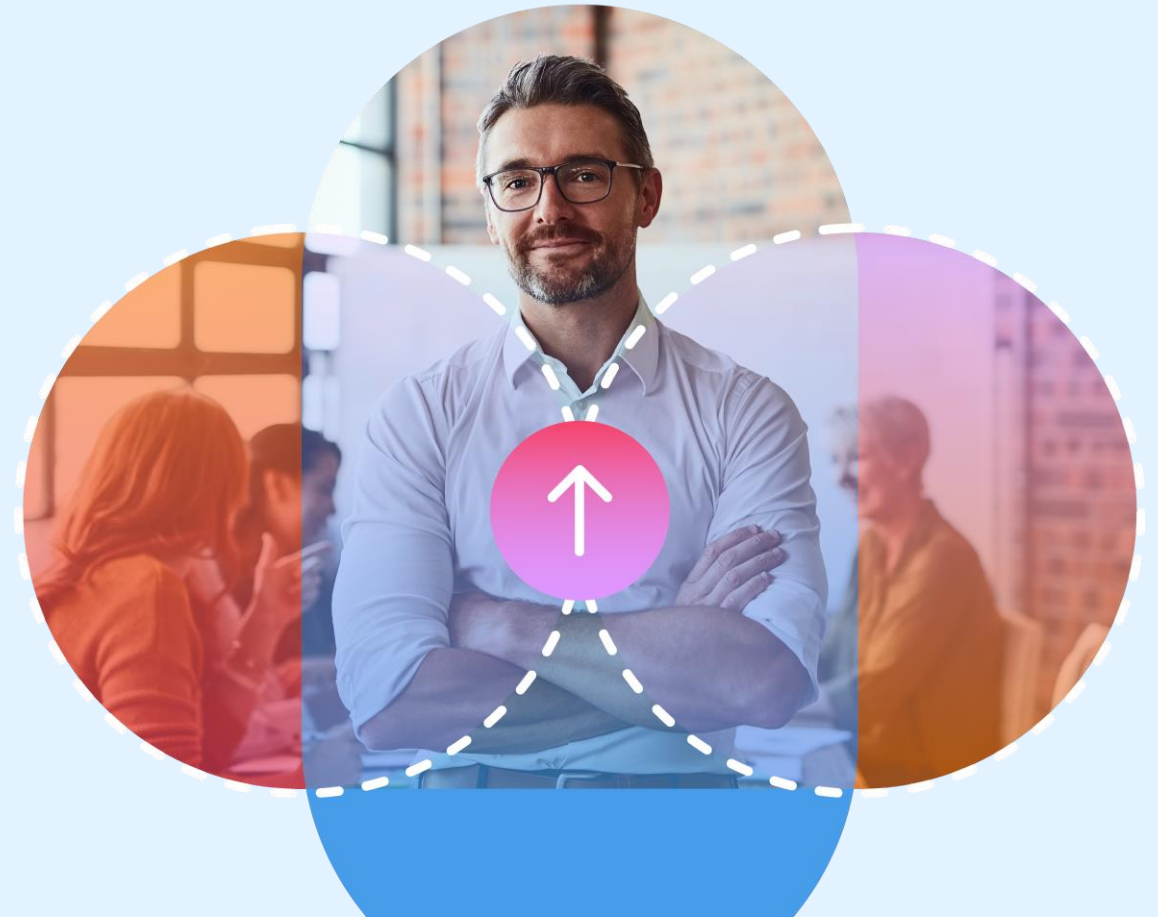


# Who We Serve

Private Company Leaders Who Want to Build a Unified Vision for Growing Their Businesses

Since 1996

- 1,000+ Business Clients
- Hundreds of Company Leader Conversations

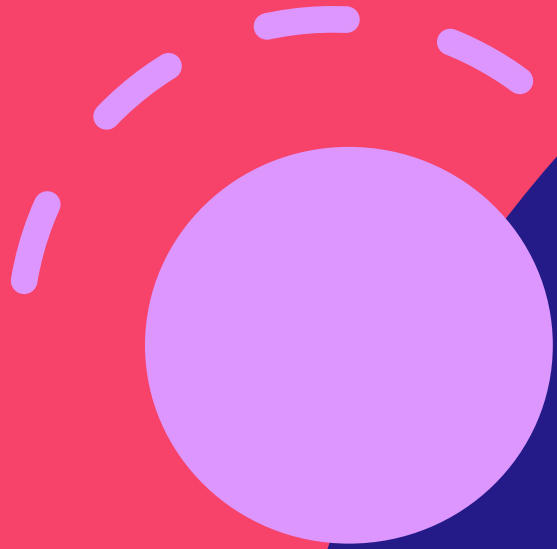


# One Common Ambition

Drive Sustained, Exponential Growth

# What It Takes

- An ambitious, clear, and achievable **purpose, mission, and vision**.
- **Market demand** for value offer being made (a product or service that meets the utility the market seeks).
- Adequate **TAM**.
- A clear **business model and strategy** (a revenue/profit producing model and a strategy for its implementation and growth).
- An **effective financial strategy** and adequate **capital resources**.
- A **superior tech stack** that provides necessary data and supports efficient processes.
- A **high-performance culture** driven by committed employees.
- **Superior talent** that includes strategic leaders, catalysts, and impact players.
- A **unified financial vision** for growing the business.
- An and a strategy for doing so. **ability to attract, keep, and develop true growth partners**
- A **highly regarded employer brand** evidenced by a high NPS score that is driven by a superior employee experience.
- Leadership that inspires **trust, confidence, and loyalty**.



