

WEST COAST

**STRATEGY**

COLLECTIVE

# Meet the founders



## **Annabelle King**

Marketing Consultant &  
Founder of **I Like Storytelling**,  
specializing in Brand & Digital  
Storytelling

Although, I prefer to call myself a  
*Brand & Digital Storyteller ;)*

*"I wanted to create this group so I  
could meet and forge relationships  
with likeminded strategists and  
business leaders, that I can learn  
from and hopefully together  
become a supportive peer group."*



## **Andy Bethune**

Director of Strategy at **Origin**, a  
Whistler BC based agency  
specializing in outdoor sport and  
tourism brands.

*"I'm excited to cofound this peer  
group to connect with other  
strategists and share knowledge,  
frameworks, tools and  
deliverables, and to support each  
other through some of the unique  
challenges that come along with  
our exciting, fast paced jobs."*

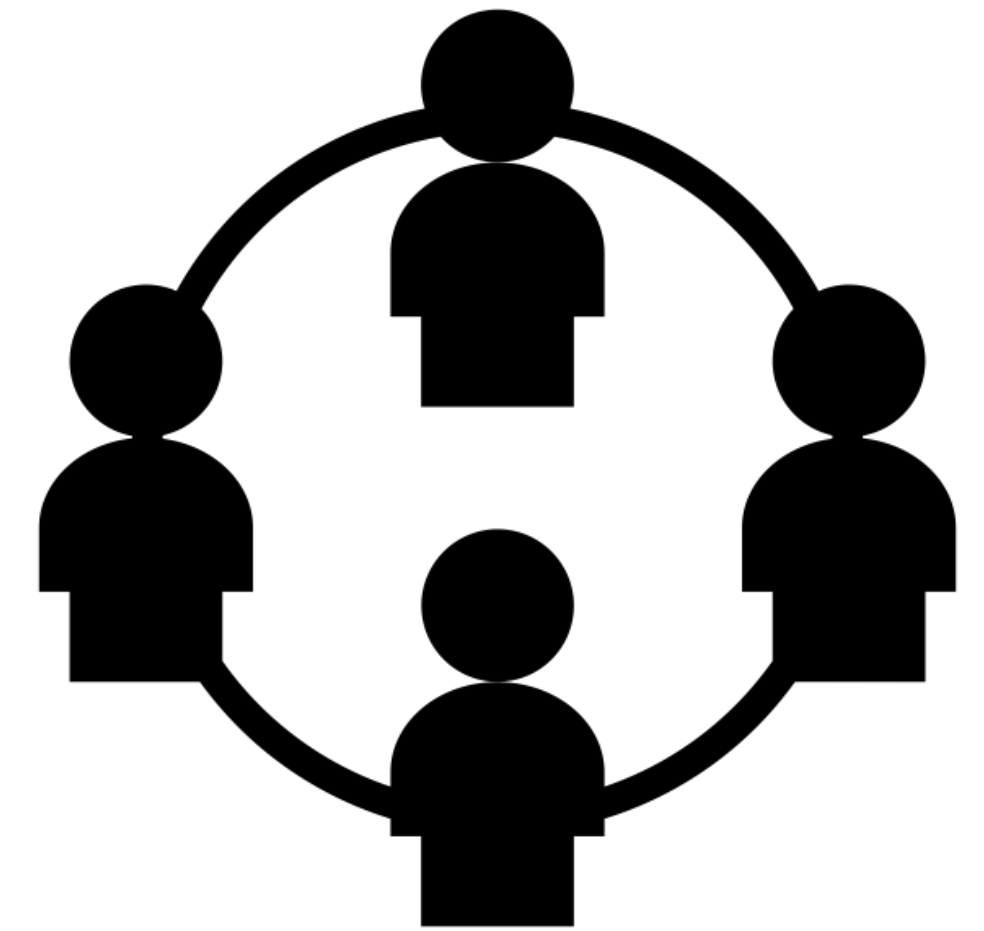
**We're always looking for**  
**new members**



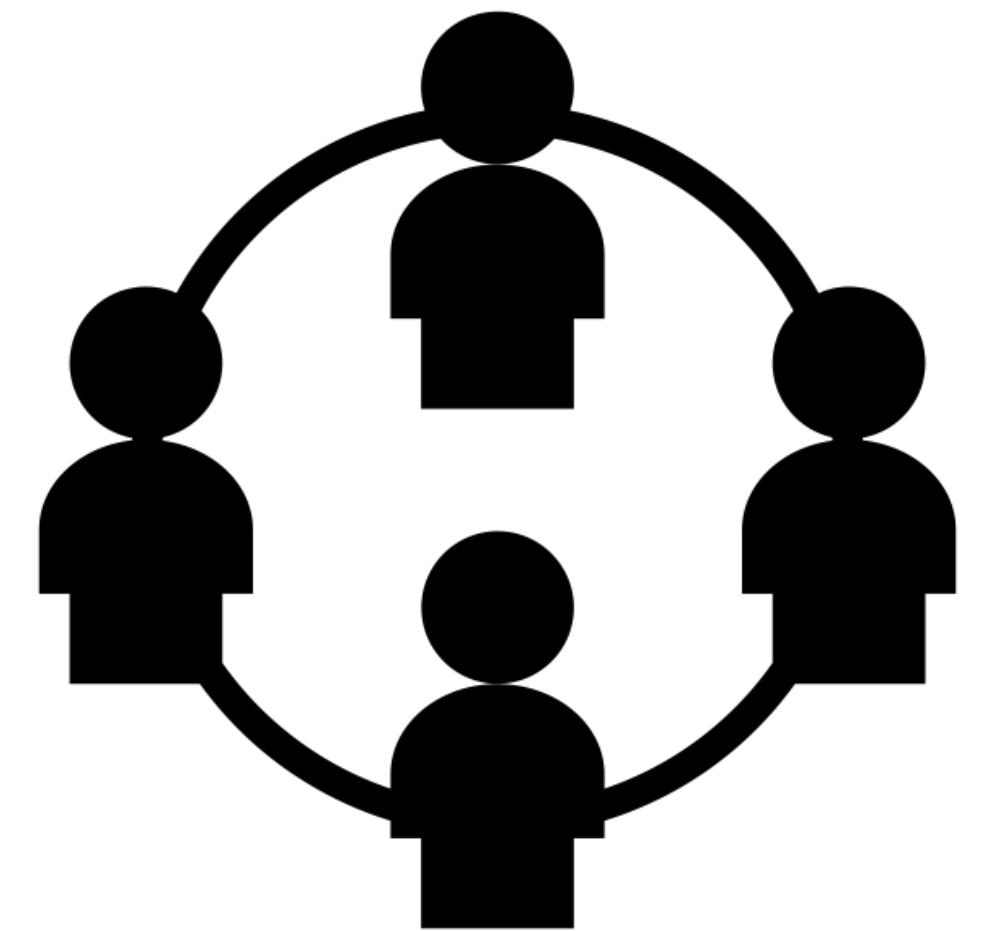
# What is the West Coast Strategy Collective?

