

STRATEGIC GROWTH FORUMSM



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THE PROBLEM

On a daily basis, as a senior business leader you face various cross-roads with significant downstream impact. Whether they be challenges, opportunities, or time-sensitive operational decisions, these weighty responsibilities sometimes cause you to feel ill-equipped, isolated, and even lonely. In other instances, this isolation may lead to sub-optimal decision-making, which results in less-than-ideal outcomes.

OUR SOLUTION

The Strategic Growth Forum is designed to connect you with other senior leaders who understand the unique challenges and opportunities that come with leading a business. You will engage in candid conversations, share best practices, and receive valuable feedback from peers to generate sustained results in the areas of Innovation, Strategy, Profit Growth, Organizational Effectiveness, and Leadership.



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OUR APPROACH

Each Forum consists of up to 20 business leaders (peers) from non-competing companies, made up of member companies across multiple industries. Group interactions are 100% confidential and provide a safe, yet challenging, productive environment for working through issues, exploring opportunities, and sharing best practices.

Forum members gather monthly with their group for approximately five hours, including lunch. This monthly meeting follows a fairly standard agenda which involves hearing updates from their fellow Forum members, exploring a specific business-building topic together, digging deeper into one or more of fellow Forum members' businesses, and establishing specific goals, tasks, and/or accountabilities for the following month.

Each Forum member also receives quarterly, customized and targeted Executive Coaching from the Forum Leader, and the group participates together in an annual, full-day business planning retreat, often including key members of their executive teams.

“Leadership is the most important requirement for business and personal success. In simple terms, it is defined as the **willingness** to be held **accountable** for **results**, and then to fulfill that responsibility, **no matter what** the external situation, circumstances or pressure.”

- Dr. Jeff Standridge
Innovation Junkie
Managing Director



THE FIVE RIGHTS

Forum members help each other maintain a consistent focus on a set of guiding principles that we call the “Five Rights.”

Right Team (Right People in the Right Place (Get it, Want it, Capacity to do it)

Right Vision (Right Destination, Right Goals, Right Timeframe)

Right Plan (Right People, Doing the Right Work, in the Right Way, at the Right Time)

Right Cadence (Right Time, Right Discussions, Right Decisions)

Right Scorecard (Right Measures, Right Disciplines)

KEY OUTCOMES

The expert content, planning disciplines, and peer advisory all work together to produce a number of “key outcomes” for Forum members and their companies, including (but perhaps not limited to):

- **Strategic Disciplines**
- **Financial & Operational Disciplines**
- **Profit Growth**
- **Innovation**
- **Organizational Effectiveness**
- **Leadership**
- **Networking & Problem-solving through a personal Advisory Board**

GETTING STARTED

Leaders interested in joining the Strategic Growth Forum should reach out to be matched with a Strategic Growth Forum group based on your industry and needs.



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