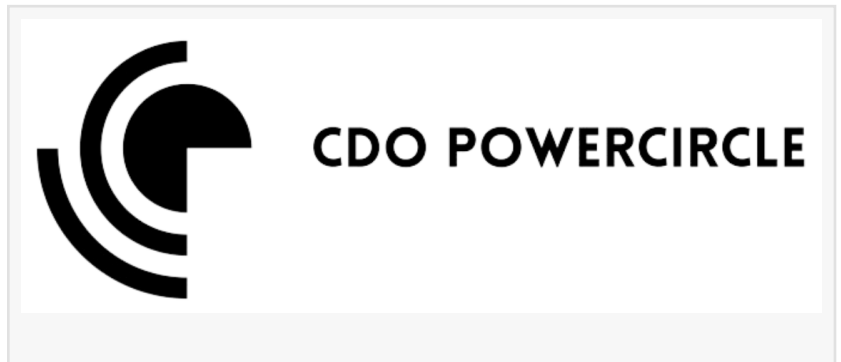


Introducing the CDO PowerCircle: A New Business-Impact Focused CDO Association

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In today's rapidly evolving business landscape, CDOs face mounting pressure. Shifting political tides, economic uncertainty, and heightened scrutiny of workplace inclusion efforts have made their roles more demanding and critical than ever.

CDOs and organizations must ensure that these efforts produce positive business-impacting results to sustain their practices. Unfortunately, most associations in this space continue to support only social justice-inspired compliance and PR-focused practices of the past. The [CDO PowerCircle](#) has officially launched several new tools and resources at [cdopowercircle.com](#) to address these CDO and business challenges.



The CDO PowerCircle is a membership organization designed exclusively for business impact-focused CDOs. Current members come from companies generating nearly three-quarters of a trillion dollars in revenue and employing over one million people. These leaders aren't focused on just staging PR events or checking off compliance boxes—they are drivers of tangible business results. These include expanding their organization's markets, increasing revenue, cutting costs, improving operational efficiencies, and supporting innovation.

The CDO PowerCircle supports these business impact-focused CDOs and their organizations with a range of resources, including webinars and workshops conducted by thought leaders, future foresight literature that provides a peek at where business is headed and how to prepare for what's next, networking events, and an artificial intelligence expert system to help member CDOs stay updated on the latest opportunities and challenges. Additionally, the CDO PowerCircle provides a platform for these business-impact-focused CDOs to connect and collaborate with others on the same transformative journey, fostering a sense of community and support during a time of evolution and transition.

One of the key objectives of the CDO PowerCircle is to elevate the role of CDOs in the business world. While this role was initially developed in organizations to show their compliance with the civil rights legislation of the late 1900s and display support for social justice efforts, it's become

increasingly important for competitive advantage decision-making in today's rapidly changing, increasingly diverse and global business environment. CDOs today can and should play a critical role in driving business growth and innovation. The CDO PowerCircle aims to provide CDOs with the necessary tools and resources to excel in these new roles and significantly impact their organizations.

The CDO PowerCircle is open to all business-impact-focused CDOs with at least five or more years of experience, regardless of their industry. The CDO PowerCircle, however, isn't for everyone. It's not the place for those looking to swap generic talking points, learn how to stage feel-good PR events or cling to outdated HR-driven approaches that don't produce measurable business impact. It is only for business-results-driven CDOs laser-focused on driving revenue, cutting costs, expanding market share, and increasing the organization's competitive advantage.

The association welcomes all business-impact-focused CDOs looking to expand their knowledge, network, and resources with like-minded professionals seeking to make a difference in their companies. With the launch of the CDO PowerCircle's new resources, the business world can expect to see a stronger and more influential community of CDOs driving business results. For more information on CDO PowerCircle, please visit <https://cdopowercircle.com/>.

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