

another decision document

Is a Peer Group Worth The Investment?



Are you seeking a collaborative network, a circle of friends, or a group that offers unbiased fresh perspectives and innovative ideas to tackle challenges, all while providing resources for your business growth? The allure of such a community is captivating until the time commitment and concerns about diverse personalities arise. One begins to question: will a Collaborative Peer Group truly be worth the investment?

For leaders aspiring to grow their businesses, investing in personal growth becomes imperative. No leader possesses all-encompassing knowledge. Collaboration stands as the cornerstone of success, fostering unbiased perspectives and challenging existing paradigms. Regrettably, many leaders remain unaware of existing collaborative peer groups, accessible through chambers, associations, consulting firms, and even within religious congregations. Each group varies in engagement levels and expectations from its members. It's disheartening to witness many navigating their journey alone due to perceived time constraints or apprehensions about group dynamics.

As a global collaborator, a significant portion of my efforts involves assembling CEOs, Presidents, and business leaders. I serve as a gatekeeper or matchmaker for high-performing collaborative peer advisory boards. I oversee groups tailored for CEOs, Presidents, Business Leaders, individual professionals in a virtual board, and another exclusive for Key Executives.

Prospective members undergo interviews to gauge their readiness for a high-performing peer board. I meticulously evaluate their personality types, needs, and the value they bring to the board. Each member contributes unique expertise alongside individual shortcomings. My emphasis is on identifying leaders who lead from the heart, not just the head.

Upon selection and appointment to a peer advisory board, members often share common personality traits. Some lean towards conservative decision-making, while others exhibit higher risk tolerance. Social and vocal individuals contrast with introverted and reserved counterparts. This diversity fosters varied perspectives, crucial for unbiased insights. Expert facilitation guides these diverse perspectives into engaging conversations.

Participation in these collaborative groups necessitates a commitment to learning, sharing, and advancing one's business actively. It's not a passive endeavor; members cannot merely don the jersey and spectate. Peers challenge, collaborate, and ideate to ensure each member performs at their best. This commitment demands both time and financial investment to step away from day-to-day operations and focus "on the business."

Finally, I firmly believe that peer groups led by Vistage stand among the world's best. Their board chairmen, former CEOs committed to giving back, offer unparalleled expertise. They bring unbiased perspectives, having walked in the shoes of business leaders, and are professionally trained to facilitate these boards. Explore their offerings at www.LeadingABetterWay.com. Should Vistage not align with your needs, I advocate for peer boards and am ready to assist in finding the right fit for you.