

CHIEF

A New Chief Experience | Guide FAQ

May/June 2024

CONFIDENTIAL

We know this is a lengthy document! Please use the search functionality ('Command+F' or 'Control+F') to search for keywords or phrases.

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Executive Coaching

- 4-session Package: Four 1:1 coaching sessions with a vetted executive coach (60 minutes each); 1 chemistry session before confirming coach (30 minutes). Cost: \$7,500
- 8-session Package: Eight 1:1 coaching sessions with a vetted executive coach (60 minutes each); Up to 3 chemistry sessions before confirming coach (30 minutes); Access to coaching assessment. Cost: \$10,900

Core / Executive Advisory

- Core Standard: Core Sessions every ~5 weeks (90 minutes each). Cost \$5,900
- Core Premium: Core Sessions every ~5 weeks (90 minutes each) + 2 Individual Sessions with your Core Guide (60 minutes each). Cost: \$7,900
 - Note: M1 will still be 2 hours for both packages

Executive Education

- Plan: Access to 3 (including the course that is part of the general membership) structured, multi-part workshop series led by top business academics and experts focusing on key leadership capabilities. Cost: \$5,900

Community

All memberships include:

- 1 Executive Education course (Core & Coaching only)
- Membership Concierge, including one-on-one onboarding and personalized guidance
- Community experiences, including in-person and virtual gatherings and digital platform

Add Ons

- Exec. Coaching (Four 1:1 coaching sessions (60 minutes each); note: this option does NOT include chemistry sessions). Cost: \$3,900
- Clubhouse Access. Cost: \$1,000
- Executive Education Course. Cost: \$750

Email Addresses

- Guides@chief.com - use this email for all Core-related and general Chief/Guide questions.
- Coaching@chief.com - use this email for all Executive Coaching and Individual Advisory Session questions.
- Concierge@chief.com - refer members to this email for any/all membership questions including, Core, Coaching, Clubhouse, etc. This email will replace experience@chief.com effective June 11th.
- Experience@chief.com - this email will be retired, effective June 11th. Any emails sent to this address will be forwarded to concierge@chief.com.

General

Why are you making these updates? And why now?

A: Our members are best-in-class business leaders and we've learned so much from them over the past 5 years. As executive leaders, their needs shift — sometimes they need to hone in on a skill quickly (Executive Education), sometimes they want support / advisory from peers (Executive Advisory) - and sometimes they need to focus on a challenge that's specific to them (Executive Coaching). Our new membership is designed to meet their vast and varying needs.

When can/should I start discussing these changes with members? Are you asking that we do not bring this up until the member announcement email on June 11th?

A: Yes, please do not share any information related to the new Chief membership with members until the announcement email on June 11th. We wanted to share this news with our Guides in advance of our member announcement because you're a trusted stakeholder and we know you'll play an important role in ensuring members are informed and excited by these membership changes.

How can I be helpful in identifying or recommending particular add-on services for members?

A: It would be helpful to familiarize yourself with our new suite of membership offerings, but also please always feel free to direct members to our new Concierge service at concierge@chief.com so our team can support them directly. Our Concierge team is available to our members at any point of their membership to support and guide them to resources within Chief that are relevant to their needs.

What services are included in a general membership?

Within all of these membership options, members can connect across the Chief community both in-person and digitally through a wide variety of events and experiences:

- **Local Conferences:** Members can attend one-day conferences in cities across the country, to enjoy inspirational programming with the best and brightest in business. ChiefX conferences feature talks with visionaries like Sallie Krawcheck, Ellevest Founder and CEO, Oona King, Chief Diversity Officer of Uber, and Fawn Weaver, Founder and CEO of Uncle Nearest as well as workshops and community-building activities.
- **Bespoke Events:** Members can attend in-person and virtual events throughout the year that focus on sharpening their leadership impact.