A **strategy & leadership peer group** that facilitates members to learn and support each other through sharing experiences, resources and tools.

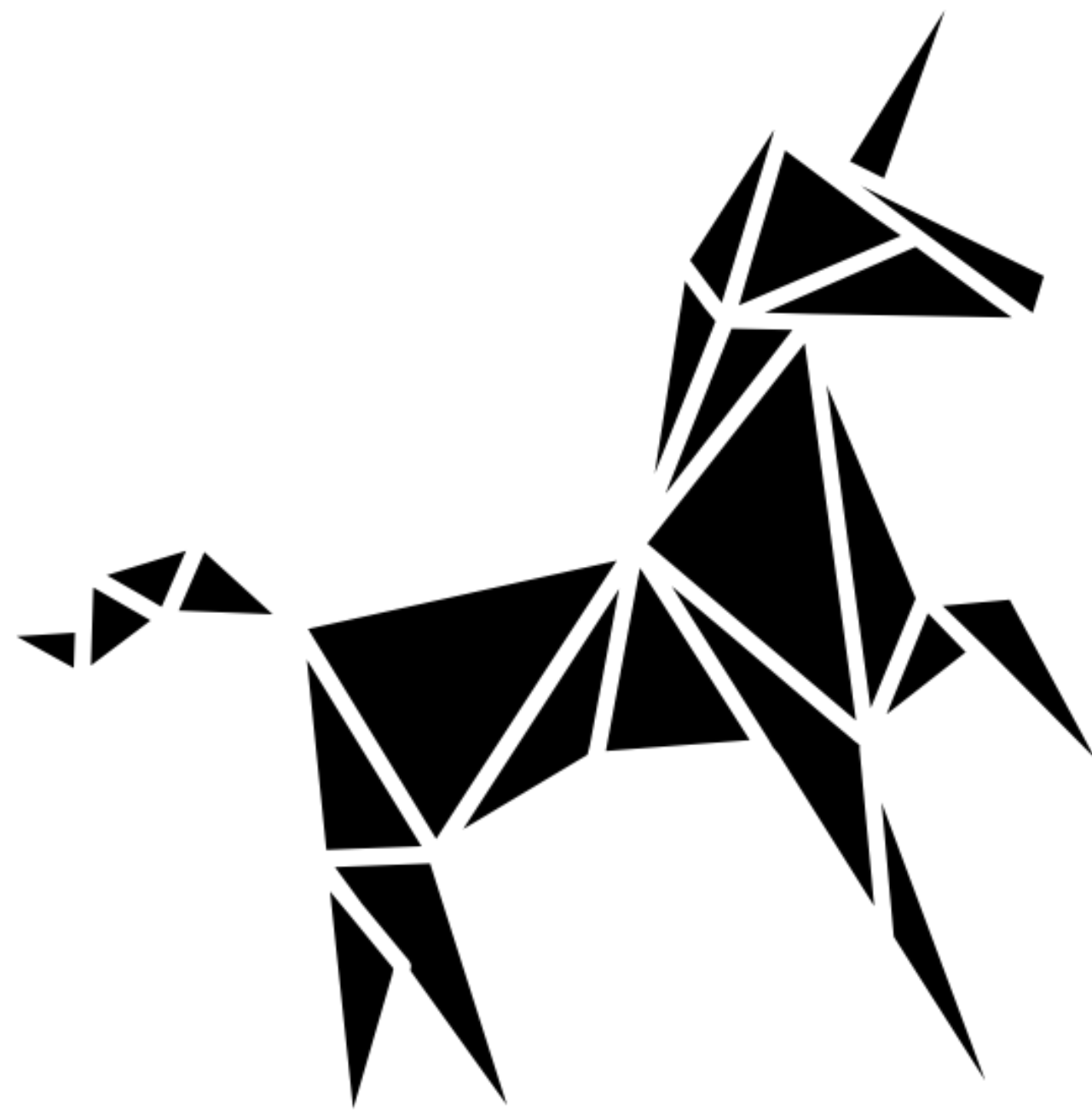
**Our goal:** to elevate members strategy work and support them in advancing their businesses and careers.



