



CEOs Connect

Group Charter
2021

**Driving business scalability
in Northern Ireland**

Collectively we bring **over £65m in revenue**, with an economic vision to increase this to £0.5bn by the year 2025*.

*Figures correct as of 2021

We are a unique network of ambitious and scalable businesses in Northern Ireland. We lead by example and our bold vision is driven by an ambitious growth mindset that is generating economic change and setting a path of achievement far beyond the million revenue mark.

We are a first – a group of CEOs setting the benchmark for others to follow. The network is facilitated by Catalyst, an independent, not-for-profit organisation working together for the greater good, enabling a connected community of like-minded innovators in an entrepreneurial eco-system that is the key driver of the knowledge economy in Northern Ireland.

Together we aim to strategically amplify Northern Ireland's business strength, talent, infrastructure and capability.

As business leaders we are creating a unique platform to attract the best future CEOs in Northern Ireland and signpost the way to successful scaling on a global stage.

Built on 3 pillars

1

We embrace ambitious growth with a shared vision to succeed.

CEOs Connect represent Northern Ireland’s self-generated business success. As a group we look beyond, with a growth mindset that sets no limits on scaling.

“We embrace challenge, continuous learning and development, we believe that there is always a better way.”

2

A network with a world of benefits. A place to build better CEOs.

Knowledge exchange and sharing is key within CEOs Connect. The depth and breadth of business understanding is unique and accessible to new CEOs who gain access to an expansive skillset and a wealth of collective experience and perspective.

We are signposting a path for future leaders in Northern Ireland business.

“At our core is Peer-to-Peer Support, we go the extra mile to help each other succeed.”

3

We are the strategic business force in Northern Ireland.

We are positively disrupting and driving a shift in perception for SMEs in Northern Ireland.

Our strength is proven through frontline knowledge and real business practice with a market led strategic approach. Successfully moving from innovation to commercialisation, we are creating new opportunities for dynamic growth and amplifying Northern Ireland’s economic growth.

“We believe in being an integral part of the Northern Ireland ecosystem and influencing business policy for the greater good.”



Key Messages

Audiences – Global and Local

Tier 1 – Beyond Northern Ireland

A better business future for Northern Ireland:

- Raising the profile of the region
- Driving opportunities for economic growth and investment
- Leading on a global stage
- 10 market sectors sold into 60% revenue from outside UK 87% revenue from outside Northern Ireland

Tier 2 – Building from within

- We are a proactive and open environment for innovative thinking – to do this we share and give back
- We are forging a pathway for other CEOs
- We will attract the best CEO talent from Northern Ireland
- Access to thought leadership

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wearecatalyst.org

