

# ICP Summary: The Culture-Focused CEO

*Quick Reference Guide*

## WHO THEY ARE

CEO/Founder of growth-stage company (50-500 employees, \$10M-\$150M revenue). Age 35-55. Values-driven, culture guardian. Company 5-15 years old experiencing culture dilution as they scale.

## THEIR PAIN

Cultural: 'Doesn't feel like it used to,' disconnection at scale, lost purpose  
Personal: Loneliness at top, imposter syndrome, own stress levels high  
Fear: Becoming 'just another company,' losing what made them special

## WHAT TRIGGERS PURCHASE

- Planning annual retreat (proactive moment)
- Key executive departure
- Company transition (funding, acquisition, expansion)
- Employee survey reveals culture concerns
- Peer CEO shares transformative experience
- Personal stress becoming unsustainable

## MESSAGING THAT WORKS

**Say:** "Culture that scales without losing soul" | "Retreat session everyone remembers" | "Sustainable excellence, not burnout culture"

**Don't say:** Corporate wellness, team building exercises, HR compliance

## HOW TO REACH THEM

1. Peer referral from Brandon (most powerful)
2. Lead with retreat opportunity - 'Planning offsite soon?'
3. Share story, not pitch - acknowledge their sophistication
4. Listen 80%, talk 20% - understand challenges first
5. Position as peer/advisor, not vendor

## FIRST CALL GOALS

- Understand their culture journey and challenges
- Share Brandon story if relevant
- Gauge retreat timing (Q2 ideal)
- Build relationship regardless of immediate opportunity
- Offer value even if no sale

## SUCCESS METRICS THEY NEED

Quantitative: Retention, eNPS, Glassdoor ratings, offer acceptance

Qualitative: Energy in all-hands, quality of conversations, leadership cohesion, stories people tell

## KEY DIFFERENCE FROM EVP

CEO decides alone (faster). Thinks in years not quarters. Cares about whole culture not just team. Values mission/purpose language. Entry = retreat. More philosophical conversations.