



ROWE Executive Director /CEO Search Process Overview





About Lyceum

Lyceum Leadership Consulting is a boutique firm that serves clients across industries, with deep roots in capital-intensive sectors. We specialize in CEO and executive development, selection, and succession; board composition, search, and effectiveness; and organization and role design.

Founded in 2017, Lyceum introduced new technologies and redesigned methodologies to a search industry that had gone unchanged for over 60 years. Our *Search Reimagined*® process transforms how boards and leadership teams identify, attract, and select the best candidates, enhancing decision-making and ensuring long-term success.

As a boutique alternative, we consistently deliver a higher standard of precision and adaptability than conventional search firms, leveraging extensive board networks, superior project management, and unparalleled creativity — all delivered on time, every time.

Our Services

Executive & Board Search: Search Reimagined®

We partner with clients to define leadership needs and governance objectives, then identify, recruit, integrate, and develop succession- and board-ready candidates through our unique Search Reimagined® process.

CEO & Executive Succession Planning

We help clients design and sustain forward-looking organizational development and succession planning programs. These often incorporate comprehensive executive assessments, personalized development planning, and strategic market and industry benchmarking.

Executive Assessment & Development

Our leadership assessment methodology goes beyond traditional metrics, offering deep evaluation of leaders' competencies, styles, and organizational alignment. Through interviews, psychometrics, and one-on-one 360-degree feedback, we define a detailed picture of each executive's strengths and targeted areas for growth, yielding clear development recommendations and informing succession selection decisions.



Search Reimagined® Search Differentiators

UPFRONT CONSULTATION

We develop a deep understanding of your situational context and long-term strategic imperatives, opportunities, and risks resulting in organizational alignment and clarity on role specification and search strategy, through:

Strategic Intake Interviews

One-on-one interviews with members of the Search Committee, broader board, and the CEO and management team, as appropriate, to ensure we are laser-focused on the most important aspects of your business context and the subsequent experiences and competencies you are seeking.

Collaborative Alignment on Search Strategy

We meet with the Project Team early to share and refine key takeaways from Intake Interviews and implications for where and how to reach candidates with optimal profile(s) for the role. Our thoughtful use of calibration profiles brings key experience sets to life for our clients.

UNMATCHED REACH

Lyceum identifies, attracts, and engages exceptional, best-fit executive candidates from both inside and outside of our client's industry faster, more deeply, and with more precision through our:

Multilayered Network & Access

- Access to 1.8M+ executive and director profiles via advanced search platforms.
 - Network mapping tools that surface hidden connections and amplify referral strength.
 - Deep relationships with top leaders, built through our ongoing engagement through Lyceum's *Circle of Leaders®* and our podcast *A CEO's Virtual Mentor®*.
- Our approach enables us to find unique and high-added-value candidates not obtainable through the conventional "work the database" approaches of most search firms.

Search Reimagined® Audio Podcast

A custom audio podcast featuring interviews with the hiring manager, CEO and/or Board or Committee Chair (as appropriate for the role) providing direct insight into the company's strategy, culture, and a compelling rationale for the specific functional or situational experiences being sought for the opportunity.

PROCESS INNOVATION

Our innovative model enhanced as a boutique firm demands and delivers rigor in planning and process, enabled by a deep focus on a few clients at a time.

An Insightful Assessment Methodology

- Evaluate candidates deeply through competency-based interviews for fitness to the role and client culture, motivation, and values even before they engage with you.
- Conduct highly confidential "preliminary" referencing where possible prior to interviews and 360-degree referencing on the finalist candidate.
- Optionally apply industry-standard and well-validated psychometric assessments for up to three (3) finalist candidates. These instruments when applied, interpreted, and coupled with Lyceum's competency-based interviews enhance the assessment and provide further substantiation of a candidate's abilities and leadership potential.

Project Planning and Management

- Execute time-critical searches with precision, including in high-stakes scenarios like bankruptcy emergence, proxy contests, or annual meeting deadlines, through a dedicated Project Team and a tailored project plan.
- Ensure alignment from day one via an all-hands kickoff call to collaboratively schedule all client activities, deliverables, and milestones from contracting to close.



Key Components in Well-Tuned Corporate Governance

Lyceum's services seek to deliver sustained improvement of executive and board leadership through our highly-networked, symbiotic collection of offerings providing our clients the ability to recruit candidates better and faster than the large global firms. *Lyceum services are highlighted below in red.*

Our Consulting Services are focused on CEO Succession Planning and search execution as noted in the upper left quadrant of "Essential Board Functions." We also offer services that focus on sustained improvement of the Board including Board Effectiveness Review, Board-Readiness/Director Development, and Director Search, Selection & Induction.

