

IS A PEER ADVISORY GROUP FOR ME?

This brief guide has everything you need to know about peer advisory groups.

has aligned with

to offer a
peer-to-peer
group for you.

PEER ADVISORY COUNCILS: OPPORTUNITIES REALIZED, CHALLENGES MET

WHAT IS IT?

A peer advisory council is a hand-picked group of 10 to 12 business owners and CEOs who help each other identify and capitalize upon their opportunities, and discover insights into their toughest challenges.

Council members must be 1) from non-competing industries, 2) unbiased, with no conflicts of interest, and 3) committed to confidentiality and accountability.

Each council meets once per month for half a day, and creates deep, trusting relationships that one member described as *"the best friends I see only four hours per month."* There truly is nothing like the relationship that quickly develops with people who are going through exactly what you are.

WHY DO I NEED IT?

Because no one else will tell you the truth...

It's not that they don't want to. They simply can't.

Employees, clients, vendors, family, and friends will never tell you what you really need to know, even if they want to, because they often don't understand the complexity of what you're talking about. Plus, they have their own biases and conflicts of interest to cloud their judgment. They simply have a different perspective.

But peers, real peers – people who run a company of a similar size and scope – know exactly what you're talking about. They share your perspective and have *"been there, done that."* Because they speak your same language, yet have their own unique experiences, they bring solutions and insights you never considered, and opportunities you never even conceived.

HOW DOES IT WORK?

We do the legwork, considering dozens of factors during a discovery interview to determine the exact value you would need to receive from participating. And what other peers would be the best fit for you and you for them.

When the optimal members are identified, the council begins meeting once a month for a half day in a conference room at our Strategic Alliance Partners boardroom. All you have to do is to commit to being open, honest, and prepared each month with non-urgent, vision-based needs ready for your council members' insight.

IS IT WORTH THE TIME?

You might assume that monthly peer council meetings will pull you away from your business. While that might be physically true, mentally, it's just the opposite. By connecting with other leaders, you will gain insights that will save you hours, days, and weeks of time wasted on developing or implementing ineffective solutions.

WON'T MEETINGS INTERFERE WITH MY SCHEDULE?

Meetings occur on the same day each month, allowing you to plan for meetings up to a year in advance. If a conflict arises, you can request that your council meet on a different date. Members strive to accommodate each other's schedules.

IS IT WORTH THE MONEY?

Without question. The intangible value of peace of mind might be the most valuable benefit, but our members have story after story about reduced expenses and increased profits based on their council discussions. One LXCouncil member saved his business \$75,000 after just three meetings.

WHY LXCOUNCIL?

We literally wrote the book on business success through peer advisory groups.

Here's what makes them different from other peer groups:

Diverse Councils: A dedicated LXCouncil team, We are intentional at matching CEOs who have experiences to share and can gain from the experiences of others.

Certified Licensed Partners: I am a certified licensed partner of LXCouncil with over 15+ years in successful techniques in running CEO groups.

Half-day Meetings: We know time is a premium, which is why our agendas focus on addressing your challenges, opportunities, problems or ideas through a proven process.

Perspective Reports: Each CEO annually does a deep dive on the business to enable proactive insights on their business.

Strategic Alliance: Our Strategic Alliance Partners share their expertise as part of your membership in the form of roundtable discussions.

HOW CAN I GET STARTED?

It takes a long-term commitment to reap long-term benefits. Are you ready to explore becoming an official member of an LXCouncil peer advisory group? Contact us today for your Discovery Interview. We look forward to hand-selecting the perfect peer advisory group for you.



LXCOUNCIL (Leader Exchange Council) is a membership-based organization that creates peer advisory groups of non-competing business owners and leaders. Each council is hand-selected, allowing members to explore potential solutions to their problems and gain advice for achieving their visions.

SHARED PERSPECTIVE

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BETTER DECISION MAKING

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