- **Professional Chapters:** Members can connect over professional needs and interests — segmented by functional expertise — through professional chapters in major U.S. markets and virtually to build impactful relationships that drive their career forward.
- **Digital Platform:** Members have access to Chief's digital platform, enabling them to tap into the national network and find content resources such as Chief- and member-hosted events at any time.
- **Clubhouses:** Members can opt into access to Chief's clubhouses in New York, Los Angeles, San Francisco, Chicago, and Washington, DC for an additional fee.

What will communication to members look like? Will I be copied on the email that my members are sent?

A: Please see below for the full communication calendar - both for Guides and members:

- May 29: All-Guide Call Announcement
- May 30: Announcement Email to all Active Guides
- May 30th: Guide Contract Addendum sent via DocuSign
- June 4th: Email to Guides with members who are getting 2 complementary 1:1 Coaching Sessions
- June 11: Member Email Announcement (*Guides will be forwarded the exact email that members are receiving).
- June 11: C-suite member email sharing that they are eligible to sign-up for 2 complementary Coaching Sessions (and will have 30-days to opt in) - this includes all new Core groups launching in June.
- July 15: Guides will receive a final list of the C-suite members who signed-up for 1:1 coaching add-on.

What is expected of Guides to facilitate a smooth and successful transition?

A: Guides should continue to facilitate Core meetings, as usual. No major structural or content changes should impact the progress of your existing Core group(s). If you get feedback from members during your meetings, please share that with our Concierge team directly or via the [Guide Feedback Form](#). And as always, please encourage members to reach out to concierge@chief.com (formerly experience@cheif.com) for any support or guidance they need throughout their membership.

Are you expecting to reduce the number of Chief Guides as more members opt into Executive Coaching and/or Executive Education?

A: As we shared in our All-Guides call in March, we are in the process of reducing the size of the Guide workforce to concentrate more groups around a smaller community of Guides, ensuring that our Guides have more natural touchpoints with Chief. As we observe how members and potential new members respond to these new services, we will continue to keep the Guide community informed regarding our business needs so that you are able to thoughtfully plan for your business.

How will you measure the impact and success of this new experience? What KPIs are you looking at in the short- and long-term? AND how can Guides support any data collection, if at all?

A: Measuring success is consistent with our metrics today – engagement, service value, and member satisfaction.

Our belief is that providing more options that meet members wherever they are in their journey should increase service-level satisfaction, as well as overall member satisfaction as members opt into what's right for them (vs. previously perhaps staying in Core when Coaching or Courses could work better for them at that moment).

THANK YOU for supporting with data collection. Our ask is to keep doing what you're doing - continue to submit attendance so we can capture data from members, and for responding to our ongoing surveys capturing your perspective as we know you're extraordinarily close to member sentiment.

Will you be sending materials Guides can share on social media once this is announced to members?

A: Great question - we are working through the details of this now and will be posting suggested language and images to the All-Guides channel on Chief.com if there are ways in which Guides can help on social.

Can Core meetings happen in the Clubhouse as part of this new Experience? Are you launching more in-person Core groups?

A: Core meetings will remain virtual, with the exception of our May NYC-based pilot groups. We will keep you updated on any changes to this policy.

Core - Standard

How will these changes impact my group?

A: We do not anticipate any significant changes to existing Core groups. We expect that members who are engaged in Core will remain so, and those who are not engaged may opt for another membership option. We foresee minimal disruption to Core groups.

Are all members being offered two individual advisory sessions?

A: Only members who currently pay the Core Premium price (\$7,900-\$8,900) will be offered 2 free coaching sessions on their current membership term. Members will be notified on June 11, and will have 30 days to opt-into the offer. Chief will email Guides on a weekly basis to notify them if they have current Core group members who have opted into this service, and Guides will receive a final list of members participating by July 15.

How will I know who is paying the Core Premium price? How am I expected to manage this if I don't have insight into the different levels, as they currently stand?

