

SERVICE OVERVIEW

Advanced CEO Peer Group Program

The Advanced CEO Peer Program is designed to bring an intentionally-small group of experienced CEOs from growing, profitable companies together. The sole aim of the group is to discuss the strategic issues facing their businesses and to learn from one another. The CEOs in each group are carefully selected to ensure that they are meeting with true peers--CEOs from great companies with great track records. Melissa's extensive experience and expertise in selecting the participants and leading this kind of group is unique and key to the success of the program.

In this program, CEOs meet regularly and present cases on the strategic decisions that they and their companies are facing. The group then gives feedback to the CEO presenting, and a follow-up is shared. Having a skilled facilitator keeps the meeting on track and provides insightful guidance to individual members as they choose and prepare issues for the group during their one-on-one coaching sessions. Some examples of the level of issues discussed in the Advanced CEO Peer Program are:

- Overall strategy
- Corporate positioning
- Organization structure
- Product strategies
- Mergers and acquisitions
- Liquidity/exit strategies
- Sales process overhauls
- Web strategies

The CEO Peer Program helps CEOs focus the vision and direction of their company and validate this vision through the feedback from unbiased peers. The program also ensures that CEOs spend time working on their business and not just in their business, and is a practical and applicable way to develop and perfect their skills as a CEO.

"Melissa's skills as both a strategic consultant and moderator are a rare combination. She brings both insight and tools. She's really good at both helping CEOs to isolate core issues and framing them in a way to get optimal feedback. As a result, the feedback I've gotten on cases I have brought before the group has contributed substantially to improvements in our bottom line."

- Roger Greene, CEO, Ipswitch

Program Facts

Group meetings:

- 6-8 meetings per year
- Full day
- Rotational host
- Max 10 attendees
- 5 strategic case issues (75-90m each)
- Optional Annual CEO Retreat

One on one coaching sessions:

- Prior to group meetings
- 1-2 hours
- Review financials, priorities, progress, case development

Tools:

- Strategy/planning exercise
- One page strategic scorecard
- CEO update sheet
- Case analysis process
- Best practice topics (optional)