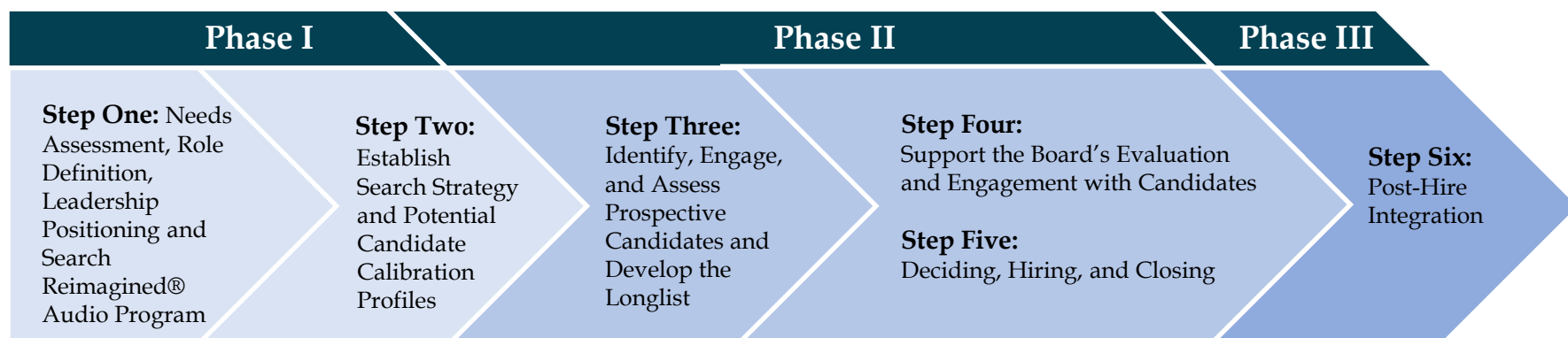




Lyceum's Search Reimagined® Process

Attracting the best talent is effectuated by providing substantive information about the purpose and strategy of the company including its opportunities and challenges. Attracting this high caliber leadership from across broad industries requires upfront planning and messaging, competitive compensation design, and an artfulness of approach as much as it requires diligence in covering all the bases for all possible sources for talent.

Through our three-phased, actively project-managed approach, Lyceum develops a traditional role specification, the Search Reimagined® audio program, designs a search strategy, identifies prospective candidates, confidentially sources and assesses candidates, develops an initial “long list” of possible candidates, provides substantive candidate evaluations, and makes recommendations to inform your hiring decision.



Approaching the search project in phases has several benefits including:

- Reduced cost and reduced time-to-hire
- Increased quality of hire
- Better ability to attract candidates from other industries/sectors
- Better ability to attract diverse candidates to the role
- Transparency and control throughout the recruiting process



Search Reimagined® - Sample Timeline for ROWE ED/CEO Search

Sample Timeline of Key Milestones

- Day 1: Kickoff and Intake Review / Discussion with Search Committee
- Week 3: Lyceum to deliver audio themes and Draft Role Specification, Search Strategy, and Calibration Profiles
- Week 3: Audio recording (specific to the ED/CEO role as we should be able to re-purpose some of the general (non-board specific) parts of the existing audio program)
- Week 4: Search Committee to share feedback on Draft Role Specification and approve final version
- Weeks 4 – 11: Lyceum in Market (8 weeks)
- Week 13: Shortlisting Discussion (Lyceum to share Longlist Report 2 days in advance)
- Week 15: 1st Round Virtual interviews
- Week 17: Final Round In-person interviews
- Weeks 18 and 19: Offer extended and negotiation period
- Week 20: Offer acceptance and notice period (typically 4 – 6 weeks if candidate gainfully employed)

NOTE: Items to keep in mind that could extend the timeline:

- Extent/need for additional intakes beyond those already conducted for the board search
- Availability of Search Committee members to meet
- Extent/need for additional stakeholder feedback beyond Search Committee members
- Thanksgiving and/or Christmas/New Years holidays (could add up to 3 weeks)

Proposed Search Schedule based on Survey Results

- Potentially schedule the **Kickoff Call with Lyceum and a to-be-identified Search Committee** as early as the **week of August 10th** (AFTER the Board Shortlisting discussion on Wed August 5th) and be in the market by **early September**.
- When the Inaugural board is seated in mid-October, Lyceum will have been in the market ~ 6 weeks. At that point, the new board members will have the opportunity to review all materials to date, and share input BEFORE the Longlist is finalized.