**It's based on the idea that  
together we can be better.**



## Why we created it

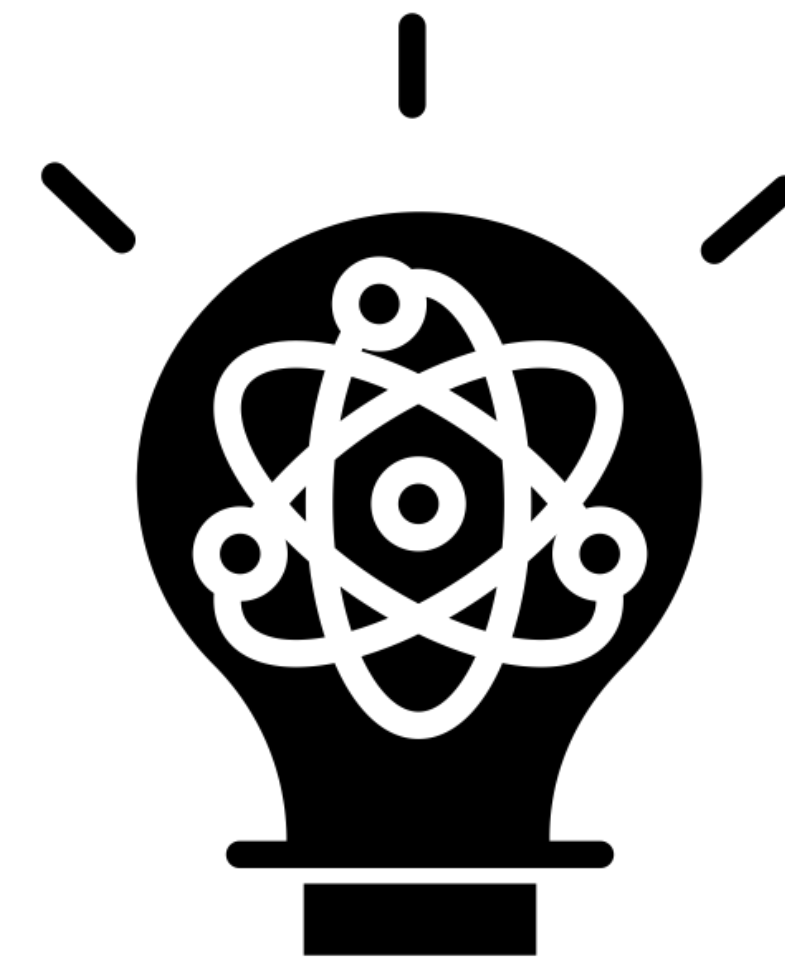


Strategists often live a unicorn-like existence. More often than not, we work solo at the senior level in companies, especially at a leadership level.

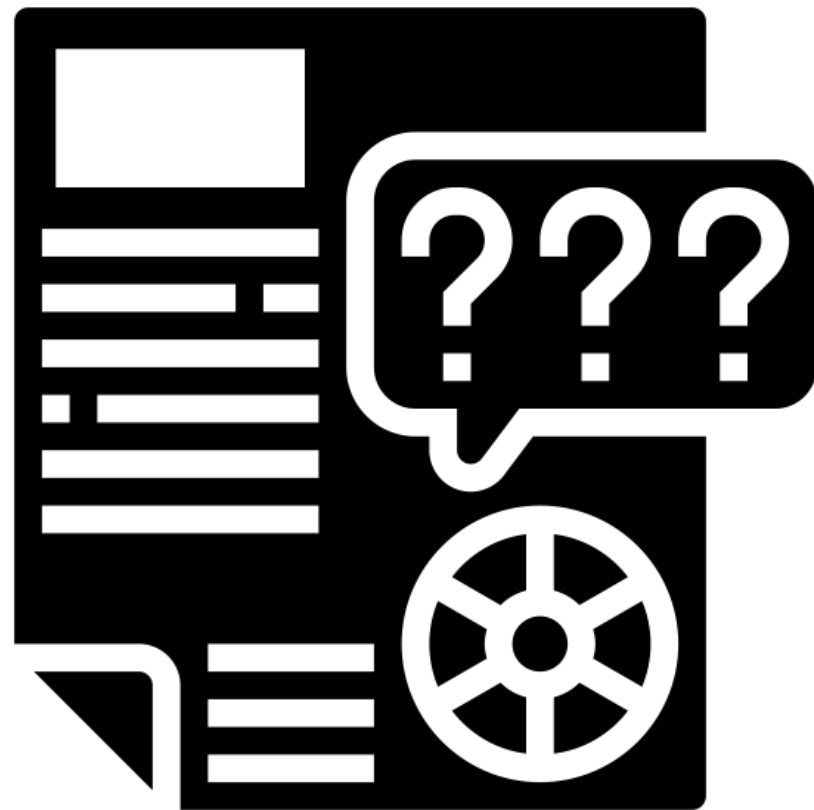
We often build our plans alone, without support or collaboration from other senior strategists. We might bounce ideas off other senior executives, but they're often not strategy focused.

# Why we created it

We're hardwired to find new and innovative ways to build plans but limited by the projects we work on.



## Why we created it



We research models and tools and develop and test our own, but best practices are hard to come by, and we're often left questioning if what we're doing is truly best-in-class.

