

<b>DEMOGRAPHICS</b>	<b>I serve as a board member/advisor, business coach &amp; moderator of Peer Advisory Councils of 6-12 select individuals that are:</b>
<b>Position</b>	CEOs/Presidents/Owners/Leaders of
<b>Ownership</b>	Privately owned businesses that
<b>Growth Phase</b>	Are growing, stagnate or preparing to exit that are
<b>Company Size</b>	Small to Medium-Sized with
<b>Annual Revenue</b>	\$2 Million to \$200 Million in revenue and
<b>Number of Employees</b>	Greater than 10 employees working in
<b>Industries</b>	Manufacturing, Technology, Transportation in the
<b>Geography</b>	Pacific NorthWest and USA to meet in virtual on-line meetings
<b>PSYCHOGRAPHICS</b>	<b>I Want to Work with Clients Who:</b>
<b>Pain/Emotions</b>	Have no one to talk with. May feel overwhelmed. Unable to relax or take vacation. Need accountability partners. Feel business can be improved and they can help others improve their business
<b>Values</b>	Have a positive attitude believing in an abundance of opportunity through collaboration with others. Seek to help others as a coach or mentor. Expects continued growth of their business and themselves. Willing to be vulnerable by helping others understand their own strengths, weaknesses, and the pivotal experiences that drive them. ABUNDANCE/CONTINUED GROWTH/ COLLABORATION/VULNERABILITY/
<b>Quality</b>	Have high standards and take pride in their business
<b>Stakeholders</b>	Understand the importance in today's world to look out for suppliers, employees, customers, their community, and the world to succeed
<b>Commitment</b>	Willing to devote time, effort and money over a longer period of time rather than looking for a quick fix of a single issue
<b>Ethics &amp; Loyalty</b>	Maintain confidentiality of fellow members and looks out for their best interests
<b>Communication</b>	Listen first and seek to understand before responding. Able to communicate well verbally and in writing. Understand the power of asking thoughtful, open-ended questions.
<b>Learning Attitude</b>	Value lifetime learning by being an avid reader, attending seminars/webinars/conferences, listening to news/podcasts/audible books
<b>Business Acumen</b>	Have experience or knowledge of different types of legal entities for business, have grown a business, have bought/sold a business
<b>Strategy</b>	Have experience setting strategy for a business, enjoy the process, and can contribute to strategy for other businesses outside their current area of concentration
<b>Tactics</b>	Know what it takes to run a business day-to-day and have done it. Want to improve & grow.
<b>Financial Acumen</b>	Understand the basics of income statements, balance sheets, cash flow
<b>THINGS TO LISTEN FOR:</b>	<b>That indicate a Right Fit Person/Peer</b>
<b>Family</b>	Pivotal experiences that shape attitudes either drive excessive behaviors or prevent progress
<b>Occupation</b>	Experiences indicate they can contribute TO others and they can accept input FROM others.
<b>Recreation</b>	Enjoys some activities that involve others. Have competed in a team. Have coached sports.
<b>Dream</b>	Of a better business, self, family, community, world