

Client Case Studies

CASE STUDY 01 | YPO Global Business Summit (GBS)

Global peer network of chief executives | Multi-format speaker & moderator program

THE CHALLENGE

YPO's Global Business Summit brings together chief executives from around the world for a marquee, high-stakes event. Every panel, every keynote, and every mainstage moment carries the weight of the YPO brand, and the expectations of an audience of peers who are themselves accomplished..

The challenge each year is the same in shape but different in cast: a rotating group of moderators and event champions, most of whom are experienced CEOs but not professional speakers, need to run panels, lead discussions, and deliver content that feels sharp and elevated. They arrive with strong ideas but often without a shared framework for session design, question craft, or live room management.

BUSINESS STAKES

A flat panel or an under-prepared moderator doesn't just disappoint; at a member-run, member-funded global summit it directly affects attendee ratings, renewal conversations, and the reputation of the chapter leaders who sponsored the session. The bar is "only-in-YPO." Anything less is a miss.

WHAT WE WORKED ON

CCA built and delivered a multi-format preparation program spanning virtual, 1:1, and in-person training, led by LaQuita Cleare and the CCA trainer team:

- **The moderator mindset:** role definition, session tone, and setting the voice of the room
- **Session architecture:** narrative arcs, dynamic openers, closings that land, and CCA's foundational framework for audience engagement
- **The art of the question:** crafting sharper, more layered questions and mapping them to panelist types

- **Delivery and presence:** vocal and physical technique, managing dominant speakers, re-engaging disengaged panelists, and handling unpredictable room dynamics
- **Practice and feedback loops:** full rehearsals of panel openings, transitions, and questions with expert feedback on pacing, clarity, and presence
- **1:1 coaching:** individualized material review, follow-up worksheets, and personalized support for moderators and event champions

RESULTS

- Moderators arrived at GBS fully prepped to lead panels with agility, energy, and clear structure, not just host them
- A repeatable training architecture now serves both the Americas and Asia cohorts with consistent quality
- Event champions were equipped to coach their own speakers in-house, extending CCA's impact beyond the training window
- 1:1 coaching dramatically compressed prep time; one moderator completed a fully original deck in two weeks that would typically take six to eight
- Post-session feedback consistently highlighted the caliber of moderation as a standout of the summit experience

"The one that really was a game changer was helping me make specific edits to the deck without wavering on it. I have never had that kind of support, and it allowed me to complete a deck that would usually take me 6–8 weeks in 2 weeks."

Deborah Weinswig

CEO, Coresight Research, GBS Moderator & TED Talk-Style Speaker

"She's a dynamo! Loved working with Kacie, full of energy and great to be around. Lots of useful insights and precise takeaways. Confident that with the input received, we can bring our session to a new level."

Geoff Pritchard

Business Growth Consultant, GBS Moderator