

Helping owners and leaders of privately-owned companies with revenue of \$2-\$200 million ***accelerate success by their definition*** through Peer Advisory Councils, Board Advisor and Board Member services.

Value Improvement Proposition (Client's Future)–**• Accelerate YOUR Success**

Determine your reason-your why for doing things and your definition of success so that you can focus on what matters to YOU.

• Accelerate Leadership Skills

Learn from other owners what works and does not in your industry and size company. Help others succeed.

• Accelerate Trusted Relationships

Find peers that are more than business advisors-lifelong buddies that helped you through the hard times and celebrated the good times.

• Increase Business Valuation

Build a team underneath you that can run the business without daily oversight and the need for constant decisions from you.

Ideal Clients (Key Economic Buyer)–

Owners/leaders of privately-owned companies with \$2-\$200 million in revenue, located in the Pacific Northwest or available virtually. Focus on manufacturing, technology, transportation businesses. See separate “I am seeking” document.

- CEO, President, COO, Owner, Board Chair
- Executive, R&D

Management/Competitive Advantage (Consultant's Past)–

Successful track record in focus areas, accredited board member, 10+ years consulting, 35 years developing new technology products and establishing strategic direction in Fortune 10/500 global companies in multiple industries. 10-year volunteer SCORE business mentor.

Testimonials –

- Invaluable strategic advisor and leader
- Distills complex business issues to actionable game plans
- Really helped us define our core values and apply those to all different parts of our business
- Exposed us to a higher level of play and what we needed to do to get out of our rut
- Input to our business was invaluable

Marketing Strategy (1 to Many)–

- Attractive, informative website with free downloads and calls to action
- Regular Prospect Information Campaign Meetings
- Thought leadership
- PDA and NACD participation
- Publishing and Speaking
- ZoomInfo prospecting

Key Referral Sources–

- Existing/Past Clients and Colleagues
- Other B2B providers
 - Bankers, Insurance, Finance, Lawyers
- Wealth managers
- Private Equity/Venture Capital Principals
- Trade Association Executives

Products/Services (Current Intervention)–

- Peer Advisory Councils
- Board Advisor/Member
- Retainer-based Business Coaching
- Business Assessment/Valuation
- WHY Discovery and WHY.os assessments