

# The Collective: Strategy In Action™

*Collective: A Group of Individuals Acting Together*

## **Vision**

To enable CEO teams to work together seamlessly in service of the greater good.

## **Mission**

Through partnership, we strengthen the leadership capabilities and strategic capacity of CEOs, enabling sustained perseverance and meaningful impact.

## The Collective Backstory

The behavioral health, human services, and social services sectors experienced significant funding uncertainty and operational disruption due to political decisions made in early 2025 in the United States.

In response to these unusually challenging conditions, Diana Ramsay, President and CEO of The Ramsay Group—an executive search firm serving the sector—and Richard Edley, CEO of the Rehabilitation and Community Providers Association (RCPA), came together to address a critical question:

***What could meaningfully support the success and sustainability of RCPA member organizations during this time?***

Through a series of collaborative discussions, Diana and Richard conceptualized what would become *The Collective*.

The relevance, rigor, and practical value were refined by the Ramsay Group, RCPA, member organizations, and strategic CEOs who saw the value and accepted their invitations into the founding teams.

The Collective was formally launched in September, 2025 at the RCPA Annual Conference with in-person meetings of the three founding teams of CEOs. **These teams have continued to communicate and strategize together between meetings with excellent results.**



# Why Partnerships are Central to The Collective

*Partners: Individuals associated with one another in a shared action, endeavor, or relationship*

The Collective's strong emphasis on partnership reflects the professional careers of both Richard and Diana, including the longstanding collaboration between RCPA and The Ramsay Group and their individual leadership journeys. Their deeply ingrained commitment to partnership principles—grounded in trust, shared purpose, and mutual respect—enabled both the rapid development and successful implementation of The Collective.

Central to their leadership philosophy is the belief that **when CEOs are united in purpose and aligned for impact, they are uniquely positioned to achieve targeted strategy, foster innovation, and deliver meaningful outcomes.**

The Collective was designed to operationalize this belief—creating a trusted, peer-driven environment where leaders can collaborate, strategize, and lead with greater confidence and effectiveness.

Leaders in The Collective are individually selected, and teams are thoughtfully curated to ensure the experience is beneficial for each individual and organization.



# The Collective Methodology

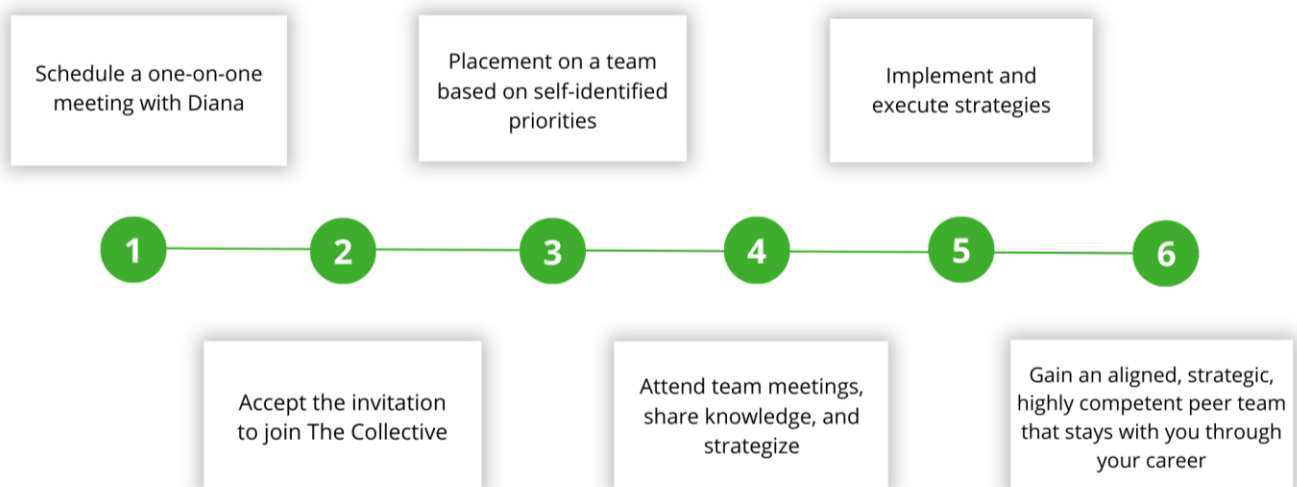
*Curate: The act of carefully selecting and organizing items, experiences or content according to a specific theme or purpose*

CEOs are intentionally selected and vetted, then strategically placed into teams to facilitate elevated outcomes. These teams are guided by an experienced group coach for multiple sessions over an extended timeframe. This methodology often results in the formation of strategic relationships and partnerships.

Meeting agendas are set by the team, creating a strategy-focused, self-led peer discussion model that meets members' changing needs. The Collective is where CEOs share high-level insights and innovation while collaboratively working toward resolving complex problems.