# Growth Barriers



# What is a Growth Barrier?

Anything that creates friction in fulfilling what it takes to grow a business



# Growth Barrier: Unclear Purpose, Mission, or Vision

## Symptoms

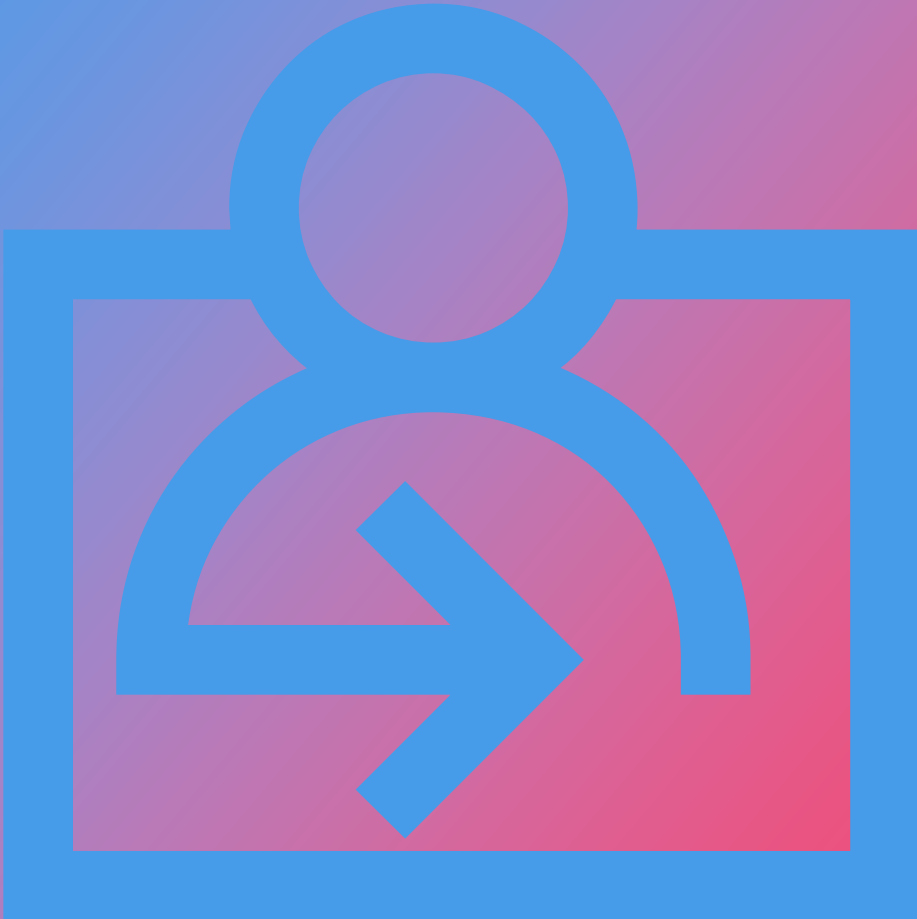
- Employees are not compelled by organization's future.
- Employees do not see themselves in the company's future.
- Culture is not aligned or unified (people don't know what to unite to).
- Inadequate and inconsistent messaging about vision and priorities.
- Widespread short-term focus.



# Growth Barrier: Inadequate Employee Performance

## Symptoms

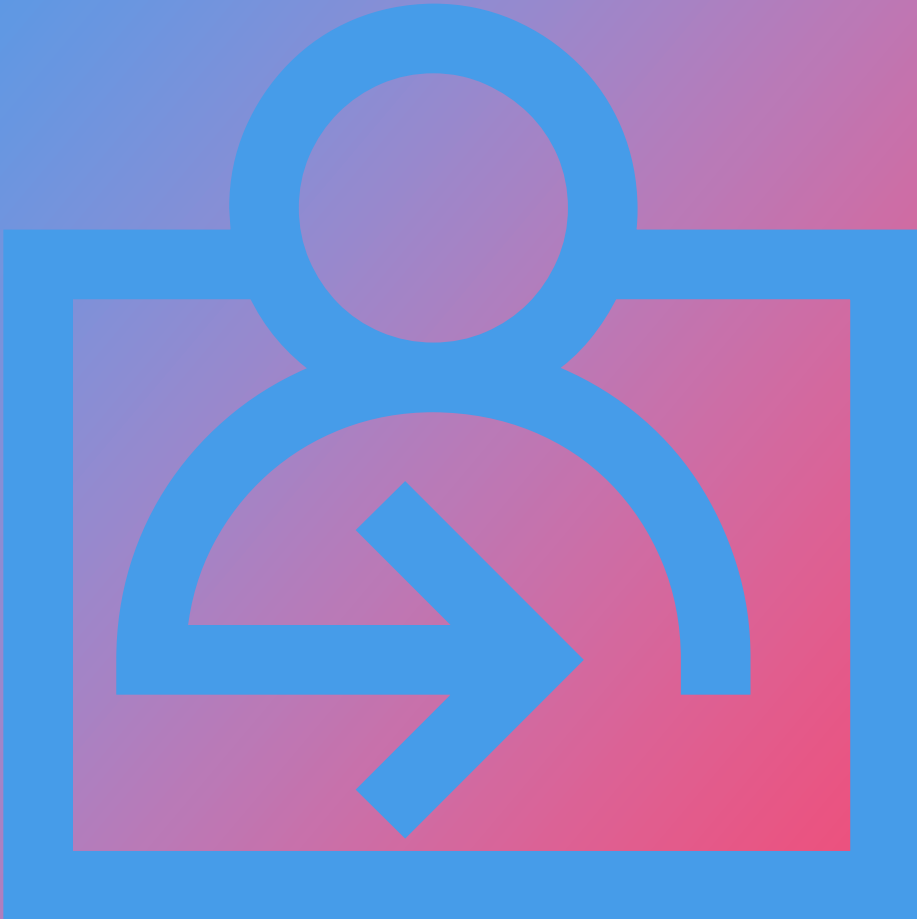
- Lack of commitment & engagement.
- No role stewardship.
- Unclear performance standards.
- Inferior performance management.
- Lack of accountability.
- No growth partner philosophy.
- Ineffective rewards strategy and plans.



