

# Catalyze FAQs

## The Essentials

**What is Catalyze, in one sentence?** Catalyze is an 8-week, cohort-based program that builds enterprise leadership capacity among mid-career technologists while they advance a real project from their organization's roadmap. Sponsoring organizations develop future leaders and move live initiatives forward at the same time.

**How is this different from other leadership programs?** Most leadership programs teach in the abstract and send people back with notes. Catalyze is built around *real* work. Each session introduces practical methods for strategic framing, stakeholder influence, and decision-quality communication, and participants apply those methods immediately to a live initiative from their organization's technical roadmap. The result is enterprise leadership capacity built in your technologists, with the value showing up directly in business outcomes. Catalyze is not people-management training.

## The Participant

**Who is the ideal participant?** Mid-career technologists with roughly 10 to 15 years of experience who have strong technical skills, are ready for greater responsibility and want to be more connected across the regional tech ecosystem. The best candidates are people you already see as future leaders and want to retain.

**How many people can we send?** The pilot cohort is capped at 15 participants. We recommend nominating one to three participants per organization for the pilot. Each participant should have their own assigned project, so if one organization nominates two participants, they should also identify a separate project for each participant.

## The Work and the Outcomes

**What will participants work on?** Employers identify one high-potential technology project from the organization's roadmap, and that becomes the participant's live work for the full eight weeks. So rather than hypothetical casework, participants are learning through a real initiative with real constraints, stakeholders, and tradeoffs, which is what makes the learning translate into momentum for your business.

**What makes a good project?** The best projects share three traits: they inform a real decision leadership cares about; they are scoped to reach a clear recommendation within eight weeks (analysis and decision-framing, not a full build); and they carry genuine ambiguity with real stakeholders and tradeoffs.

Examples that work well include an AI use-case evaluation (build versus buy versus hybrid), a cybersecurity risk-reduction roadmap, a cloud cost optimization review, a legacy

modernization decision (modernize, replace, or retire), tool or vendor consolidation, and an automation opportunity assessment.

What does not fit: a full implementation that cannot land in eight weeks, pure execution work with no real decision, or a project that needs data and stakeholders the participant cannot access. When in doubt, we help you right-size the scope during the fit conversation.

**How does my organization benefit?** The return on participation is twofold. First, you receive a decision-ready deliverable on a real roadmap project: an executive brief with clear options, risks, costs, and a recommended path. Second, you develop a technologist who can now think and communicate at the enterprise level, reducing your dependence on outside consultants and strengthening your internal bench.

**What does "decision-ready" mean?** It means your leaders receive clear options, implications, and a recommendation they can act on immediately. The goal is to reduce ambiguity, speed up decisions, and improve alignment across the organization.

### *Logistics and Cost*

**What is the time commitment?** Participants should commit about four hours per week for eight weeks in a hybrid format. Because the participant works on a project already on their organization's roadmap, most of that time advances work the company would be resourcing anyway.

### *Confidentiality*

**How is confidentiality handled?** Participants keep the specifics of their projects to themselves. Within their cohort groups, the conversation centers on process and experience, what they are learning and how they are approaching the work, not the substance of their assignments. Participants do not present their assignments or final projects to the MKE Tech Hub team or to other participants. All deliverables and presentations are for your organization's internal use only. Your proprietary information stays inside your walls.

### *Getting started*

**Why join the pilot cohort now?** Founding sponsors get the lowest pricing we will offer, a direct hand in shaping the program, and priority seats in future cohorts. Seats are limited, so early nominations have the best odds.

**How do we get started, and what happens after we nominate someone?** Submit a nomination and we will schedule a short fit conversation to confirm the participant and the project are a strong match for the pilot cohort. From there we help you scope the project so it is set up to produce a clear result within the eight weeks.