



thenetworkone Leadership Seminars: Increasing the value of your agency



### **Seminar 3: To Sell or Not to Sell: Making the Most of Your Journey Regardless of the Path You Choose**

With Elise Mitchell, [EliseMitchell.com](http://EliseMitchell.com)

For agency leaders and CEO's  
Thursday 1<sup>st</sup> April, 14:00 UK

#### **Seminar Content**

Elise Mitchell has had the unique privilege of building an agency from scratch, scaling it, selling it and taking on a global role with the acquiring company. She is often asked how they did it and what advice she would share with agency leaders considering the future of their firm and of their own careers.

In this presentation, you'll get an insider's view of the journey from independent to owned, what went into their decision to sell, and most importantly how Elise needed to evolve to navigate the complexities along the way. Key takeaways include:

- Scaling difference-makers
- How to get your best people to stick with you through the ups and downs
- Picking the right buyer
- At their lowest point, five questions that changed everything
- Becoming an enterprise leader
- Enjoying the ride

#### **About Elise**

Elise is a three-time CEO, executive coach, leadership strategist, business consultant and board director. She is the founder of Mitchell Communications Group, one of the top 10 fastest-growing public relations firms globally and a two-time *Inc.* 500/5000 fastest growing company. Under her leadership, her agency grew more than 500% in five years working with global brands including Walmart, P&G, Hilton, Tyson Foods and many others.

In 2013, Elise sold her firm to Tokyo-based Dentsu, Inc., taking on a global role to lead M&A for the company's public relations investments. Today she advises clients through her own consultancy, Velocity Collective and [elisemitchell.com](http://elisemitchell.com). ([See services offered to independent agencies below.](#))

Recognition of her business accomplishments include: Entrepreneur of the Year (NAFE), Agency Professional of the Year (*PRWeek*), a Top 50 Power Player in Public Relations (*PRWeek*), a Top Speaker to See (*Huff Post*), and a 2019 inductee into the ICCO Hall of Fame. Her firm was twice named national Agency of the Year (*PRovoke* and *PRWeek*).

Elise is a globally recognized thought leader. She is the author of a best-selling [book](#) on leadership and founder of two high-performance leadership development experiences. Her writings have appeared in *Entrepreneur*, *Huff Post* and *Mashable*. She has spoken across the U.S. and in 12 countries. Most recently she served as global president of the International Communications



Consultancy Organization, based in London, which represents more than 3,500 public relations agencies in 66 countries.

Elise is a graduate of executive education from Harvard Business School, the Tuck School of Business at Dartmouth College and The Aspen Institute. She received a master's degree from the University of Memphis and a bachelor's degree from Abilene Christian University, where she also serves as a member of the board of trustees. She is an adjunct professor for Syracuse University's Newhouse School. Elise is certified by the International Coaching Federation and the [NeuroLeadership Institute](#), accredited by the Public Relations Society of America and a member of the society's College of Fellows.

Elise is a passionate advocate for entrepreneurs and their start-ups. She serves as an advisor and investment partner with [New Road Capital Partners](#) and [Valor Ventures](#), and is an investor in the global entrepreneurial investment fund, [Endeavor Catalyst](#). She serves on the board of advisors for biomass industry innovator [Sweetwater Energy](#). She also serves as the founding board chair for [Endeavor Northwest Arkansas](#), which provides financial, intellectual and cultural capital to help accelerate fast-growing entrepreneurial companies.

Elise and her husband, Raye, live in Nashville. They are proud parents of two children, Mackenzie and Jackson. When she's not working with clients, you can find Elise motorcycling with her husband, running the trails near their home or planning their next trip off the beaten path.