

**October 1–3, 2025**

St. Regis Deer Valley – Park City, Utah  
In-Person Conference

**WorkBoard Accelerate 2025 Conference – Request to Attend**

Hi [Name],

I’d like to request your approval to attend WorkBoard [Accelerate 2025](https://www.workboard.com/accelerate2025/), taking place October 1–3, 2025, at the St. Regis Deer Valley in Park City, Utah. Now in its 9th year, Accelerate remains the definitive event for strategy execution leaders. It’s where enterprise executives, Chiefs of Staff, CHROs, and transformation leaders come together to share what’s working, what’s evolving, and what’s ahead.

# **Conference Overview**

Accelerate is hosted annually by **WorkBoard**, the category leader in strategy execution for enterprise organizations. The three-day retreat unites an exceptional mix of speakers, results management leaders, and OKR practitioners from public and PE-backed companies, including **Boeing, Mars, A.O. Smith, GHX, 8x8**, and others. **This year’s conference is sponsored by Workday.**

This year’s event will explore how organizations are:

* Staying agile through supply chain, technology, and business change
* Scaling focus and accountability across the organization
* Prioritizing what matters most — and making it visible to everyone
* Connecting company strategy to team and individual goals
* Driving a faster, clearer, and more accountable operating rhythm
* Enabling managers to lead with clarity and coach for better outcomes

Please view [Highlights from Accelerate 2024](https://www.workboard.com/accelerate2025/#about) to get a feel for the high caliber  
 of content, speakers, and community.

**How will our company benefit from my attendance at Accelerate?**

**Real-world insights from top-performing teams**

Across keynotes and breakouts, we’ll hear directly from leaders who are driving transformation inside global enterprises. I’ll be able to bring back proven approaches and new ideas on topics like:

* Scaling strategic clarity in complex organizations
* Creating accountability deep in the organization with Team OKRs
* Using AI to simplify coaching and performance conversations
* Ensuring talent management directly supports the company’s strategic goals
* Lifting execution capacity and adaptability

**Hands-on exposure to the latest AI and platform innovations**

Accelerate is also where WorkBoard unveils its newest capabilities. I’ll be seeing:

* Early previews of new GenAI capabilities
* Walkthroughs of execution scorecards, agentic AI, and OKR Co-Author
* Q&A sessions with product leaders
* Successful teams from leading organizations sharing how they use WorkBoardAI to run their operating rhythm

This will enable me to accelerate internal adoption and guide our teams more confidently through the next round of transformation.

**ROI and proof points from other companies**

This year’s attendees include former **Viva Goals and Quantive customers** who are integrating OKRs and KPIs in unique ways — giving us more sources of expertise to tap.

I’ll return with compelling proof points, benchmarks, and methods to improve the ROI of our OKR program and execution practices. I’m excited to bring home action steps.

**Benchmarking and next-step clarity**

The strategy execution discipline is evolving fast, and this event will help me identify where we can level up in 2026 — and how to do it.

It’s also a unique chance to benchmark our performance and impact against peers — either to increase our conviction, or to raise our game.

**Deep connection with strategy execution peers**

With 100+ leaders in attendance, this is an unmatched opportunity to network with experts who face similar challenges — and exchange what’s worked.

The conference comes at a key time in the year when we look back on what we’ve achieved and set courses for the next quarter and year. It’s a powerful moment to reflect, recalibrate, and reiterate.

Here’s what a few Accelerate attendees are saying about the last conference:

**“This is a community of like-minded people who are open and honest about the business challenges we’re facing, and eager to address those challenges together.”**

– Stephanie Waldorf, Chief of Staff, UnitedHealth Group

**“Great balance between speakers, breakouts and networking. Wouldn’t change a thing!”**

— Bridget Guerrero, ViaSat

**“I’m walking away with so many actionable insights that I’m excited to put right into practice.”**

— Molly Dixon, Director, Enterprise Program Management Office, Lytx

# **Conference Details**

**Dates:** October 1–3, 2025

**Location:** St. Regis Deer Valley, Park City, Utah

**Speaker Cost:** Conference ticket is included. Speakers cover their own travel and accommodation.

**Attendee Pricing:**

Early-Bird (through June 30):

* $999 Individual Ticket
* $1599 Bring a Peer (2 tickets)

**Ticket includes:**

* 3 days of tailored content
* Inspirational keynotes
* AI feature demos
* Strategy execution deep dives
* Networking with global leaders
* Meals and event materials

**Hotel**:

$400/night special rate for Accelerate attendees (Sep 30–Oct 4)

More details and full agenda: <https://www.workboard.com/accelerate2025>