# Growth Barrier: No Unified Financial Vision

## Symptoms

- Employee entitlement.
- Complaints about compensation, benefits, perks.
- Lack of focus on value creation (and no clear company definition of value creation).
- No governing pay philosophy.
- Incomplete pay offering.
- Compensation plan is not compelling (does not match the range of earnings opportunities employees seek).



# Growth Barrier: No Line of Sight

## Symptoms

- Employees perform their jobs instead of fulfill their roles.
- Employees don't understand or "own" results expectations.
- Employees are focused on behavior instead of outcomes. ("Hey, I'm doing my job!")
- Employees don't see the connection between the following elements: company vision, company business model & strategy, employee role within that model & strategy, expectations associated with that role, and how they are rewarded financially if they fulfill those expectations.

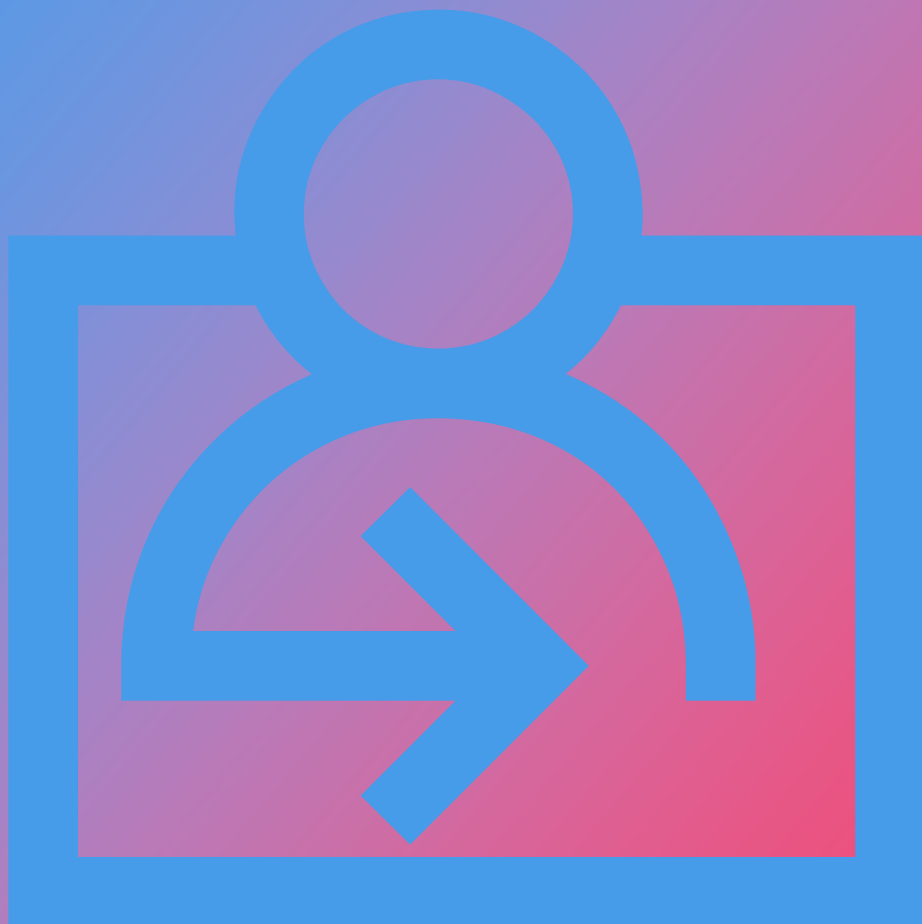


# Growth Barrier: Inadequate Leadership

## Symptoms

- Inconsistent or unclear communication and messaging.
- Chasm between management and employees.
- Negative internal dialogue among employees about company leadership.
- Lack of response to leadership priorities and “asks.”
- Poor NPS scores by employees regarding employer.
- Negative feedback regarding employer in online sites such as Glassdoor.

