

## SGEi: Executive Retreat

**Introducing, SGEi:** SGEi is a customer experience strategy, training, and culture consulting group based in Las Vegas, Nevada. The group has been in business since 1998 when its founders came from The Ritz-Carlton Hotel Company and W Hotels. The SGEi team has a wealth of operations, training, and cultural experience. In the past 21 years, SGEi has designed and delivered CX and EX strategies for some of the most recognizable brands in the hospitality, retail, sports entertainment, residential real estate, airlines, cruise lines, and automotive industries.

"SGEi has 'cracked the code' when it comes to activating leaders to inspire their employees to deliver on the brand promise."

—Jim Pilarski, VP of human resources, Hakkasan Group

At SGEi, we have helped companies like the NBA, BMW NA, MSC Cruises, and Wanda Hotels in designing and implementing customer experience strategies, training, and tools that elevate each client's brand position and promise. We have also worked with leading brands such as United Airlines, FootLocker, MGM Resorts International, Hakkasan Group, and Swire Group on their employee experience strategies, leadership development, and culture, resulting in improved individual and company performance, particularly around customer excellence.

We believe that developing a comprehensive strategy for an organization for the executive team is a critical step in its annual success. SGEi has customized executive retreats for organizations around the world that have been proven to elevate alignment, creativity, teamwork, and leadership.

"The SGEi team has been great at developing our leadership team and driving great performance throughout the business."

—John Higgins, COO, Cipriani

## Retreat Overview

**Why The Retreat Is Important:** Those at the top of your organization—your senior leaders and executive teams—must be the ones who first spearhead any brand or culture transformation. SGEi's executive retreat is designed to align your executive team and senior leaders in prioritizing and implementing essential elements necessary for the success of your organization's customer and employee experience. Through this retreat, your executive team and senior leaders will discover the mindsets and habits they need to adopt and implement into their roles to deliver the desired brand, culture, and business outcomes.

"SGEi did an amazing job not only capturing the personality and uniqueness of our brand but truly bringing it to life with our leadership team. I would not hesitate in recommending them to any organization serious about its brand identity, and positively developing and growing its culture."

—Corey Jenkins, managing partner, Hexx

**Length:** Two days in-person

**Participants:** Each session is designed for a maximum of 12 executives or senior managers.

**Overview:** The executive retreat is a two-day offsite meeting for up to 12 executives or senior managers. The retreat agenda may be customized to incorporate team-building activities, additional speakers, and any company updates. The focus of this retreat is to discuss strategic priorities around the customer and/or employee experience, ensure alignment and understanding around goals and plans, and create better teamwork and communication within the senior team. The retreat will also incorporate leadership development as executives consider how to change, grow, and excel in a forever-changing marketplace and work environment.

SGEi will spend time prior to the retreat to understand the current business, brand, culture, work on the desired outcomes, and capture dates or feedback via any pre-retreat surveys or data analysis. A follow-up Zoom call will be scheduled upon completion of the retreat to ensure their alignment and provide progress updates.

**Takeaways:** This interactive retreat is designed with the following outcomes for each participant:

1. Organizations will develop a clear and concise strategy and foundation for CX and/or EX for the following 12 months with the goal of improving the brand, business, and culture.
2. Participants will engage in team-building activities and communication exercises to promote alignment and understanding.
3. Participants will understand the leadership habits and responsibilities to help transform the organization or elevate performance both individually and across the organization.

"SGEi offers a clear and concise roadmap for business leaders to design and deliver an employee experience that educates and engages people to strive to deliver exceptional service and performance."

—John Gengarella, CEO, Netpulse