A: For existing Core members, Chief will email Guides a full list of their current C-Suite members who have opted into the 2 free sessions by July 15th.

For new Core members, Guides will receive a list of members who purchased Core Premium after each Coremation cycle (if you have Core Premium members in your assigned group).

Guides should schedule these sessions directly with the members of their Core group(s) using the scheduling tool of your choice.

Will there still be price differentiation between C-suite and VP members?

A: No, there will be no price difference between members at the C-Suite versus VP level.

Can any of my VP members join my C-Suite group, and vice versa?

A: No, VP members would not be able to join a C-Suite group (and vice versa). We are not changing our group formation criteria as we believe this distinction is crucial in grouping members

of similar professional levels. VP members will continue to be paired with other VPs (and C-Suite with other C-Suite members).

As a reminder, members' levels are determined during the onboarding process based on multiple factors including but not limited to company size, revenue, responsibility, and job title.

Can members participate in Core + Executive Coaching?

A: Members can't purchase two different membership types but if they want coaching, then they have two options:

1. Sign up for a Core Premium package (Core + Coaching) which consists of Core meetings + 2 individual advisory sessions with their Core Guide
2. Sign up for a Core Standard package and add on a 4-pack of Executive Coaching sessions. In this instance, members may choose to work with their Core Guide or a different Executive Coach.

Will we be changing the Coremation criteria?

A: No, we will not be changing the current Coremation criteria.

Do all members of a single Core Group have the same package?

A: No, groups can (and will) have a mix of members with Core Standard and Core Premium packages. Please see below for how to manage and differentiate.

Will members who chose Core Standard still be able to go to events in person and/or virtually?

A: Yes, all memberships include access to community experiences, including in-person and virtual gatherings and digital platform.

Core Premium (Core + Coaching)

What is the goal of Core Premium? What are we looking to enhance?

A: Core harnesses the collective power of members' professional peers to help them tackle problems and seize opportunities in the moments they need it most. In Core Premium, 1:1 advisory sessions with their Core Guide will help them navigate and implement the advice of their peers to maximize their Core experiences.

What is the goal of the two individual advisory sessions?

A: Individual advisory sessions with the Core Guide are scheduled intentionally throughout the Core experience to help members maximize the impact of Core on their leadership journeys. From group meetings, the Guide already has context and familiarity to fast-track the personalized guidance and get to insights faster. During the sessions, Core Guides will help members identify topics for peer advisory, unpack advice they've already received, and co-create plans to implement advice shared in their professional lives.

How will Guides & members differentiate what to work on in Core Premium Coaching vs. Executive Coaching sessions?

A: Core Members with Individual Advisory Sessions might use this time to focus on the following:

- **Navigation:** Personalized guidance to direct you through Core (i.e. topics to bring for peer advisory)
- **Checkpoints:** Built-in individual checkpoints for accountability, progression
- **Mini-coaching:** Get tactical advice on topics outside of Core with a Guide who already knows you and your professional context

Executive Coaching sessions are designed for driving deeper leadership development, helping to define longer-term goals, gain personalized guidance and support to level-up leadership skills and/or work through obstacles, tailored guidance and advice for tackling timely, sensitive or personal leadership issues, and more.

If members are currently paying \$7,900+, will they automatically be offered 2 coaching sessions or will they have the chance to downgrade to the \$5,900 pricepoint?

A: They will be proactively offered 2 free sessions. Eligible members will be informed of the offer on June 11, 2024, and will have 30 days to opt in. Following the announcement, Guides who have members in their Core groups that received the offer will be notified via email.

We will be following up via email with Guides on a weekly basis to let them know who has opted in. We recognize that due to schedules and capacity, Guides will need time to schedule these free sessions. Ideally, at least one of the sessions will be scheduled before the end of summer. The complimentary sessions expire on 7/1/25 and members must be an active member to use sessions.

Will I be paid for these free sessions?

A: Yes, you will be paid the Executive Coaching rate, which is \$425/hour.

