



## *Peer Advisory Boards*

Peers offering peers practical advice and the truth.

Advisory board meetings where well aligned business leaders meet to challenge their thinking, innovate their business, and tap the energy and experience of their peers.

We bring together hand-picked business leaders to become immediate and effective "**Boards of Advisors**" for each other. We align you with people who can help you, and you can help them. We facilitate every meeting to ensure focus and effective dialogue so members leave each meeting with value.



**WE CAN'T GET THERE ALONE™**

**Peer to Peer Advisors**

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[www.peertopeeradvisors.com](http://www.peertopeeradvisors.com)



## *Peer to Peer Advisors*

### *Leaders Helping Leaders Through Collaborative Boards of Advisors*

Peer to Peer Advisors Groups are forums where business leaders tap into the experience and expertise of their peers. Being a member of a Peer to Peer Advisors Group means:

- You are matched with 8-10 of your peers whose business challenges align with yours.
- You are sitting at the table with people who can help you and you can help them.
- You have a literal and dedicated Board of Advisors.
- You spend your time together working on your business instead of working in it.

#### **Potential benefits include:**

- **Better and Faster Decisions** – With input and prodding from other members, you will have assumptions challenged and a wide breadth of experience to draw upon.
- **Understanding and Empathy** – As peers, you understand situations because you have been there before.
- **Accountability** – Having been there before, your peers know what it takes to move forward. They will hold you accountable for following through on the steps you choose to take.
- **Growth** – You will get ideas, insights, energy and encouragement, all geared to helping you grow.

To ensure compatibility and value for everyone, we screen participants to match them into an appropriate group. We consider factors such as business size, complexity, current life stage of the business, and competitor and vendor relationships. We conduct one-on-one interviews with potential participants to ensure the needs of the individual and group are considered and aligned.

Each meeting is professionally facilitated. Confidentiality is paramount; each participant is bound by an NDA. Each participant has specific goals and objectives they establish, and the meetings are a forum for furthering the attainment of those goals. We structure meeting agendas with enough flexibility so participants have ample opportunity to tap into the experience and expertise of their peers.

Join other business leaders, help them, and help yourself. While everyone looks to you for direction and answers, you can now look to your peers for direct, honest feedback, and an open exchange of ideas.

## ***Peer to Peer Advisors Meeting Format***

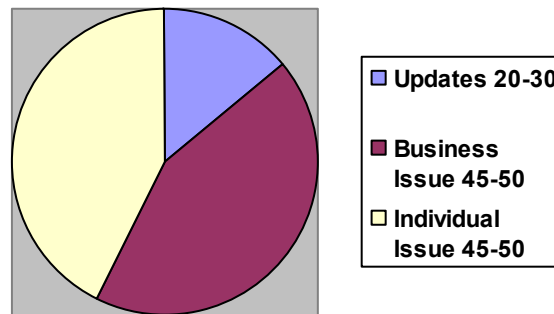
To optimize our time together each month, we use a flexible yet defined structure to plan monthly agendas. This format ensures the meeting content is dynamic and responsive to the current needs and desires of members, yet the format enables us to run efficient, productive meetings.

The structure for meeting agendas usually contains the following elements:

**Updates** (20-30 minutes) – Everyone has an opportunity to bring the group up-to-date on their business, issues or opportunities they are facing, and status on any past initiatives

**Business Issue Analysis** (45-50 minutes) – In-depth look at business areas and issues that drive sustainable and profitable growth

**Individual Issues / Opportunities** (45-50 minutes) – In-depth analysis of a specific issue or opportunity faced by a group member, with the collective experience and expertise of the group coming to bear on the problem



The facilitator, between meetings, confers individually with each member of the group to build the agenda for the next meeting. This ensures that the analyses are relevant and timely, and any individual issues get presented to the group. If no member has an individual issue or opportunity they want to explore, the group can elect to spend the entire time on one or more business issues.



## **WARNING**

### **Participating in Peer to Peer Advisors is Unfair to Your Competition.**

#### **Here's what some Peer to Peer members say – In Their Own Words**

I put one innovative idea to work on my plant floor and reduced payroll by \$12,000 per week while simultaneously increasing production.

Based on advice I received from a recent Peer to Peer discussion, I was able to resolve a personnel / policy issue with a valued employee. Successfully addressing her concerns saved the cost associated with potentially losing a valued employee, the cost of recruiting a replacement, training, etc. etc.

My investment in Peer to Peer has produced at least a ten fold return which has come in a variety of ways and areas of my business including monies saved through increased productivity and revenue generated.

One decision created immediate savings of \$350 per month tied to one employee. That decision will multiply savings even larger as we apply the practice to other employees throughout the company.

My Peer to Peer experience helped make last year my most profitable year in three years.

Peer to Peer delivers value in every meeting on subjects that are critical to the success of my business.

It is nice to know that I'm not alone with my concerns and frustrations.

Peer to Peer is a refreshing opportunity to discuss common problems with peers in a non-threatening, supportive and confidential environment.

No where else can you participate in a forum of professional business people where the goal is help one another succeed! You're not alone in your business! Peer to peer professionals have similar issues. The forum is an excellent venue for guiding insight.

One Peer to Peer discussion and the advice received is helping me decide on an expansion strategy. The Peer to Peer experience is different than other groups because we can have these types of personal and in-depth detailed discussions.

I consider my Peer to Peer colleagues as members of my informal "Board of Advisors" who aren't there to "sell" me anything more than their counsel in return for whatever counsel I can give. Plus, the counsel comes from "walking a mile in my shoes".

**Experience is the best teacher – in this instance by a factor of 10!  
More innovative ideas – Fewer mistakes – More opportunities – More money  
Stop Fighting So Hard – Gain the Unfair Competitive Advantage**