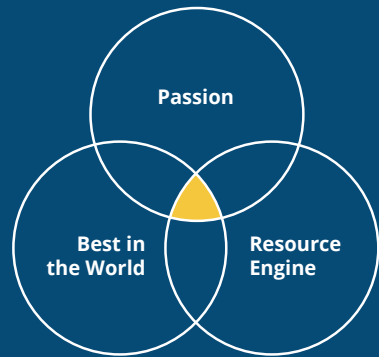




# Uniting Efforts. Amplifying Impact.

## OUR HEDGEHOG CONCEPT\*



By focusing on initiatives and efforts that exist at the center of SIM's passion, our Resource Engine, and what we are best at, we can ensure mission alignment throughout our growth.

### Passion

- Connect, belong & serve
- Develop current & future leaders
- Elevate, drive & transform the industry

### Best in the World

We bring together all the facets of the technology ecosystem through a network of connected communities to collaboratively address the biggest challenges & opportunities our members face.

### Resource Engine

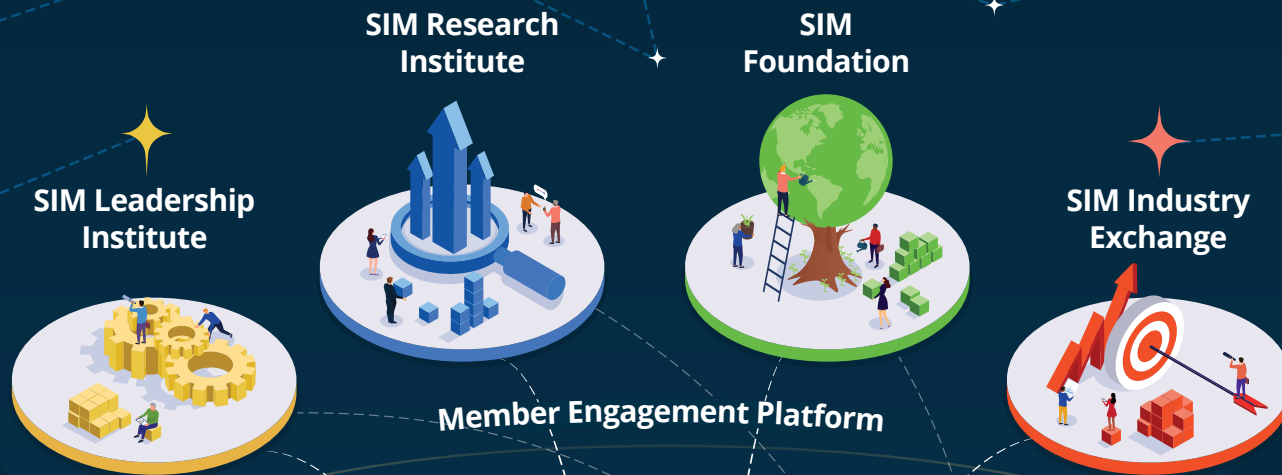
SIM Engagement Model

HELP US BUILD THE FUTURE OF SIM



[www.simnet.org](http://www.simnet.org)

\*From Good to Great: Why Some Companies Make the Leap and Others Don't, by Jim Collins



TIME, BRAND, MONEY

### SIGs

SIM Interest Groups (SIGs) contain members interested in specific topic areas. This builds subject-specific knowledge and connections.

### SIM Chapters

SIM Chapters serve members through local meetings, SIGs, Peer Groups, and special events while connecting them to a broad national network.

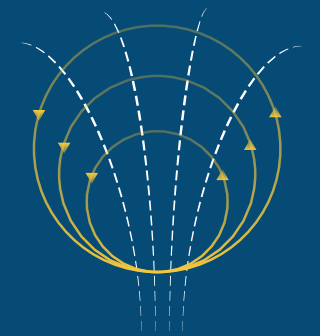
SIM Member

### Peer Groups

SIM Peer Groups create high-value and intimate connections with members who share similar roles.

## CONNECTIONS FUEL THE POSITIVE FEEDBACK LOOP

We bring together all the facets of the technology ecosystem through a network of connected communities to collaboratively address the biggest challenges and greatest opportunities our members face.



## WHO WE ARE

### Chapters

- Geographically defined
- All community gatherings
- High profile/High quality/High Impact

### SIM Interest Groups

- Topic-Driven
- Local Groups + Regional & National
- Any topic we can imagine that serves our community

### Peer Groups

- C-Suite: CIO/CTO/CDO/CISO/CMO/CFD/COO
- VP-Level Groups
- Director-Level Groups
- Manager-Level Groups

### Influence

Collectively we represent \$200 billion in annual decision-making at the center of business technology leadership, and we are the top leader in developing the next generation of business and technology leaders.

# Implementing Our Strategic Vision

## Why do we need to think differently about SIM?

1. We've often asked, "What is our value proposition beyond being a good networking place?"
2. We must pursue a higher-value position with our members if we expect them to prioritize investing time with the SIM community: "Higher Return on Engagement."
3. We can work together to create high-quality, high-impact engagement forums for our members consistently across every chapter, SIG, and Peer Group — high quality at scale.

## How can we create high-quality, high-impact engagements at scale?

1. We can engage our entire community in discrete Peer Groups and SIGs, providing that famous SIM "No Sales" environment and serving the full stack of leadership and all segments of the market:
  - a. CIO, CISO, CTO, CMO, CFO, COO Peer Groups
  - b. VP, Director, Manager Peer Groups
  - c. Large Enterprise, Upper Mid Market, Lower Mid Market
  - d. Topic-driven SIGs across every possible dimension that will serve our community
2. We can create high-quality, high-impact "all community events" in each chapter: 6-8 events each year that all members are invited to:
  - a. Classic Chapter events
  - b. Large, high-profile event — e.g., Gateway to Innovation
  - c. Partner collaborative event — e.g., HMG Strategy event
  - d. Golf tournament, sporting clays, etc.
  - e. Holiday party, happy hour, clam bake — pure fun/networking events

## How can we build the Member Engagement Platform and our Organizational Fabric?

We can:

1. Create the Industry Exchange to fund the Research Institute and the Operating Platform Tools and Team.
2. Create the Research Institute to provide high-value, on-target content for our Chapters, SIGs, and Peer Groups.
3. Promote the engagement in the SIM Leadership Institute across all communities to increase the value of SIM to our members and provide the funding for the Leadership Institute to build the Volunteer Development program. This is the critical key to sustain the long-term success of our communities. Highly effective, well-equipped leadership is the cornerstone of every community; without it, a community has no chance of sustained success.
4. Engage with the Foundation to leverage the extended technology ecosystem to drive and distribute funding via our local chapters.



[www.simnet.org](http://www.simnet.org)

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