

Experiment, Price, & Innovate with Confidence *Workshop*



Workshop Overview

In today's fast-changing educational landscape, ESAs need the ability to think entrepreneurially, respond quickly to new opportunities, and align services with the evolving needs of their members. Experiment, Price, & Innovate with Confidence (EPIC) is two-day workshop that empowers ESA leaders and teams to apply entrepreneurial strategies that spark innovation, sharpen pricing models, and build a culture where experimentation drives continuous improvement.

Who Should Attend?

Perfect for ESA leadership, program, and innovation teams. Agencies may bring one or more teams; 3–6 participants per team is ideal.

Why Attend?

This workshop offers a rare opportunity to step away from day-to-day demands and focus on building the strategic capacity needed to lead through change. You'll leave with actionable strategies tailored to your ESA and the confidence to move ideas into action.

What to Expect

EPIC is a hands-on workshop where you'll try out new ideas, explore pricing strategies, and work through real challenges with other ESA leaders. You'll get practical tools made for ESAs and leave with clear next steps you can use right away.

What You'll Learn

Participants will leave EPIC with the skills and confidence to:

- **Experiment:** Learn to think like an entrepreneur and test like a scientist—embrace bold ideas, run smart experiments, and unlock strategic growth without the risk.
- **Price:** Learn how to set fair prices that reflect the value of your services. Try out different pricing ideas to see what works best for your members and helps keep your organization financially strong.
- **Innovate with Confidence:** Create a workplace where people feel safe to share ideas, try new things, and learn from mistakes—because innovation works best when everyone's involved.

Presenters



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Questions? Contact:

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