



# ARKTIC FOX



## sound boarding program

There is so much that is changing in the business and marketing world today. As organisations re-orient to drive growth, customer and marketing leaders need to solve a very different set of problems.

Leaders increasingly need a sounding board, someone to share their challenges with, to help them test assumptions and determine the best way to tackle key problems.

Someone who has experienced and navigated these challenges before and can provide an impartial view.

## how it works



Confidential one on one forum which allows leaders to speak freely.



The sessions are tailored and guided by your needs, we focus on your individual goals and challenges.



Sessions are designed to be practical to enable you to problem solve and sense check thoughts and ideas.

## past clients

"I sought strategic coaching from Arctic Fox as I was about to begin a new senior marketing role. Teresa is laser-focused in setting clear objectives and outcomes. Her counsel, advice and reference point as a sounding board gave me clarity, confidence and a framework to start my new role strategically, systematically and focused on the right activity and 'burning platforms.'"

*Sally L, Head of Marketing, B2B Organisation*

ideal for;



New and seasoned marketing leaders grappling with a series of challenges



Those leading or driving growth and transformation within their department or across the organisation



New to digital transformation and need help de-mystifying the space

## inclusions

An initial two hour session to discuss your goals, areas of focus and begin to work through key challenges

Subsequent 60 minute one to one sessions to sound-board (via Zoom or phone)

Post session summaries outlining key discussion points, considerations and actions

Useful frameworks and tools to help you solve key challenges

## program options

3 sessions - \$1,995 + gst

5 sessions - \$2,895 + gst

Once off two hour session plus post session summary available for \$990 + gst

All sessions are valid for 12 months

## sound boarding coach

Our programs are one on one and led by the highly seasoned and regarded, Teresa Sperti, a Customer and Marketing leader with over 20 years experience working for leading brands including Coles, Officeworks and World Vision.

Teresa is the founder of Arctic Fox, an advisory and learning organisation. She possesses deep expertise and knowledge in data, digital and customer experience and has led transformational change in large organisations.

Teresa is a Non Executive Director of Big4 Holiday Parks and was named in the top 20 CMOs in Australia in 2018.