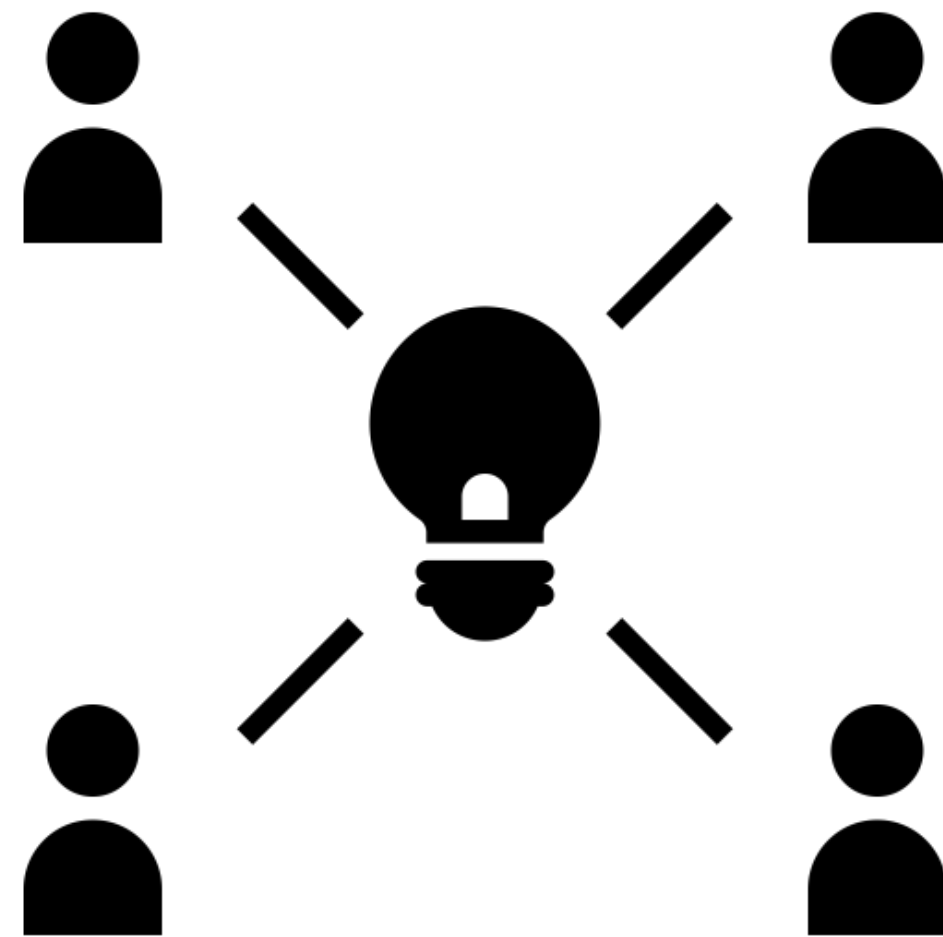


# Why we created it

We strive for excellence but as we often work alone, it can be hard to know if we're achieving it.



And that's why...



**The West Coast Strategy Collective was born.**

Bringing together Strategy Leaders to share, learn, collaborate, and support each other.

# What it looks like

# Structure

6-8 members per group

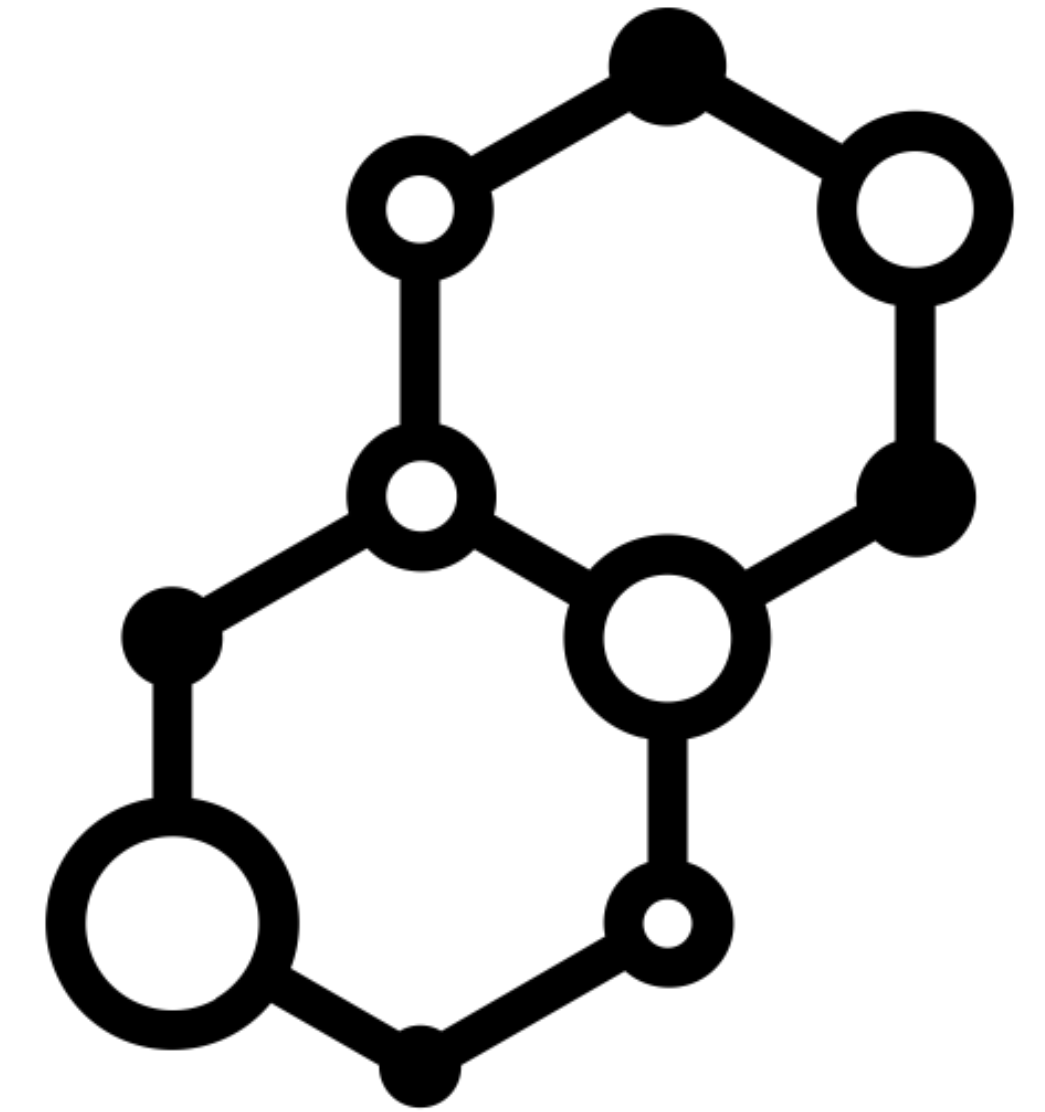
Monthly half-day morning sessions (3.5hrs)

10 sessions a year (dropping 2 at key holiday times, summer & winter holidays)

Monthly sessions held on the same day each month e.g. first Weds

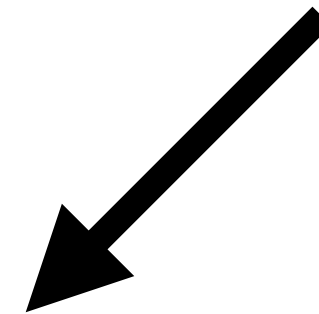
Sessions will be virtual during Covid and post Covid held in members offices, rotating each month

