

The Appriser

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Lifelong Executive and Organizational Development: a Cost Comparison

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Moving into the last half of 2013, Design Group International opens the door to peer-based consulting among recruited, confidential and high performing executive teams. We are launching a Team of Business Owners and CEOs in Eastern Wisconsin via [Convene](#), and [Leader2Leader](#) (L2L) Teams for senior leaders of nonprofits and ministry organizations in Seattle and SE Wisconsin. We will join with the strength of these sister organizations to deliver consistent, persistent, and focused insight that expands the personal and organizational capacity of Team members.

We make this move convinced that high quality executive leadership development within regional teams produces a higher grade of learning and effectiveness over jetting off to attend a large and highly marketed conference covering the same content. Teams like these bring added benefits of executive coaching and organizational development consulting at no additional cost. Effectiveness grows from meeting monthly with people who know you well and to whom you are accountable, instead of wearing a name tag, drinking bad coffee for three days and bearing sole responsibility to figure out how to apply the generically presented information within your specific context.

Effectiveness comes from another source too: ***the bang for the buck***. Obviously, the costs below can range higher or lower depending on the specifics, but you will get the idea. Consider this cost comparison:

Traditional Executive Development	Peer-based Executive Teams
A 3-day Executive Conference with airfare/lodging and meals:	Monthly meeting in Team and monthly coaching session
\$8,000 and up	<i>-Opportunity to present your own case studies</i>
Hiring an Executive Coach for a monthly session	<i>-Monthly interaction with 300+ years of executive experience in the room.</i>
\$3,000 annually or more	<i>-Nationally recognized presenters</i>
Use of an organizational development consultant for a specific project	<i>-Highly tested and effective content/tools for executive leaders</i>
\$20,000 and way higher	<i>-Regionally available</i>
Total: Easily topping \$30,000 a year	Total: \$14,000 a year (or less)

Given a world where outstanding senior leaders are needed as much as ever but are finding themselves isolated and underprepared; given that travel costs for executive education are increasingly hard to justify—especially when measured against real world, applicable learning and ROI—peer-based consulting teams of executive leaders provide the brightest possibilities for the next generation or longer. They've been around awhile. Chances are there is one near you. We'd be glad to help you find one.

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