MTMOT
MAKE THE MOST OF TODAY

ELEVATE

Board and leadership team coaching for one critical technology decision

The hot topic in today's boardroom

AI keeps landing on the agenda. Some of the board is sceptical. Some is over-excited. Both make the next technology decision harder, and the chief executive is left holding it.

You're not behind, you're dislocated. The organisation has drifted from its strategy, lost confidence in its systems, and the decision in front of you deserves better than a vendor's pitch or a rushed paper.

What ELEVATE does

ELEVATE is a coaching framework that builds systems fluency in the context of your unique organisational context - enabling the board or leadership team circling a critical technology decision for months to land on an informed, concrete plan in just two weeks.

- **Group session one.** The whole board or executive team. We name the decision, establish what is actually happening and agree what a good decision would need to settle.
- **One-to-one sessions in between.** Up to seven 60-minute calls with individual directors or executives. Each person works through their own questions, concerns and expectations privately, at their own pace.
- **Group session two.** The group comes back together with the groundwork done, so the decision is ready to be made.

The work starts with the business problem, never with the software.

How the conversation runs: the ELEVATE steps

Examine what's actually happening · **L**ocate your existing strengths · **E**xplore with curiosity, not pressure · **V**alue your own pace · **A**mplify what you already do · **T**ake ownership of your digital future · **E**volve without overwhelm

Who you are working with

I'm Carla Taylor, a long-serving CEO and strategic consultant. The solutions I've developed are the result of twenty years as a CEO managing 3,500 staff across 135 businesses. I know what a board needs from a paper, and what a chief executive needs from a board.

Lock in your dates now

Schedule an ELEVATE engagement now for dates through to mid-2027, so the work is budgeted before your planning cycle closes. A quarterly continuation is available to keep the strategy on track after the initial decision is settled. Contact Carla directly for availability and pricing at carla@mtmot.com.

Other ways to work together

Strategy 4 One Diagnostic. For a single decision you keep circling. Four moves, three sessions, two clear decisions, one written action brief. mtmot.com/diagnostic

Executive Shadow. An experienced professional alongside you for the work that cannot wait: a board paper, a proposal or a consequential communication, read with a CEO's eye and returned as a two-page brief with a recommendation. mtmot.com/executive-shadow

Digital Reality. The organisation-wide diagnostic every executive and department head runs on their own. Name the Doom Loop before you sign onto another subscription. mtmot.com/digital-reality

Doom Loop Detector. Free, a five-minute read: the pattern where digital investment rises and service outcomes don't. A quick read on whether your organisation is caught in one. doomloop.mtmot.com

MTMOT Strategy Engine. Reconnect your organisation to its own information: a strategy layer over your own documents, on your own accounts. strategy.mtmot.com

Start the conversation: mtmot.com/coaching/elevate · Make The Most Of Today