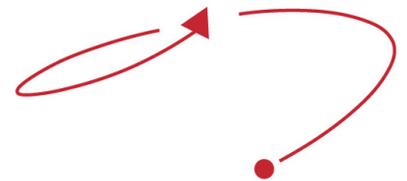


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***Partners for Innovation:
The Ultimate Competitive Edge***



CATLIN & COOKMAN GROUP

Mastering the Art of Corporate Growth

Everybody talks about customer focus, but what exactly does it mean? And how exactly can you best enlist your customers in the never-ending search for innovation? In the following CEO Discovery, Katherine Catlin talks about how innovation is a natural by-product of listening to "the customer's voice."

Imagine for a moment the ideal business environment. In this environment, your company is the unquestioned market leader because:

Ideas and information that dramatically increase your company's ability to innovate flow constantly to all parts of your organization.

Your people are able to develop cutting-edge products and top-quality services, define and shape new markets, and exploit hidden market niches.

Your products and services are so extraordinary that your customers are always loyal and regularly promote your company to potential new customers.

Too Good To Be True?

I believe visionary company leaders have the power to make this dream a reality. The path to success lies in building "partnerships for innovation" with customers. That's right. We're talking about building partnerships with customers -- perhaps the most potent but least used weapon in any company's competitive arsenal.

Partnerships for Innovation

Partnerships for innovation are relationships with customers that are based on in-depth, mutual understanding of each other's strategic needs, goals and business positions. In these partnerships, you and your customers are committed to helping each other find innovative ways to achieve competitive advantages.

The Benefits

Creating and maintaining strong, interdependent relationships with customers results in mutual loyalty, product/service breakthroughs and corporate growth for each partner. Both partners receive information and

ideas from each other that they couldn't get in any other way. Best of all, competitors do not have access to this critical data and feedback. This information is used to discover new ways to lower costs, improve performance, add extra value to current products or services, and develop innovative breakthroughs that propel partners ahead of competitors.

How do you establish such relationships? Here are the four steps:

Know your customers...intimately.

Do you know what your customers really value most about your product? Do you know what irritates them about dealing with your organization ... or your competitor? Do you know what problems they will face in the years ahead? And what future competitive challenges you can help them overcome? You must understand not only where your customers are now but, more importantly, where they want to be years from now so you can develop products and services to move them toward their vision. To be better than your competitors, you must be committed to quality and value as defined by your customers, instead of by your organization. These goals can be achieved by using a variety of creative communications tools to listen to and dialogue with customers so that you know them as well as you know yourself.

Saturate your organization with the voice of the customer.

Distributing customer information throughout your company creates a wellspring of innovation that your people can tap to find new ways to please customers. The methods for distributing information are unlimited, but the communications goal is always the same -- to ensure employees have ready access to data they can use to discover creative solutions to customer needs.

Explore the possibilities.

In this discovery phase, your people use specialized creative thinking techniques to translate customer input into profitable ideas that enable your organization to leapfrog over competitors.



Produce unprecedented results.

You then implement your discoveries, making the whole process a win/win situation for you and your customer partners. These new solutions further strengthen your customer partnerships so that your partners want to continuously feed new ideas and information into the innovation machine you've created.

Building partnerships for innovation brings customers into the center of your organization and makes the desire to innovate to meet your partners' present and future needs a constant focus for management and employees. Try to imagine a greater competitive edge!



Catlin & Cookman Group: Corporate Profile

Building a Community of CEOs Who Are Growing Great Companies

In today's fast-paced world, CEOs have the toughest job of all. While it's both exciting and rewarding, it can also be extraordinarily challenging. Where do CEOs turn for guidance? Since 1989, CEOs of emerging-growth companies have come to the Catlin & Cookman Group for our unique expertise and resources – proven methods and frameworks to plan for and manage growth and change. Our sole focus on the CEO experience sets us apart, and the highly targeted resources we offer – CEO forums, consulting processes and practical tools – are developed exclusively for CEOs who are committed to growing great companies.

High-Growth CEO Forums™

More than ever, CEOs need a group of peer advisors to help grapple with issues they can't discuss with their teams or Boards. Our unique Forums are tightly-knit groups of CEOs from similar stage companies who meet quarterly to discuss their business challenges, advise each other about critical decisions, and develop best practices for managing growth. Our focus on customizing agendas to address members' real-time, bottom-line issues keeps the group accountable and the payback measurable. And, through our licensed partners, we are growing the number of High-Growth CEO Forums worldwide, creating a powerful, wide-reaching community of over 70 venture-backed CEOs.

High-Growth Consulting

To succeed, CEOs must create a shared vision and strategy with the executive team – and then execute ... flawlessly. We work closely with CEOs to define their strategic vision and annual plans, build and align executive teams, and create the organizational design, operating system and culture for impeccable execution. Our systematic, proven frameworks for growth deliver measurable results.