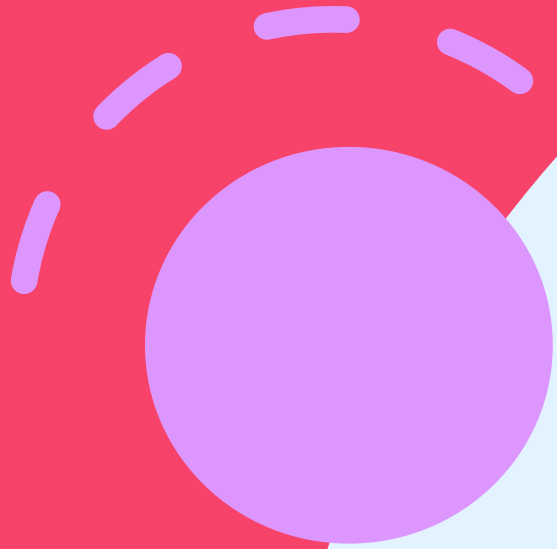




# Growth Barrier: Inferior Employer Brand Reputation

## Symptoms

- High turnover.
- Inability to compete for impact players.
- Negative talent virtuous cycle (not only are best people leaving, you're not able to replace them).
- Low cultural morale and inferior cultural self-perception.



# Cause & Effect

For every macro barrier, there is an employee symptom manifesting some level of disorder in the company's culture.  
Every barrier points to a people or culture issue.



# The Need for a Growth Partner Philosophy

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Growth partner is not just a cute term. It's a mindset—a paradigm. It's how company leaders actually see the role their people play in building the future company.





# Liz Wiseman

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“Most managers are thrilled to have just one or two Impact Players on their team, but the best leaders want an entire team of stellar players. It may seem improbable, but a champion team isn’t a stroke of luck or a magical coalescing of the right players at the right time. **A dream team isn’t just a dream: it results from carefully curating players with the right mindset, developing them as individuals and as a team, and nurturing a robust, healthy culture. It is an act of bold, aspirational leadership.** It requires purposeful development and the right type of coaching.”



# accelerate 2024

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# Your Conference Experience

 **accelerate 2024**  
Boost Growth With Growth Partners



## 3 Dimensions of Your Accelerate Experience

1. What You'll **Gain**
2. What To **Leverage**
3. What We **Ask**



# What You'll Gain

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# How to Leverage Your Experience

The screenshot shows the VisionLink Accelerate 2024 website. The top navigation bar includes the VisionLink logo, 'Lobby', 'Exhibits', 'Resources', and a 'Schedule' button. The main content area features a large blue graphic with a yellow arrow pointing down to the text 'PLATFORM ORIENTATION'. Below this is a video player with the text 'Turn your sound on.' and a video thumbnail showing a woman speaking, with a caption: 'VisionLink offers compensation planning to fuel your company's success.' To the right, a 'WHAT TO EXPECT' section lists four bullet points: 'Over 20 Hours of Lessons in Building an Organization-Wide Commitment to Growth', 'Learnings From 15 CEOs, Authors, Thought Leaders and Advisors', 'Critical Issue Networking Discussion Groups', and 'Connection With Other Conference Attendees'. At the bottom, there are buttons for 'EXHIBITS' and 'SCHEDULE', a 'Sponsored by visionlink' logo, and a 'Airmet Technical Support' button. A white box in the bottom left corner contains the text 'THE ACCELERATE 2024 COMPETITION' and a link to download the contest rules PDF.

visionlink Lobby Exhibits Resources Schedule

accelerate 2024  
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PLATFORM ORIENTATION

Turn your sound on.

VisionLink offers compensation planning to fuel your company's success.

WHAT TO EXPECT

- Over 20 Hours of Lessons in Building an Organization-Wide Commitment to Growth
- Learnings From 15 CEOs, Authors, Thought Leaders and Advisors
- Critical Issue Networking Discussion Groups
- Connection With Other Conference Attendees

EXHIBITS SCHEDULE

THE ACCELERATE 2024 COMPETITION  
Click here to download the contest rules PDF

Sponsored by visionlink

Airmet Technical Support

# How to Leverage Your Experience

The screenshot shows the VisionLink Accelerate 2024 website. The navigation bar includes 'Lobby', 'Exhibits', 'Resources', and 'Schedule'. A yellow arrow points to the 'Schedule' button. The main content area features a central video player with a yellow arrow pointing down to a 'SCHEDULE' button. The video player shows a woman speaking with the text: 'VisionLink offers compensation planning to fuel your company's success.' Other elements include a 'PLATFORM ORIENTATION' section with a video player showing 'Turn your sound on.', a 'WHAT TO EXPECT' section with a list of activities, 'EXHIBITS' and 'SCHEDULE' buttons, 'THE ACCELERATE 2024 COMPETITION' link, 'Sponsored by visionlink', and 'Airmet Technical Support'.

**visionlink** Lobby Exhibits Resources **Schedule**

## accelerate 2024

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### PLATFORM ORIENTATION

Turn your sound on.