How will I receive the list of members who will receive this service? Will it be emailed to me or will it be visible in my Core Group portal?

A: Chief will email Guides a full list of 1) current C-Suite members who opt into the 2 free sessions on July 11 and 2) members who purchase Core Premium after each Coremation cycle (if you have Core Premium members in your assigned group).

How long do current C-Suite members have to sign-up for free sessions?

A: 30 days from the date of notification (June 11, 2024). The complimentary sessions expire on 7/1/25 and members must be an active member to use sessions.

Once I receive the list of members for whom I will be expected to deliver individual advisory sessions, what is the timeline by which I will need to deliver these sessions? Who will be initiating this service (Guide or member)?

A: Chief will email Guides a full list of:

1. Current C-Suite members who opt into the 2 free sessions on July 11.
 - a. Once the member has opted in, we will send an email to both the Guide and the member to confirm. The Guide can use the scheduling tool of their choice.
2. Members who purchase Core Premium after each Coremation cycle (if you have Core Premium members in your assigned group).
 - a. In this scenario, eligible members are automatically opted in, so the Guide should set up the session with the members directly depending on what works best for their group.
 - b. Suggested scheduling:
 - Session 1: between M2 and M5
 - Session 2: between M6 and M9

For existing Core groups, please aim to schedule sessions every 3-5 meetings.

If a C-Suite member is on M8, will we still try to get them two sessions? Do their 2 free sessions have to be within their membership year, or could they "bank" one for the following year if they are at M8/M9/M10?

A: The complimentary sessions expire on 7/1/25 and members must be an active member to use sessions. Members can use the sessions in their next membership term if they renew.

Typical Individual Advisory Sessions (i.e. as part of a Core Premium membership purchase) will not roll-over into the following membership year. Members who do not use both sessions will lose them.

How should I let the Chief team know if sessions take place? How am I responsible for tracking these sessions?

A: On the Guide portal, scroll to your list of Core group members. There will be a green button below their name (please note: every member will have this green button whether or not they have purchased Core Premium). After each individual session, please click on the button and fill out the information in the form to let the Chief team know it has been completed. The Chief team will be tracking overall usage for each member.

The screenshot shows a web interface titled "Members 52 total" with a button "Email Core Group". Below is a table with columns "Member Info", "Renewal Date", and "Membership Stage".

Member Info	Renewal Date	Membership Stage
<p>Amanda Waltz Managing Director at Waltz Digital</p> <p>Personal Information</p> <p>Email: amanda@waltzdigital.com Member Since: Not available</p> <p>Advisory Sessions</p> <p>Please provide information about this member's individual advisory session immediately following completion of the session</p> <p>View Session Survey</p> <p>Core Prep</p>		
<p>Jennifer Lawrence Chief Legal Officer at Next Insurance</p>		

What if I am working with a member that is not on my dashboard?

A: Following your session, please reach out to coaching@chief.com and our team will send you the member's session link. This will allow you to complete the information form.

Will I now be allowed to deliver coaching as an add-on service for my existing Core members?

A: If the member purchases an add-on service and wants to work with their Guide as their coach, yes. The member may also elect to work with a separate Executive Coach.

What if a member wants to add on additional sessions after the two 1:1 coaching add-ons? Does this have to be through Chief or can I work with them outside of Chief?

A: Members can purchase the add-on package of 4 coaching sessions. Yes, it has to be purchased through Chief. If a member approaches you about additional coaching services, please let us know so we can work with that member.

A former Core member of mine wants to work with me as their 1:1 coach. Is that allowed?

A: If the member is a current member of Chief and has purchased Executive Coaching, yes. Guide cannot work with former Core members outside of Chief within 12-months of when their membership was last active. Please direct members who have questions about add-on services

to concierge@chief.com. All Guide questions about Executive Coaching can be directed to coaching@chief.com.

Is there flexibility for members to request a different executive coach other than their Core Guide?