***Building the Profit Spiral®** Our foundation framework. Uncovers impediments to growth and helps CEOs and their executive teams create and implement strategic plans that include market focus, mission, values, vision, strategies, structure and culture — and an operating system to make sure the plan works. The result is the path to extraordinary growth.*

***Building the Executive Team as Leaders of Growth®** Defines the key responsibilities of the executives beyond their functional roles and develops a highly-focused and exceptionally strong team capable of leading the company to successful growth, breakthrough innovation and maximized profits.*

***Building the Awesome Organization.** Drives the strategic plan down into the organization – ensures that the critical metrics, operating processes, culture and activity alignment exist to execute the plan.*

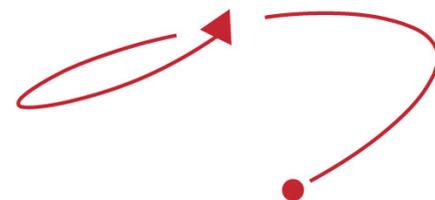
Thought Leadership

Our deep understanding of the high-growth CEO experience is reflected in our books, articles and seminars – and on our website, www.ceoexchange.com.

***Books:** **Leading at the Speed of Growth: Journey from Entrepreneur to CEO** (Wiley, 2001) and **Building the Awesome Organization** (Wiley, 2002) by Founder Katherine Catlin and Jana Matthews.*

***Seminars and Speaking Engagements:** “Growing Your Company: The CEO's Challenge,” a two-year, 7-part series for the Massachusetts Software Council, “The New Breed of Leader” at the Future Forward Conference, “Planning Bootcamp,” and many other engagements.*

Clients Include: Anaqua, Antenna Software, aPriori, Authentica, Authoria, Avotus, Bluespec, Circles, Concord Communications, Constant Contact, e-Dialog, Empirix, eRoom Technology, Experience, I-Logix, Inmagic, iRobot, LiveVault, PeopleCube, Monster.com, mValent, OneSource Information Services, PanGo Networks, Pantero, Soundbite, Steelpoint Technologies, The MathWorks, VFA, Sevin Rosen Funds, Polaris Venture Partners, and North Bridge Venture Partners



The Bottom-Line Impact Experienced by our Clients

High-Growth CEO Forums™

“The job of the CEO is inherently and unapologetically isolating. The High-Growth CEO Forum offers a refreshingly honest and sincere source of support and advice from peers who live on similar quarterdecks. Its format and strong facilitation differentiate it from other groups I have seen. The Forum is one of the most effective feedback and personal development mechanisms available to a CEO. It has made me a more effective leader and a happier, more balanced human being.”

Colin Angle, CEO of iRobot which had a successful IPO in November 2005 establishing a market cap over \$700 million. He was also E&Y Entrepreneur of the Year winner in 2003.

"I am a strong advocate for the CEO Forum. I grew and sold my last company for 5X more than it was worth when I started as CEO. There is no way I could have done that without the Forum. The quality of the people and input I got from them along the way was invaluable. We are all dealing with the same issues, just different context and timeframes. As you know, a CEO's biggest challenge is prioritizing – especially his/her time. The fact that most of this team never misses a meeting speaks volumes about the value proposition! As an aside, my current company is less than a year old and our last round post money was already 5X the first!"

Paul DiGiammarino, President & CEO of Anaqua. After a successful exit, Paul is again a Forum member.

“The Catlin & Cookman Group community was my most valued sounding board when I was CEO of eRoom – no other constituency could offer the direct, trusted and knowledgeable feedback a CEO needs when in the line of fire. Not the board, not my management team and certainly not my spouse. The CEO Forum provided me the opportunity to step back from the trees, reassess my long-term vision and strategy and gain clarity on often difficult and complex issues – and over time I built some fabulous friendships.”

Jeffrey Beir, former CEO eRoom Technology, and currently General Partner, North Bridge Venture Partners. Jeffrey was an E&Y Entrepreneur of the Year winner in 2003

“The Catlin & Cookman Group’s High-Growth CEO Forum was a major contributor to giving me the ideas and inspiration as an entrepreneurial CEO that led to winning the Entrepreneur of the Year Award.”

Dan Schimmel, former CEO of OneSource Information Services and an E&Y Entrepreneur of the Year winner in 2001.

“Given my scars and collective experiences, I would have thought that by now there would be nothing I could learn from a group such as this, but I am amazed at the insights I get from experienced and even newly appointed CEO's... I don't recall ever making a similar endorsement.”

Gene Robinson, CEO of I-Logix, Inc

High-Growth Consulting

“I’ve always been an entrepreneur, and one of the things I learned early on was that I couldn’t get any synergy in my business until I had a group of people working as entrepreneurs together. We have that now at Monster.com as a result of our work with the Catlin & Cookman Group, and we also have a plan in place that will guide our future growth while helping us preserve our unique culture even as we add more and more employees here and around the world.”

Jeff Taylor, Founder and Chief Monster, Monster.com

"The Catlin & Cookman Group has been an invaluable partner for Authoria - amazing people and processes for providing insight and peer-review, and for driving powerful ideas into action."

Tod Loofbourrow, CEO of Authoria Inc.

“When facing a difficult issue on my management team, or for the company as a whole, a quick call to my Catlin & Cookman Group consultant always provides an enlightened and unbiased point of view that helps bring clarity to the decision that must be made. I consider the Catlin & Cookman Group to be a vital member of my team.”

John Rizzi, CEO of e-Dialog