### WHAT TO EXPECT

- Over 20 Hours of Lessons in Building an Organization-Wide Commitment to Growth
- Learnings From 15 CEOs, Authors, Thought Leaders and Advisors
- Critical Issue Networking Discussion Groups
- Connection With Other Conference Attendees

### EXHIBITS

### SCHEDULE

THE ACCELERATE 2024 COMPETITION

Click here to download the contest rules PDF

Sponsored by **visionlink**

Airmet Technical Support



Leverage the deep experience of our advisors to construct a compensation framework that drives results. First, we align your pay strategy with your business strategy. Then, we help you create an incentive plan design that delivers both performance and growth.

[Explore the Benefits of VisionLink Advisory](#)



Don't just *manage* compensation, build rewards plans with maximum strategic impact. VisionLink Direct is the only self-serve incentive compensation software that lets you design, communicate, and operate your own sophisticated phantom stock and annual incentive plans—with ease and on budget.

[Find Out More About VisionLink Direct](#)

### Booths Will Be Open

7:00-7:30 PDT

9:45-10:25 PDT

12:00-1:15 PDT

2:50-4:00 PDT



# How to Leverage Your Experience

The screenshot shows the VisionLink Accelerate 2024 website. The top navigation bar includes 'Lobby', 'Exhibits', 'Resources', and a 'Schedule' button. The main header features the 'accelerate 2024' logo with the tagline 'Boost Growth With Growth Partners'. The page is divided into several sections:

- PLATFORM ORIENTATION:** A blue rounded rectangle containing a video player with the text 'Turn your sound on.' and a large yellow arrow pointing down to the competition section.
- WHAT TO EXPECT:** A blue rounded rectangle on the right containing a list of four bullet points:
  - Over 20 Hours of Lessons in Building an Organization-Wide Commitment to Growth
  - Learnings From 15 CEOs, Authors, Thought Leaders and Advisors
  - Critical Issue Networking Discussion Groups
  - Connection With Other Conference Attendees
- EXHIBITS:** A pink rounded rectangle with a speaker icon and the text 'EXHIBITS'.
- SCHEDULE:** A pink rounded rectangle with a calendar icon and the text 'SCHEDULE'.
- THE ACCELERATE 2024 COMPETITION:** A white rounded rectangle at the bottom left with the text 'Click here to download the contest rules PDF'.
- Sponsored by visionlink:** The VisionLink logo and name at the bottom center.
- Airmeet Technical Support:** A blue rounded rectangle at the bottom right.

# THE ACCELERATE 2024 COMPETITION

Get Ready to Play and Win Big!

To make your Accelerate 2024 experience even more engaging, we've created a fun, interactive competition where you can earn points for participating in various conference activities.

Whether you're networking, attending sessions, or sharing your thoughts, every action counts towards your spot on the leaderboard—and there are some incredible prizes up for grabs!

## HOW IT WORKS

Throughout the conference, you'll have the opportunity to earn points by completing a variety of activities.

The leaderboard can be accessed by clicking the trophy icon in the top-right corner. There, you can view leaderboard rankings, activities, and point allocations, allowing you to track your progress in real-time and see how you stack up against other attendees.



## POINT BREAKDOWN



Make sure to participate in as many activities as possible to boost your score! We will review at the end of the conference, so keep an eye on it to see where you stand.

We've created a list of activities that will earn you points, such as attending a live session, participating in polls, visiting a booth, and sharing your thoughts in the chat.

Find the exact point allocations in the leaderboard.

## BIG PRIZES AWAIT!

This year, we have some fantastic prizes for our top participants. The top scorers on the leaderboard will walk away with one of these coveted rewards:

1st Place: iPad

2nd and 3rd Places: AirPods Pro

4th through 8th place will win: a \$100 Amazon Gift Card

9th through 13th place will win: a \$50 Amazon Gift Card



## KEEP AN EYE ON THE LEADERBOARD



We'll provide an update on the leaderboard towards the end of the conference so you can see how you're doing.

And there's one last chance post-conference to earn points: a final survey will be shared during the closing session, which can be completed for extra points.

## ANNOUNCING THE WINNERS

After the conference, we'll send an email to all the winners to notify them of their prizes. Make sure to check your inbox for a potential winning message!

We're excited to see your enthusiasm and participation throughout Accelerate 2024. Get ready to learn, connect, and win—let the game begin!