A: We believe members will get the most out of the Core Premium experience if they are working with their Core Guide during their individual sessions. If one of your members requests to work with a different coach, please direct them to email concierge@chief.com for more information.

Do members get 2 more advisory sessions if they switch Core groups?

A: No, members get two Individual Advisory sessions total, per membership year. If members switch Core groups, they will be able to apply any unused sessions to their new Core group/Guide.

What happens if a member of my group switches Core Groups (and gets a new guide)? Will they continue coaching with me or will they meet with their new guide only? What if the group disbands mid-year?

A: We believe members will get the most out of the Core Premium experience if they are working with their Core Guide during their individual sessions. We will work with the member to determine next steps on individual advisory sessions.

I have always met with Core members individually, as needed. Will this new experience prohibit me from doing so, unless they have the membership package that includes 1:1 meetings with their coach?

A: We trust that Guides know how to connect with members both in and out of Core in order to build the strongest dynamic and promote group engagement. A few suggestions are outlined in the Member Awareness category within the Definition of Excellence [here](#). Guides are still welcome to connect with members 1:1 and even offer check-in sessions if they so choose, but these meetings should not exceed 30 minutes.

Could you provide talking points to address members that have mixed renewal dates in my group (e.g. some members have already started their coaching add-on while others aren't up for renewal in another 6+ months)?

A: All members who are currently paying \$7,900 or \$8,900 will have the option to add on 2 complimentary Individual Advisory Sessions as part of their current membership year. As such, members will not have to wait until their upcoming renewal to take advantage of this opportunity. For new members joining Core groups, mixed renewal dates should not impact access to this Core Premium package.

Members are concerned that different members of the group are getting better experiences just because they are eligible for upgrades.

A: Members can upgrade their membership at any time if they want access to the Core Premium offerings. For example, if a member is currently paying \$5900 but wants to upgrade to our new Core Premium membership option because they are interested in the 1-1 advisory sessions, they can contact our Concierge team and request an upgrade.

Members who are currently paying the C-Suite membership fee of \$7900 are being offered the option of 2 complimentary 1-1 sessions because our new membership options no longer have a higher fee for C-Suite members.

Could you share tips to address members concerned they are getting an inequitable experience because some members have a closer relationship with the Guide from Executive Coaching? What are practices to remain unbiased in Core if some members now have a stronger relationship with the guide than others?

A: Over the past year, as Core purpose and structure in peer advisory has been made clear to both members and Guides that Guides' roles have shifted from group coaching and content delivery to group facilitation. As these dynamics have shifted, we are also shifting our policies related to Guides and executive coaching. We have recently shared a framework — the [Chief Guide's Definition of Excellence for Facilitation](#) — to outline what exceptional member awareness, belonging, and psychological safety can look like in practice. Our Guides are encouraged to draw on their self-awareness, professionalism and confidentiality, not to mention their training in holding an inclusive container where all members feel a strong sense of belonging.

Can I opt out of the executive coaching add-on if I only want to be a Core Guide? How would that affect my group?

A: All Chief Guides should be contracted and equipped to offer Individual Advisory Sessions to their Core members. If you do not want to provide these additional services for Chief, we will find time to connect with you to discuss transitioning you out of your service as a Chief Guide.

What is the rate I will be paid for these sessions?

A: \$425/hour. This is the same rate coaches are paid for Chief's Executive Coaching services.

Can these sessions be broken into four 30-minute sessions?

A: No, all sessions must remain at 60-minutes (2x).

How should I invoice for these sessions?

A: Please include these sessions in your regular invoice for Core meetings, submitted on a monthly basis. Please be sure to clearly label each separate line item (i.e., "Core meeting #__" or "Core Premium Coaching Session with *member name*").

Will I be provided feedback from these sessions? If so, how?

