

Positioning for Peer Group Facilitators

The “Peer Group” business is an enticing one...that is far harder to successfully execute than most prospective chair candidates appreciate. Many were a participant as a business owner and know firsthand the value it brings and are now at a stage of life wishing to give back through the process of mentoring/coaching other business owners.

While our products have significant value for business owners, for you as peer group facilitators - you first must have a group...and then keep a group! And those two things should not be underestimated, so let's start with how we can partner with you to start/grow/maintain a group.

Start/Grow Your Group

In addition, to the tools your organization provides for client acquisition, our Baseline products are uniquely designed to be powerful stimuli for business owners. We provide marketing programs for you to deliver them in an Executive Briefing format (open format; invitation only; fee or free) as a sponsor. Or you may use them to enhance their attending one of your “normal” marketing events. In either setting, the prospect participates in their assessment prior to the event and receives their results by attending your session – where you can guide the debrief of their critical issues with other business owners in a “sample peer group” setting.

On-Boarding Tool

Our baseline tools have a variety of unique features most other assessment tools lack for gaining insight into the organizations alignment and priorities. The results provide you a “fertile ground” of issues to work with the business owner in your monthly one-on-one sessions. You can also extend the use of the tool beyond the CEO to incorporate how other departments of the organization perceive the company's effectiveness and high focus/pay-off areas.

Annual Business Planning

Using our Business Baseline once a year provides critical views on areas to focus resources and people in the coming year's business plan.

Grow Sales

Our Sales Baseline provides a “deep-dive” into a business's process, marketing, sales effectiveness, management and operations. It assists organizations in not just building strong sales *people* – but a strong sales *organization* for those people to leverage!

Develop Their People

Leadership Baseline is useful to assist clients in developing their next in-line leaders – allowing them more time to work on the business versus in it. We measure two broad categories - Leadership Competency and Leadership Character. Too much of the former may result into a “end justifies the means” culture or where a lack of results (Competency) is limiting the organizations growth.

Please contact us to schedule a webinar to review our solutions and how you can apply them to grow your business – and your clients businesses!