

# VISTAGE

Private advisory boards for CEOs,  
executives and business owners.



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## Vistage Worldwide Fact Sheet: 9-2020

As the pandemic has progressed, an increasing number of CEOs and business owners are asking for more information about Vistage. Below are some answers and an opportunity to experience a live (Virtual) Board meeting to see whether it's a fit for you.

### “What is Vistage Worldwide?”

Now 60+ years old, Vistage has evolved into the premier experiential leadership development organization offering a powerful 4-part ecosystem of services for high-performing CEOs who want to connect with peers to help them become better leaders and accelerate their company's growth.

### “What kind of leaders join?”

Successful leaders understand that they can't afford to be isolated, stuck-in-the weeds, or even unsure, especially in challenging times like today. We've found that they want to avoid making mistakes; they want fresh ideas and insights so they can capitalize on opportunities. They are constantly looking for outside perspectives for new and innovative ideas to bring into their businesses.

### “How does it work?”

As a leader, you regularly make significant strategic decisions—often with little or biased input from others. Imagine if you could bring those decisions to a group of other CEOs in a confidential, non-competitive environment to get their perspectives and counsel to make the very best decision possible. That's what happens in our Peer Advisory Groups.

Members step away from their day-to-day duties to think about and focus on business, rather than work in it. This way you can challenge assumptions and focus on strategy, culture and innovation. We've found once per month is optimal.

Further, we bring world-class speakers and proprietary research both to meetings and to the community to bring new perspectives, and innovative ideas into your business.

In addition, you're part of a community of 23,000 global members who share experiences and expertise, to help you confidently make better decisions that deliver positive results both personally and professionally.

Lastly, your group is led by a senior business leader, called a Chair, who acts as a personal mentor and coach to you. (I'm one.) We meet monthly in a one-to-one setting to help you navigate challenges, and dig deeper into future issues, in order to guide you to the best decisions possible.

### “What's the ROI?”

As a learning organization, we evaluate process and outcomes. D&B regularly compares the growth of member companies to similarly sized companies. Over the years, their data shows member companies grew on average 2.2X faster. During the great recession a decade ago, while comparable companies' revenues declined 9.2%, Vistage companies grew 5.2%. Finally, while members are on a monthly subscription, they stay an average of 5 years, with many staying for 10-20 years as they lead one or more companies.

**In sum: The outcome is better leaders, making better decisions and delivering better results.**

**Want to find out if Vistage is a good fit for you? Contact me to attend an Introductory Breakfast session and/or request an invitation to attend a CEO or Trusted Advisor (TA) meeting.**

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