

## the small business program

As the leader of a small business, you're facing greater challenges than ever before. Competition is fierce, resources are stretched and every day presents a new emergency. Your answer? Roll up your sleeves and work harder. Yet in the back of your mind, you realize to take the business to the next level, you need to make the transition from "doer" to leader. The Vistage Small Business Program provides a forum to rise above the urgent to focus on what's truly critical—the strategic decisions that will move your company forward.

**"With Vistage I feel I have 300 years of CEO experience around the room, and that's very, very helpful for a small business CEO."**

**Janice Berthold**  
*Owner*  
*Heffernan Insurance Brokers*  
*Vistage member*



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The World's Leading Chief Executive Organization

Vistage International, Inc.  
11452 El Camino Real, Suite 400  
San Diego, CA 92130

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

International: +1.858.523.6800 U.S.: 800.274.2367 Fax: 800.934.4540

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## small is the new big



### the Vistage Advantage™

How does Vistage help chief executives and their companies outperform the competition? By providing exclusive access to a proven combination of resources we call the Vistage Advantage:

**group meetings** Vistage provides a unique setting for successful leaders from diverse, non-competing industries to gather once a month in confidential, problem-solving meetings with up to 16 chief executives, presidents or business owners, professionally facilitated by a Vistage Group Chair.

**coaching** Vistage members receive monthly one-to-one coaching from their Group Chair, an objective business advisor offering advice, insight, accountability and support.

**expert speaker workshops** Recognized experts in critical business topics deliver fresh perspectives and practical insights, and inspire breakthrough ideas—all in the small-group environment of the monthly meetings, so their content can be tailored to each member's specific needs.

**regional and international conferences** These gatherings offer members the opportunity for peer-to-peer networking beyond their own groups. Expert speakers and interactive workshops create extraordinary learning experiences.

**web-based best practices library** The Vistage online library (Vistage View™) puts a comprehensive collection of practical tips, advice and best practices at every member's fingertips with the click of a mouse.

**worldwide network** Vistage members gain access to our ever-expanding global network of more than 12,000 business leaders who stand ready to share their knowledge and experience with fellow members.

## the art of being small and succeeding big



Since 1957, Vistage has been helping executives become better leaders who make better decisions and achieve better results in their businesses and lives. The Vistage Small Business Program is tailored to the unique challenges of running and growing a small business.

### benefits of the small business program

**increased agility** Small businesses today must be nimble enough to react to change and strategic enough to outpace it. The Vistage Small Business Program provides you with the vital perspective you need to make the right moves to compete today and outperform tomorrow.

**enhanced decision making** Vistage provides the most effective sounding board for your toughest decisions—fellow chief executives who have met and overcome the same challenges you're facing. It's like getting the "trial" without the "error," and it will help you make better decisions when the stakes are highest.

**fresh ideas** New ideas and perspectives are the fuel for any company's continued growth and innovation. The Vistage Small Business Program will inspire your best thinking, challenge your assumptions and give you a platform to implement insights with confidence and precision.

**increased focus** The Vistage Small Business Program helps you spend less time putting out fires and more time building for the future—the real work of the chief executive. You'll gain increased clarity of purpose and the peace of mind of knowing your company is positioned for continued success.

**improved performance** In the end, the Vistage Small Business Program is about improving your performance so your company can perform better. It's about continuous, accelerated, practical learning—more lasting than any one-time workshop, more actionable than any flavor-of-the-day business book—and about turning your good intentions into great results.

Call today or visit us online: 800.274.2367  
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