



CEO Peer Advisory Groups

FACT SHEET

What is a Catapult Peer Advisory Group?

A Catapult Group is a by invitation only, professionally facilitated forum for business owners and leaders to think and work strategically on their organization. It is a structured process that ensures members work *on* their business, rather than just *in* their business.

A Catapult Group is the modern version of a very old idea, the mastermind group. It is not a networking club or a leads organization. The work we do in Catapult Groups is intense and very focused – it is designed to help members accomplish the business objectives they struggle with the most.

How does the process work?

A Catapult Group works through three interdependent elements which create a proven system to make you a better leader:

1. **A private board of peer advisors:** A Catapult Group is comprised of 12 business owners or CEOs from different industries who meet monthly as a group. Members are required to sign a confidentiality agreement. As a group, members present and work through their toughest issues or greatest opportunities by leveraging the collective intelligence of the group. They help each other succeed by providing honest counsel, feedback and direction in their business. All meetings are professionally facilitated by the Group Chair.
2. **Professional speaker workshops:** 10 times a year, business experts and professional speakers are flown in to work privately with the group on tactics and topics vital to their business. The speakers are not one time authors or local cheerleaders. They are people who have built, led and worked with highly successful organizations – they are national experts in their field.
3. **Professional coaching.** Your Catapult Group Chair meets one on one with each member each month to ensure focus, accountability and the implementation of ideas. Great ideas are of no use if they are not implemented and measured. In these coaching sessions, we assess where you are, set goals and ensure you are executing on the right strategies.

What is the process to be invited to join?

The decision to join is a reciprocal one between you and your Group Chair and will be made during our mutual interview process. During this interview, it will be determined if there is a good fit with the group. In addition, in this interview we will determine if there is a significant return on your investment of time and money.

When and where do we meet?

Catapult Groups meet one day per month, normally on a Thursday. Our current groups meet at the TPC Country Club Board Room.

Who will be in my group?

Designed for business owners, managing partners and high-level executives, Catapult Groups represent a highly confidential and safe forum. Members are interviewed and selected by the Group Chair and must run organizations of a minimum size. Each group is designed to be diverse and you will not have any competitors, vendors, customers or friends whose attendance might prevent you from being comfortable, candid and open.

How much does it cost?

The monthly membership investment is \$1,200 with a one time enrollment fee of \$2,000. Catapult Groups do not ask you to sign long term contracts – you remain only as long as there is value to you.

How can I justify the cost of membership?

It is essential that the return on your investment is exponential – to us, that means at least a factor of 10 times your monthly fee.

Quite simply, businesses whose leaders belong to a formal peer advisory group outperform those who don't. Independent multiyear studies have shown companies whose CEOs belong to a peer advisory group experienced average annual revenue growth of nearly 6% while the average US business experienced a decline of over 9%, as reported by D&B.

How can I justify this time commitment?

Often people think, "There is no way I can be away from my business one day per month!" The fact that you are having this reaction is the very best evidence that you could greatly benefit from this process - to get out from under the business in order to work on the business. Organizational success is proportional to leadership effectiveness and effective CEOs understand this investment of time is vital.

Do you guarantee results?

Yes. We would like you to experience this process for yourself with no risk and offer new members a very simple guarantee. If you join a group, attend 2 meetings with an open mind and can tell your Group Chair this was not an excellent investment for you, we will give you your money back - no questions asked.

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