## What makes The Collective unique:

- Be placed in a team of just 6-8 CEOs
- The twelve-month program includes:
  - Three two-hour, in-person sessions with the team and group coach at RCPA offices in Harrisburg
  - One two-hour, in-person session at the RCPA Conference
  - Two two-hour virtual sessions
- Self-identified, real-time priorities drive team agendas
- Safe, confidential environment for support and connection
- Collaborative, high-level strategy and knowledge sharing
- Ability to join the exclusive Collective Community after the six sessions



# What to Expect in The Collective

## Who joins The Collective?

The CEOs who accept the invitation to The Collective understand the stakes and are proactive about maximizing success for themselves and their organizations.

They understand the benefits of strategic partnerships and relationships and are therefore receptive to joining a small group of highly aligned, accomplished, incredibly competent leaders from their industry. They know teams like this bond deeply over time, benefitting from each other's strategic strengths, knowledge and connections.

## Outcomes of The Collective:

<b>Reduce time to impact</b>	<b>Maintain an agile strategy</b>	<b>Strategic partnerships</b>
You get insights from your CEO team to help you take strategic action faster with fewer blind spots.	As new challenges arise, discuss what is working vs not working and analyze available opportunities with others.	Gain an aligned, strategic, highly competent peer team that stays with you throughout your career.

Once you have been part of a Collective team, you're eligible to join the Collective Community for ongoing support, facilitated discussions, and exclusive RCPA conference events.

# The Collective™ Schedule 2026/2027

	Meeting 1	Meeting 2	Meeting 3	Meeting 4	Meeting 5	Meeting 6
Session Date	Week of June 1	Week of September 28	Week of November 9	Week of January 11	Week of April 5	Week of May 10
Format	In-Person	In-Person	Virtual	Virtual	In-Person	In-Person
Location	RCPA Headquarters	RCPA Conference	Zoom	Zoom	RCPA Headquarters	RCPA Headquarters

***Each meeting agenda is pre-set by the team to align with the most pressing needs.***

Here are a few topic examples:

- Navigate Medicaid cuts and grant instability proactively
- Critically assess internal operations as policies shift
- Recruit, retain and stabilize your workforce with fewer resources
- Manage expectations from Boards, stakeholders, employees and the public
- Maintain your wellness and relationships through these challenging times
- Strategize with other leaders who also understand the current complexities

## Testimonials



*“The Collective isn’t just meetings; it’s a curated peer advisory space where five leaders find clarity, share high-level insights, and collaboratively navigate the complex, ever-evolving landscape of Pennsylvania human services.”*

— **Nofre P. Vaquer**  
Chief Executive Officer  
SpArc Pennsylvania  
RCPA Board Member



*“The Collective is an extraordinary resource for CEOs. It brings together accomplished leaders in a trusted, non-competitive environment where strategic ideas and real-world solutions are exchanged freely. The depth of expertise and intelligence in this group is exceptional – every discussion is an opportunity to gain fresh perspectives from some of the brightest minds in our field. This experience fosters collaboration, clarity, and innovative thinking in ways that are both rare and invaluable.”*

— **Lisa Walkiewicz**  
President & CEO  
Lehigh Valley, Inc.

## Testimonials



*“This provided a valuable opportunity to build strong professional relationships with CEOs and Directors across Pennsylvania while sharing best practices to support high-quality services for adults with disabilities. The collaboration strengthened both our work and our connections, which will continue beyond the conclusion of the group.”*

— **Karoline Hicks M.A., LBS**  
Regional Director  
Lifestyle Support Services Inc.



*I am deeply grateful for the Collective Groups, which offered exactly what I needed—perhaps even before I realized how much I needed it. Over the last decade, online and remote interactions accelerated rapidly, and RCPA adapted in incredibly effective ways by making committee meetings and trainings more accessible. Balancing that, the Collective has a distinct feel, creating a more direct and meaningful connection for sharing ideas and experiences with a small group of similarly-minded colleagues. Engaging with this group has strengthened my work and supports our organization’s growth into the future.*

— **Rebekah Cunningham**  
Chief Executive Officer  
The Arc Centre County

## Investment and Next Steps

The next Collective teams will be forming in March.

CEOs have been intentionally and thoughtfully selected by Richard Edley and his staff to be invited to join The Collective. This ensures we curate the most effective teams and experiences possible.

**If you are considering the invitation to become part of a team, contact Diana Ramsay at [diana@groupramsay.com](mailto:diana@groupramsay.com) and arrange a 30-minute Zoom call to learn more.**

**RCPA members are provided a reduced fee to join The Collective.**



RCPA is supporting this initiative in coordination with its members' needs. RCPA won't lead discussions, but is committed to assist in shaping any resulting action plans or innovations.