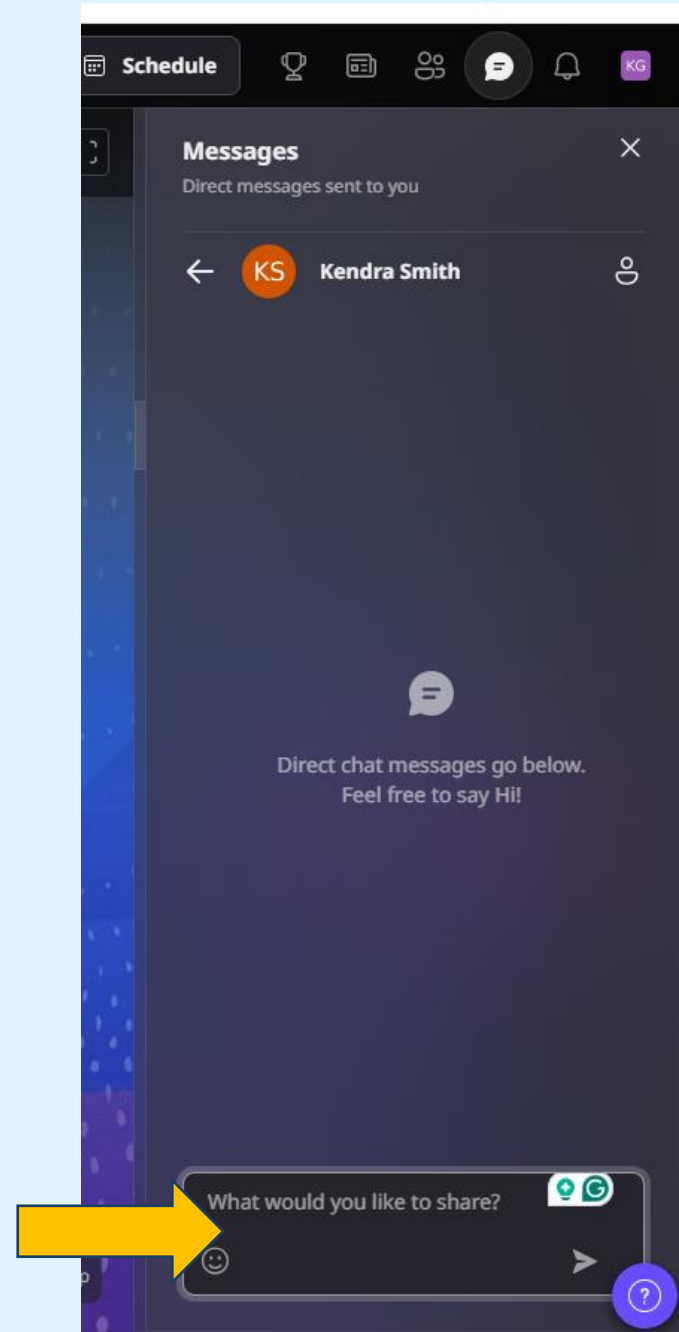
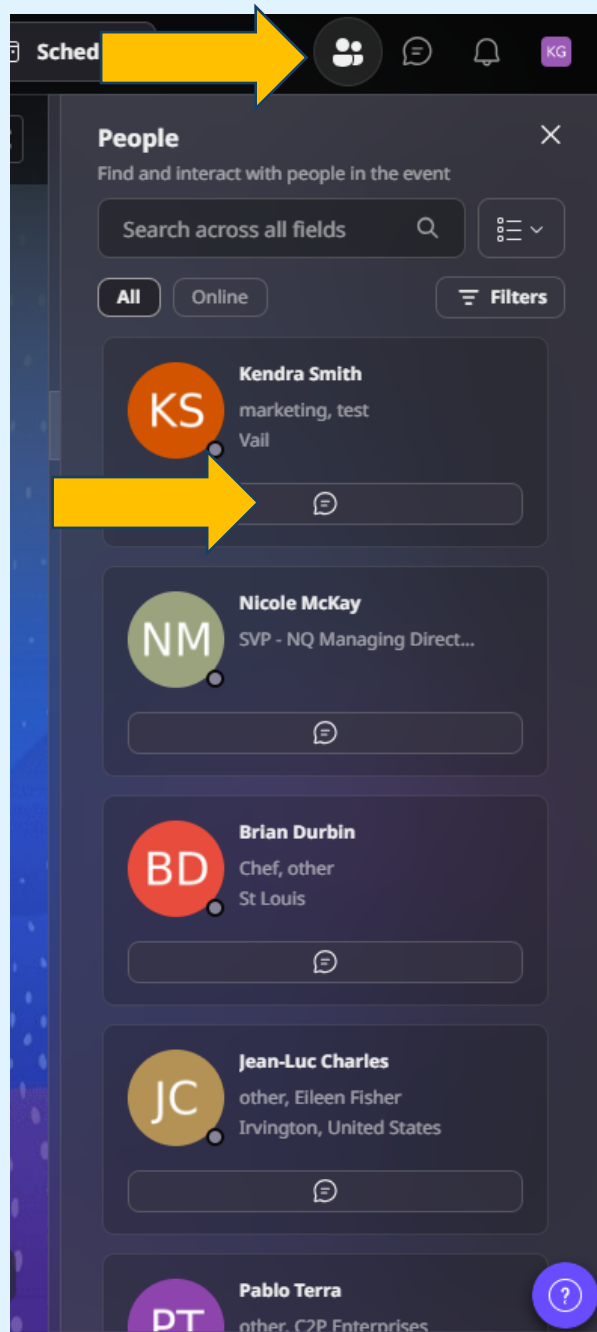