Annual day retreat (TBD)



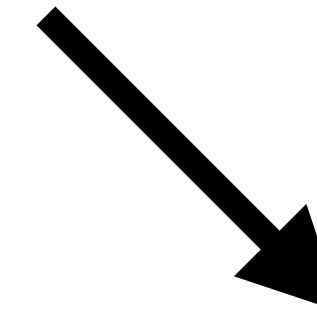
# Structure

## Two Parts to Each Session



### **Fixed portion:**

timely and relevant individual updates



### **Variable portion:**

agreed topics for discussion, sharing  
knowledge, tools & case studies

The variable element is agreed at the end of each meeting for the next month

# What a **typical session** looks like

# Example of a Typical Session

Location: In-person and hosting is rotated monthly, if necessary zoom

## Fixed

9:00am - 9:15am Chairperson (rotating) presents agenda

9:15am - 10:00am Members share monthly update - significant events and challenges  
Chairperson captured them and group votes on ones to discuss

## Variable

10:00am - 10:15am Break

10:15am - 11:00am Strategy topic presentation - member presents or external presenter

11:11am - 11:45am Discussion on top voted significant events & challenges

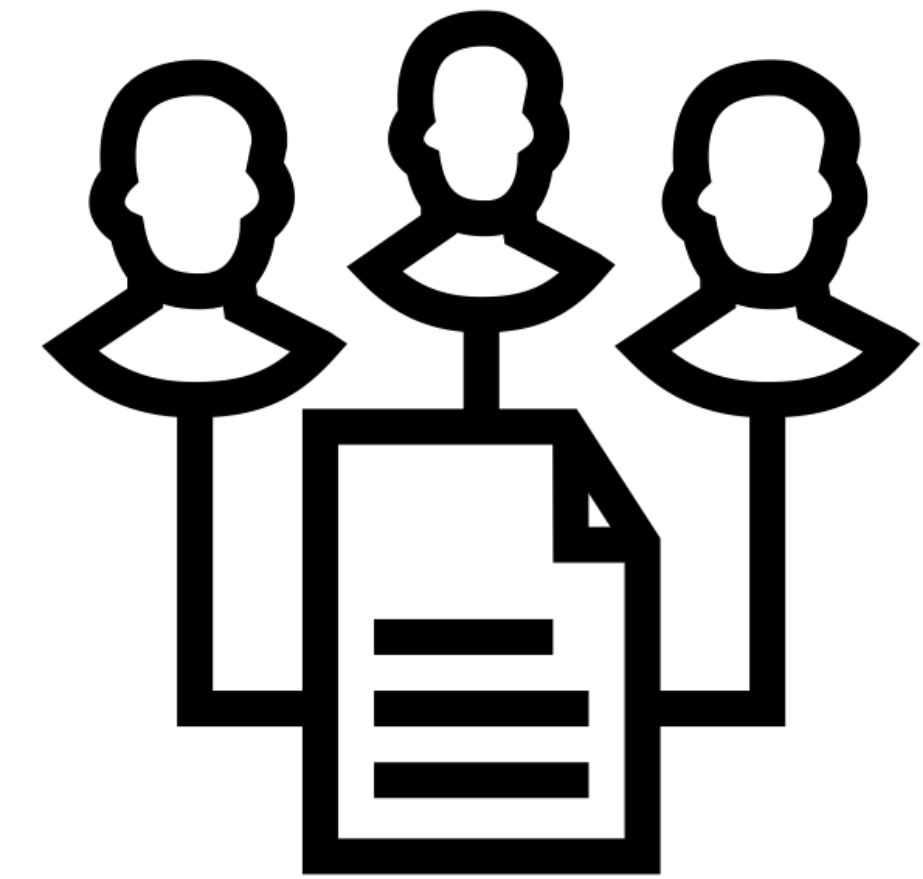
## Fixed

11.45am-12:00pm Meeting wrap up, agree topics for next meeting and follow-up actions

# How it works



# We build the curriculum together

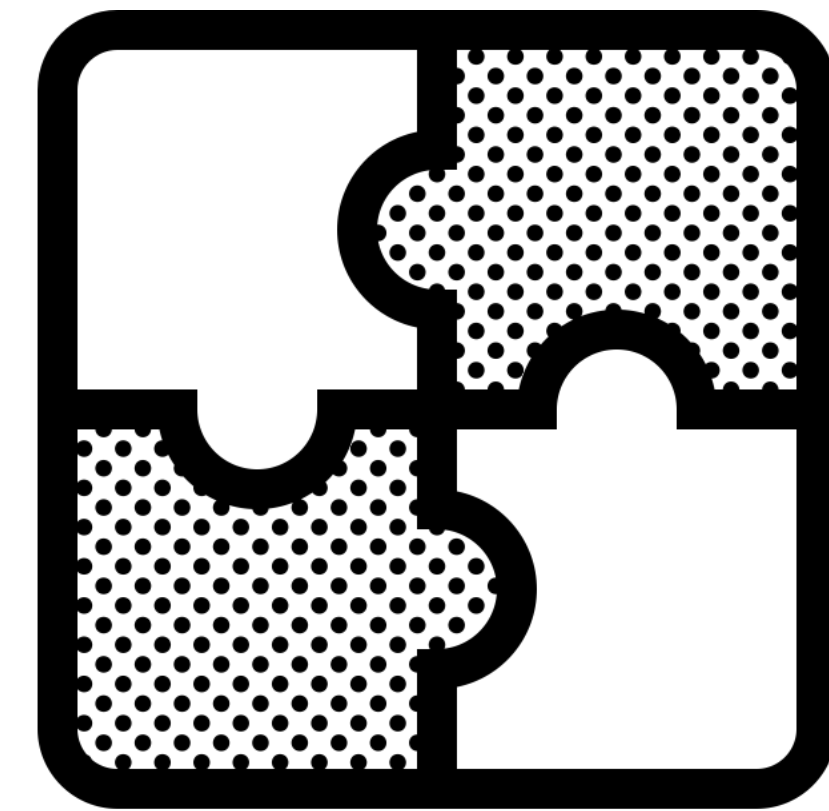


# Building the curriculum

## 1. Strategy Topics

Active learning – Individuals share strategy experience, models and learnings around a selected topic. Topics are agreed on for each meetings from below list (which we imagine will grow over time):

- Brand strategy
- Marketing strategy / comms planning (messaging)
- Media strategy
- Creative strategy / briefing creative teams / guiding
- Voice driven marketing strategies (adapting to marketing technology driven strategies e.g. AI, Voice-driven)
- Leadership & management
- Business development
- Research, data & insights
- ROI, metrics, reporting



# Building the curriculum

## 2. Personal Growth & Development Topics

We face unique challenges as strategy leaders; these personal development topics can give us an opportunity to learn from and support fellow leaders.

