

# Learn. Connect. Grow.



**collaborative**  
— network —

## Owner & C-Suite Peer Group

Designed exclusively for leaders of emerging small business manufacturers in the Contract Interiors Industry. Gain expert insights, real connections, and hands-on strategies to drive your business forward. **A new cohort begins each quarter—are you ready to grow?**

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### 12-month program

A structured 12-month program for business leaders. Uniquely curated group of small business manufacturers. A new cohort begins each quarter.



### Virtual Meetings

Monthly virtual meetings provide expert-led training, Q&A, and peer collaboration, fostering problem-solving, industry insights, and business growth.



### In-Person Events

Two annual in-person meetings foster deep connections, hands-on learning, and accountability, providing actionable insights to drive business growth.



### Done With You

Work directly with our team to develop two tailored programs or strategies, enhancing your business with expert guidance and hands-on support.

## Empowering Small Business Manufacturers to Thrive



**Sid Meadows**  
Embark CCT



**Michelle Warren**  
Catalyst Consulting  
Group

The Collaborative is a dynamic initiative dedicated to fueling the growth of emerging small business manufacturers in the Contract Interiors Industry. We provide the essential resources, expert guidance, and a powerful support network to help you scale with confidence. By bridging industry gaps, we deliver practical, results-driven solutions tailored to the unique challenges of small businesses.

Founded by industry veterans Michelle Warren, Sid Meadows, Julie Dillon, and Erin Torres, The Collaborative brings together decades of expertise and a shared passion for small business success.

Contact us for additional information, pricing, and upcoming start dates of the next cohort.



**Julie Dillon**  
Astor Furniture  
Solutions



**Erin Torres**  
LaLeona  
Marketing



**Sid Meadows**



sid@thecollaborative.network



205-516-3617



**Julie Dillon**



julie@thecollaborative.network



312-502-7943



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## Peer Group: Done With You Services Menu

As a member of the Peer Group, you will get to select two “done with you” services from the list below to enhance your experience and give you the tools and resources you need to continue to foster your growth.



**Business Advisory Coaching:** During these 4 - 1 hour sessions, you will work directly with **Sid Meadows** on topics and issues important to you and your business.



**Independent Rep Strategy Coaching:** During these 4 - 1 hour sessions, you will work directly with **Julie Dillon** on developing a independent rep strategy that is right for your organization.



**Brand & Marketing Strategy Coaching:** During these 4 - 1 hour sessions, you will work directly with **Erin Torres** to review, develop and enhance your brand and marketing strategy.



**Sales Strategy:** Working with **Sid Meadows**, you will co-create a Sales Strategy that drives your business forward and strategically and sustainability increases revenue.



**Ideal Dealer Profile & Strategy:** Working with **Sid Meadows & Julie Dillon**, you will co-create a Dealer Profile that sets the stage for working with the right dealers in the right markets.



**National Contract Strategy:** Working with **Michelle Warren**, you will co-create a Contract Strategy that provides you national visibility to leverage contracts and sales your business.



**Public Sector Assessment:** This simplified assessment leverages your current contracts, research and more to co-create a action plan with **Michelle Warren** that works for you.



**Ideal Independent Rep Profile:** Working alongside **Julie Dillon** you will create a profile of the ideal rep to use as your guides as you expand your market presence and grow your sales.



**Independent Rep Compensation Strategy:** A creative approach to developing rep compensation strategies that keeps them engaged and selling with **Julie Dillon**.



**Customer Persona Development:** Working with **Erin Torres**, you will co-create up to 5 personas that allow you to effectively target the right customers at the right time in the right location.



**Identifying Your Brand Voice:** Elevate your messaging and communicate why customers want to work with you and what makes you unique with **Erin Torres**.



**Newsletter Strategy & Development:** Work with **Erin Torres** to develop a newsletter strategy that gets your brand and products in front of the right people at the right time to drive revenue.