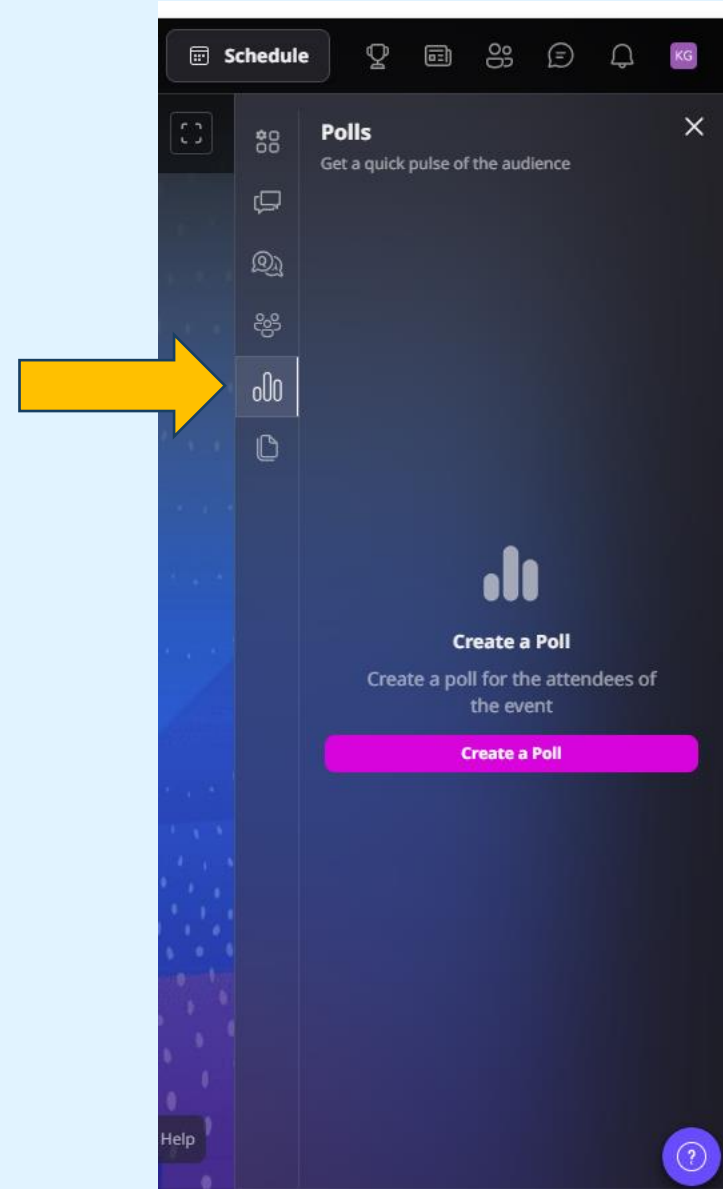
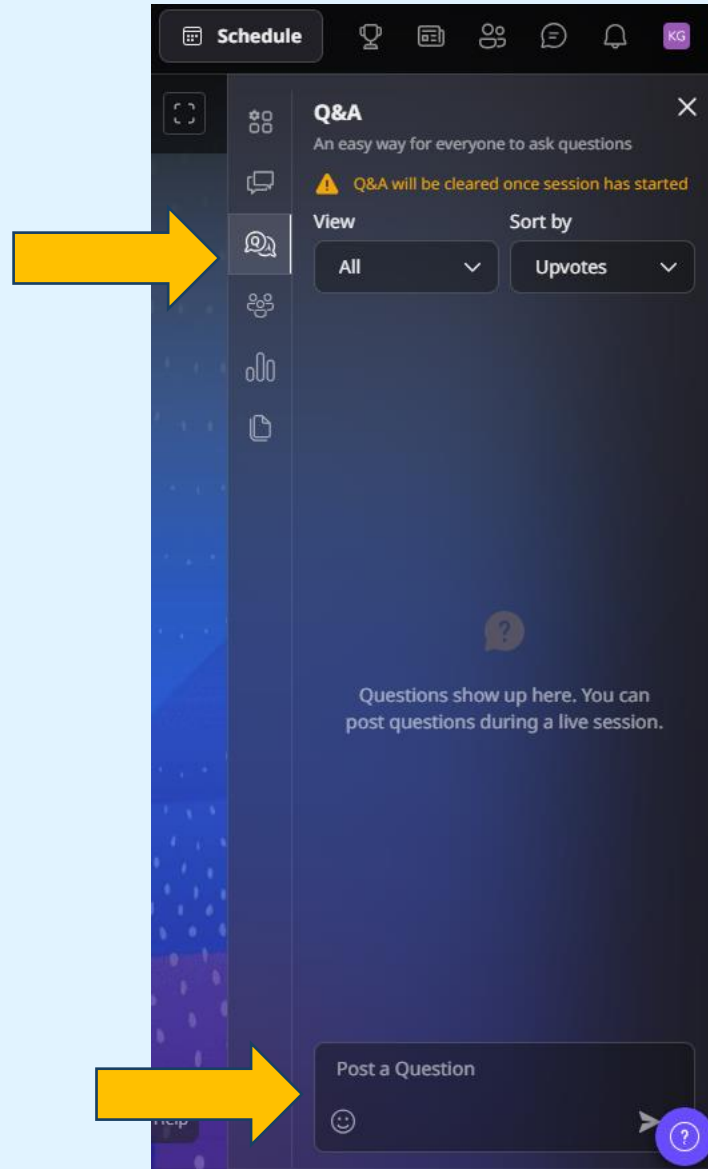
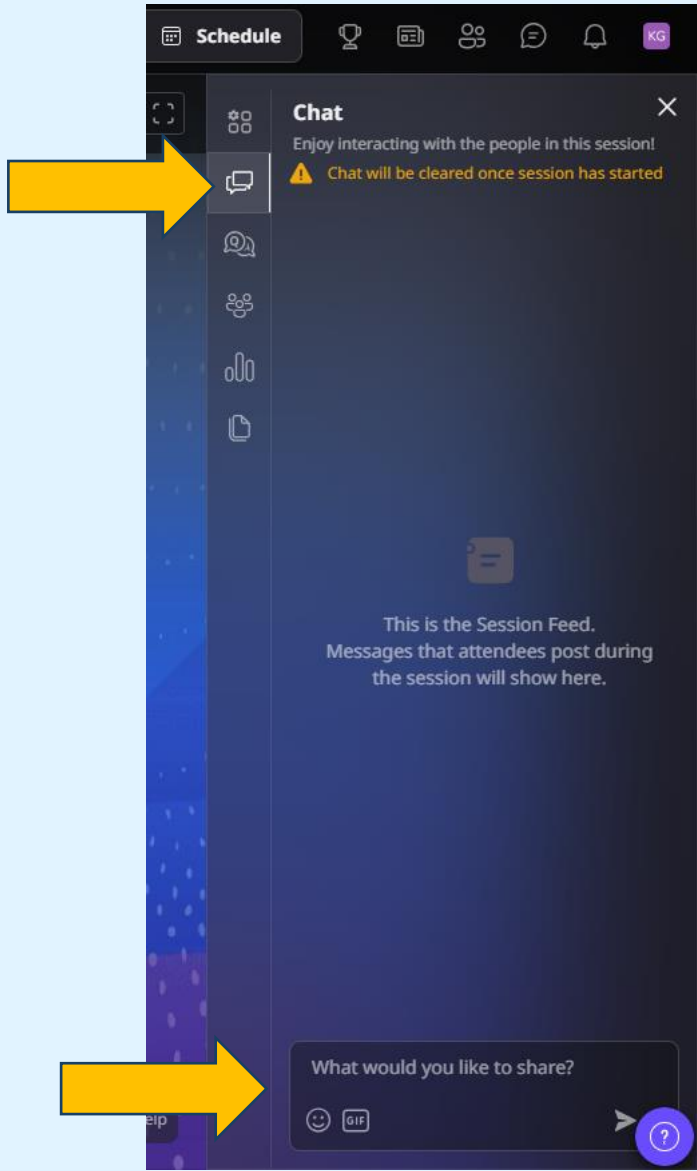
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Winners Must Reside in the United States