A: Currently, we will not be collecting feedback from members on these sessions, as the idea is that they are built into their overall Core experience. That said, we know feedback is important so we would encourage you to ask for any relevant feedback from members directly as you continue your work together, and any relevant feedback that is collected in our member engagement surveys, we will share it with you. This is an area that we hope to build out more comprehensively in the future.

Will I be paid if my member does not show up to our scheduled meeting or cancels last minute?

A: If the member cancels within 24-hours or is a no-show to their session, Guides may still invoice for the full amount. When invoicing for a no-show session, please include "no show" in the line item of your invoice.

What if my member does not show up for their coaching session? Will they lose the session or be able to schedule another one?

A: The member will lose the session.

How should I schedule these coaching sessions?

A: Guides should schedule directly with the members of their Core group(s) using the scheduling tool of your choice.

How should I track coaching sessions?

A: On the Guide portal, scroll to your list of Core group members. There will be a green button below their name (please note: every member will have this green button whether or not they have purchased Core Premium). After each individual session, please click on the button and fill out the information in the form to let the Chief team know it has been completed. The Chief team will be tracking overall usage for each member.

Members 52 total Email Core Group

Member Info	Renewal Date	Membership Stage
Amanda Waltz Managing Director at Waltz Digital		
Personal Information		
Email amanda@waltzdigital.com	Member Since Not available	
Advisory Sessions		
Please provide information about this member's individual advisory session immediately following completion of the session		
View Session Survey		
Core Prep		
Jennifer Lawrence Chief Legal Officer at Next Insurance		

Executive Coaching

How should I track coaching sessions?

A: Chemistry sessions and coaching sessions will be tracked via Calendly.

How should I schedule coaching sessions?

A: Coaches should use their Calendly account to schedule coaching sessions.

I'm interested in Executive Coaching. Can I sign-up to be a coach since I'm already doing some of that work as part of the Core Premium offering?

A: We're still in the process of scaling this program, and at the moment, we're not in need of new coaches to support our Executive Coaching program. We will reach out to the Guide community as opportunities become available. For now, we encourage you to focus on any Individual Advisory Sessions you have with your members.

Why does the 8-session Coaching package no longer include Clubhouse access?

A: Not all of our members, including those who participate in Executive Coaching, live near or have ready access to one of our Clubhouses. As such, Clubhouse access will be an optional add-on purchase for any membership package, including Executive Coaching.

Can I coach members in my Core group if they add on Executive Coaching sessions?

A: Yes! However, **please do not solicit members**. Our concierge team and onboarding teams will make sure members know they may work with their Core Guide upon request.

Executive Education (Courses)

How many courses does a member who buys the Executive Education package receive?

A: 3 total: 2 as part of the package purchase, and 1 as part of their overall membership (every member of Chief will receive 1 course).

What is the ideal outcome for a member who signs up for Executive Education?

A: Level up in specific leadership competencies; have more impact in their current role; concrete training and tangible upskilling to prove ROI to companies. This spring, we piloted two courses: 1) Leading Teams and Empowering People with [Frances Frei](#), and 2) Leading Through Organizational Change with [Daphne E. Jones](#).

What types of courses & topics are you offering?

A: We will focus on leadership competencies developed with member and expert feedback, organized around member needs. We will continue to share more as we finalize the details and topics of these courses.

How many courses can a member add on?

A: Members can add-on up to 3 courses per membership year.

Will members who want the courses membership only be able to start once a quarter to make sure they get the whole course/all three courses?

A: Courses will run on a quarterly basis, so we encourage members who join mid-quarter to work with their Onboarding Manager to determine how to get the most out of their membership until the next course begins.

If a member moves to Executive Education but missed prior sessions that addressed their needs, do they have access to materials?

A: Chief will not proactively provide these materials, but if a member is interested in a course that previously took place, they should work with our Concierge team on next steps.

When will the courses be (what's the cadence) and how many will members have to choose from?