Topic examples include:

- Confidence
- Imposter syndrome
- Anxiety
- Motivation



# Building the curriculum

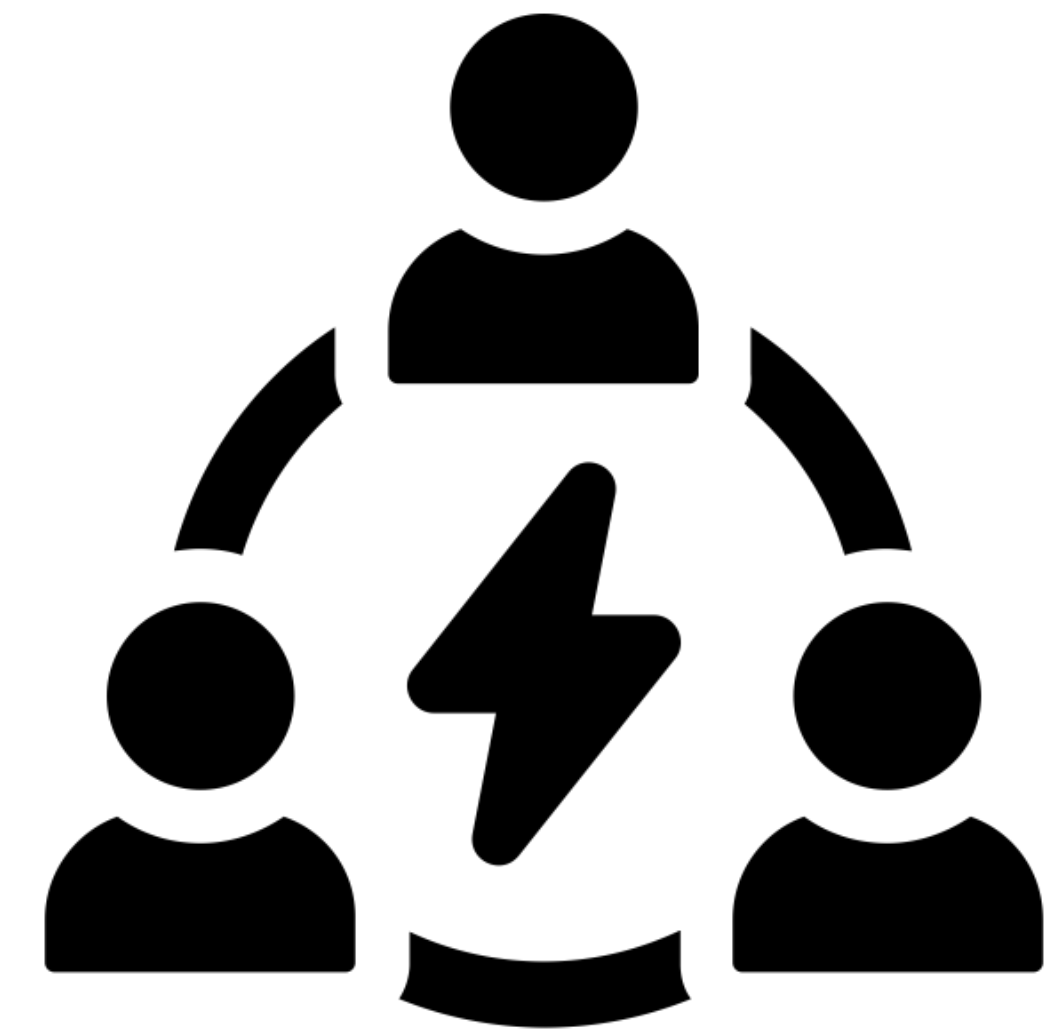
## **3. Philosophical Discussions**

Strategy topics that can inspire and motivate growth.

*Topic example - What is the Next Evolution in Strategy?*

## **4. Mastermind Sessions**

To facilitate live collaborative learning, the group works together on a strategic challenge a member is facing. Challenges are shared and agreed upon in advance by all members.