# Critical Issue Networking Groups

Share a problem, question, or ambition you or your company is facing right now. Receive feedback from you peers.



# Critical Issue Networking Groups

- 9:45 a.m. PDT—CEOs & Presidents
- 12:35 p.m. PDT—Small Business Owners

# Special Breakout Session:

2:05-2:45 PDT

VISIONLINK DIRECT

## Revolutionary Software for Building, Communicating, & Operating Your Incentive Plans

*VisionLink Direct* empowers you to envision, create, and manage effective short and long-term rewards plans, simply and affordably. Our online tool will transform you into an incentive compensation expert and take the frustration and complication out of incentive plan design. You'll produce better plans in less time and at a much lower cost. And that's just for starters!

[Schedule a Live Demo](#)



# Presenter Change: Patrycja Skurzak for Zach Smith

10:30am - 11:10am PDT | Breakout Sessions

Same Topic, Same Company,  
Different Speaker

**UNLOCKING  
POTENTIAL:  
BUILDING  
ADAPTABLE TEAMS  
IN TIMES OF  
CHANGE**



PRESENTER :  
**Patrycja  
Skurzak**  
*Activation  
Specialist,  
Activate 180*

**YES,  
COMPENSATION  
CAN IMPACT  
EMPLOYEE  
MOTIVATION**



PRESENTER :  
**KEN GIBSON**  
*Sr. Vice President,  
Visionlink*



# We're Building a Growth Partner Community



# 4<sup>th</sup> Quarter Learning Opportunities

## Introducing: Accelerate 2024 Plus+ Broadcasts

- October, November, December
- 30-Minute High-Impact Sessions
- Relevant & Actionable
- VisionLink Presenters





# Accelerate 2024 Plus+ October Broadcast

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## “5 Keys to Delivering a Superior Employee Experience”

October 24<sup>th</sup> | 9 a.m. PDT | Duration: 30 Minutes

Enrollment Options

Sign Up at: [visionlink.co/plus-october](https://visionlink.co/plus-october)

On post-conference survey, indicate you'd like us to register you.

# What We Ask



Fully Engage



Keep Comments & Questions Respectful



Visit the Expo



Give Us Feedback

Session Polls

Post-Conference Survey

A photograph of Stephen M.R. Covey, a man with short brown hair, wearing a dark suit, a light blue shirt, and a patterned tie. He is speaking and gesturing with both hands raised, palms facing forward. The background is a plain, light-colored wall. The text "Stephen M.R. Covey" is overlaid in white on the left side of the image.

# Stephen M.R. Covey