A: To start, we will be running four courses annually, on a quarterly basis. Members will be able to choose 3 of the 4 courses available during each calendar year.

Can I become a Course Instructor?

A: At the moment we are working with external partners to source instructors. We will be sure to reach out to the Guide community if there are opportunities for Guides to get involved in the future.

Can Guides have access to Executive Education content? Can Guides take these courses?

A: Guides will not have access to Executive Education content as that is a benefit for paying members. We will - however - keep Guides updated on the Executive Education course titles and themes through Guide communications and wrap slides.

Add-on Services

What if a member wants to add on additional sessions after the two 1:1 coaching sessions? Does this have to be through Chief or can I work with them outside of Chief?

A: No, you cannot work with them outside of Chief. Please direct members who have questions about add-on services to concierge@chief.com.

Member Experience

If individual members are making transitions to other services before their renewal is up, how will I be notified?

A: Guides will receive an email notifying them of any member leaving their Core group.

How are these additional sessions being positioned to members?

A: Individual advisory sessions with the Core Guide are scheduled intentionally throughout the Core experience to help members maximize the impact of Core on their leadership journeys. From group meetings, the Guide already has context and familiarity to fast-track the personalized guidance and get to insights faster. During the sessions, Core Guides will help members identify topics for peer advisory, unpack advice they've already received, and co-create plans to implement advice shared in their professional lives.

Core Members with Individual Advisory Sessions might use this time to focus on the following:

- **Navigation:** Personalized guidance to direct you through Core (i.e. topics to bring for peer advisory)
- **Checkpoints:** Built-in individual checkpoints for accountability, progression
- **Mini-coaching:** Get tactical advice on topics outside of Core with a Guide who already knows you and your professional context

What are the changes being made to member experience? How should I direct members to get in touch with that team going forward?

A: Members can email concierge@chief.com with any questions about their membership or the new product offerings. Members will also be able to book calls with our Concierge Team directly via the Help & Support page of Chief.com.

How should members share any promotions or job-related information with Chief to ensure they are in the right Core group?

A: Members should always share these updates with Chief directly by reaching out to concierge@chief.com.

If a member gets a promotion (ex: from VP > C-suite), will they automatically get removed from the group and added to a new Core group?

A: Members should share any promotions or changes to their job with our Concierge Team by writing into concierge@chief.com. We want to ensure members are in Core groups with their true peers, so if there are significant changes to their current role, we may explore a Core group change for the members. Any change would be made in partnership with the member.

Will there be optionality to 'level up' your package midway through your membership? i.e. if you are in Core and begin to feel the need for the 1:1 / Individual Advisory Sessions.

A: Members can upgrade their membership at any time, if they want access to the Core Premium offerings or other Membership packages. Members should reach out to concierge@chief.com for support in identifying the right membership plan for their needs and goals.

For members whose membership expires at the end of May, will there be a specific outreach to help them in their decision making process?

A: Members who renewed on June 1st will receive a communication from Chief offering support if they want to learn more about their membership options given the changes.

Will you be reaching out to former members to share this new experience and membership options with them?

A: We will be reaching out to former members to announce our new exciting offerings! If any former members reach out to you for more information, please direct them to alumni@chief.com.

For members who just renewed without having these new membership offerings, what options will they have?

A: Members who renewed in the past 30 days will be given the option to switch into a new membership offering of their choice.

Will Chief continue to offer grants and membership discounts?

A: Yes, there will be no changes to our current process and criteria for membership grants.

Will there be Wrap Slides for this announcement following the June 11th member announcement?

A: Yes! We are in the process of updating all materials on the Info Hub & Wrap Slides on chiefguides.com based on what was shared in the All Guides Call on May 29th. This includes Core materials.

How will Guides know the membership level of their Core members?

A: This is something we're working on getting Guides visibility into. Currently, you will be able to see the membership level of each group in your Core Announcement email, but not on the Guide Portal of chief.com. Guides can always email guides@chief.com to request this information.