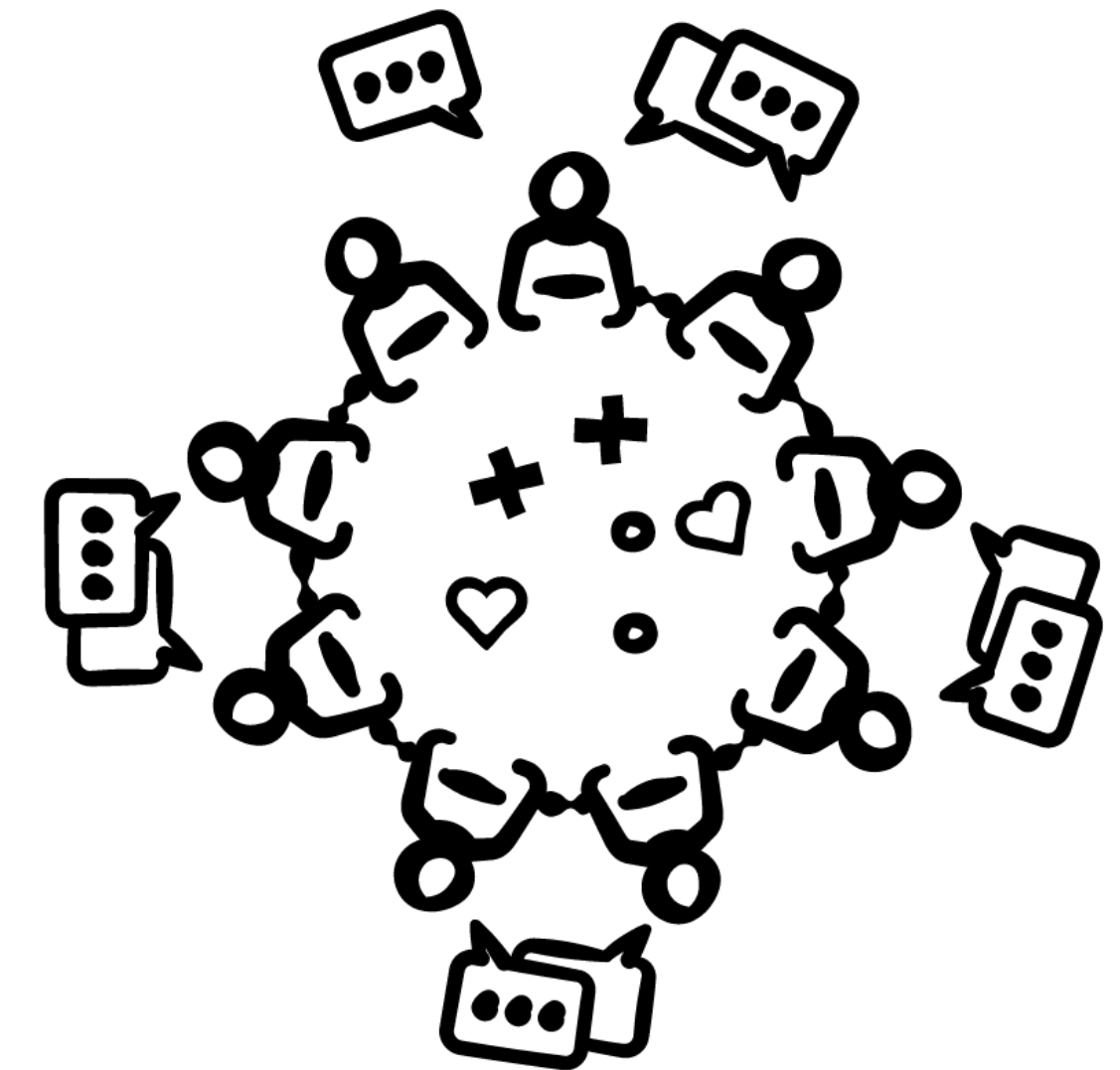
# Membership commitments

# Membership requirements

- Attendance is mandatory. Participation is fundamental to the success of the group
- Dates are agreed and committed to in advance by all members.
- Member are required to attend at least 9 out of 10 sessions (it's appreciated that sometimes unavoidable situations may arise)
- Full attendance of each meeting is required. Partial attendance significantly reduces value to the group and individual members



This is the **pilot group** so  
we'll **co-create** it together



# How **we'll** manage the group together



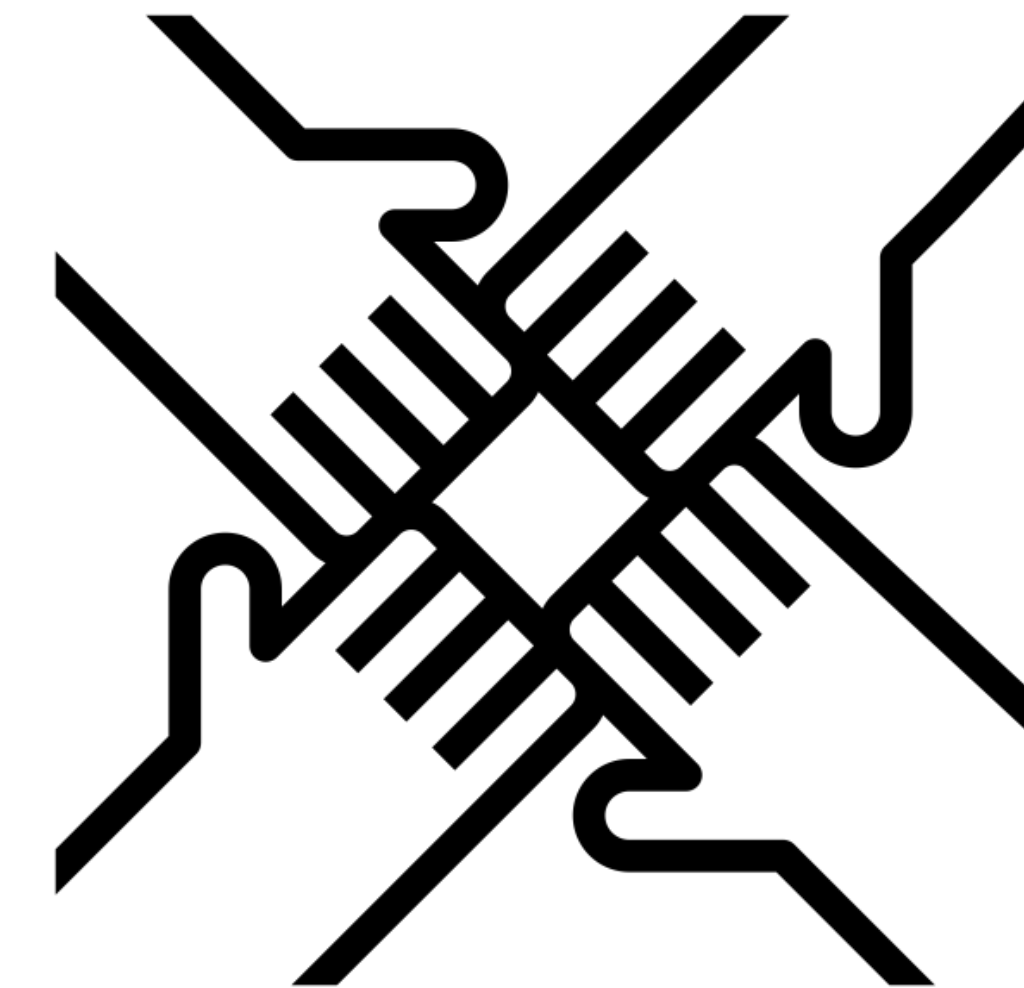
# Founders facilitate establishing framework

Founders establish the framework and facilitate the initial session to

- Introduce members
- Agree the annual curriculum
- Set session dates
- Outline group admin actions
- Give overview of member commitments
- Assign each member to plan and manage a designated session

After the session founders will provide shared documents to all members with:

- Agreed curriculum & session dates
- Members contact details



# Individual members facilitate one meeting each

Responsibilities include:

## **Planning**

- Booking the meeting
- Liaising with members regarding agenda for subsequent session
- Sending reminders and prompts to support topic discussions

## **Session Management**

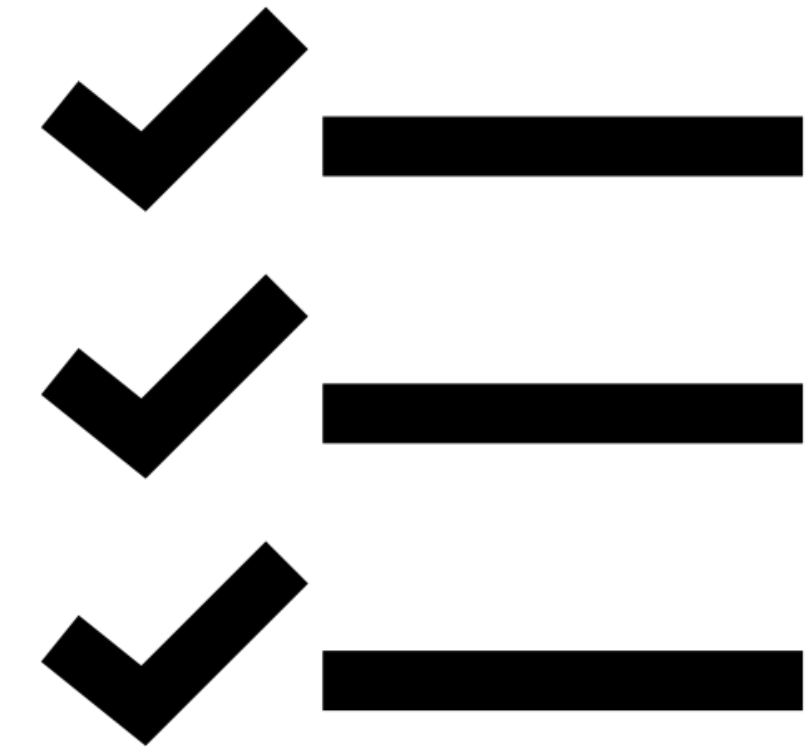
- Managing time throughout meeting
- Managing live meet requirements e.g.,
  - A. virtual - tech needs, breakout groups
  - B. In-person - coffee & snack breaks
- Confirming the agenda for subsequent meeting



**This group is for you if...**

## This group is for you if...

- You're a senior marketing strategist and/or strategy leader in an organization or agency
- You're in a leadership role, or a strategy entrepreneur
- You have a strong desire to learn, grow and elevate your strategy offering
- You're open and willing to participate in a group sharing environment  
*(note: all members will be under NDAs)*
- You want to meet and develop relationships with like minded strategy leaders
- You're willing to make the commitment this group requires



# How to **apply**

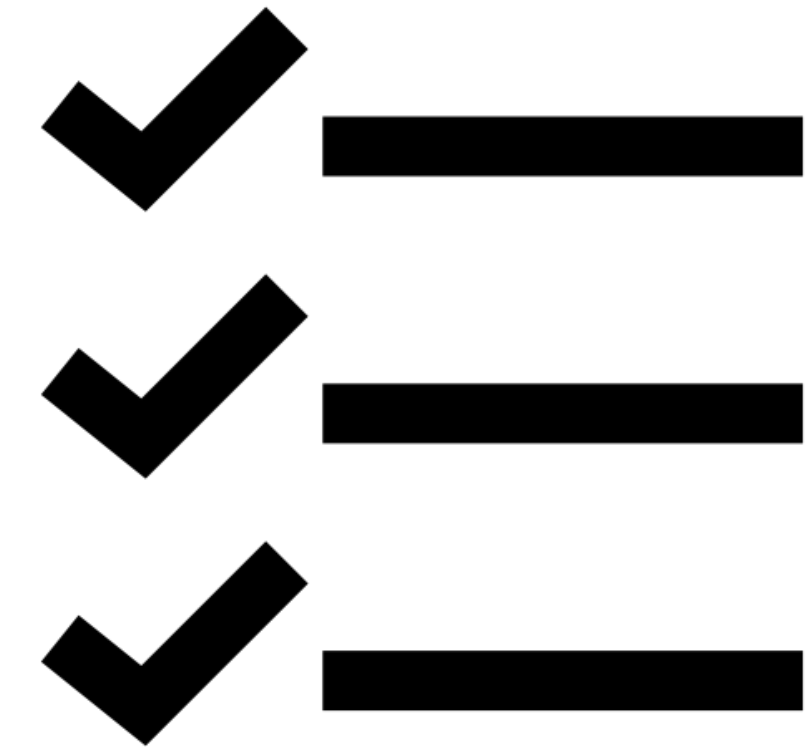
# How to apply

Reach out to either Annabelle and let us know:

- Who you are and a little about how awesome you are
- Type of strategy you do
- Your company & your Linked In address
- Why you would like to join the WC Strategy Collective
- What you will bring to the collective

Annabelle King

[annabelle@ilikestorytelling.com](mailto:annabelle@ilikestorytelling.com)



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