

## the trusted advisor program

What would participation in the world's largest chief executive membership organization mean to your business? The Vistage Trusted Advisor Program provides an instant support network for your toughest business challenges, and the fresh perspective you need to better serve your chief executive clients and grow your company.

**"As a banker, I've probably saved millions of dollars with Vistage CEOs because they just run better businesses. And we've probably added millions worth of business by being involved with Vistage. We've learned what a quality CEO looks like."**

**Anthony P. Saucedo**  
*Senior Vice President*  
*City National Bank*  
*Vistage member*



Vistage International affiliates:  
TEC, The Executive Committee, The Executive Connection

- |           |         |             |                |
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The World's Leading Chief Executive Organization

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the  
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program





the power of influence

## the Vistage Advantage™

How does Vistage help leaders of professional services 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 professional service providers to build their skills and grow their practices. Their monthly problem-solving meetings, with up to 16 executives from the business services sector, are professionally facilitated by a Vistage Group Chair.

**coaching** Vistage members work closely with their Group Chair, an objective business advisor offering advice, insight, accountability and support.

**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 14,000 business leaders who stand ready to share their knowledge and experience with fellow members.

## join and connect with our powerful business network

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 Trusted Advisor Program is intended for professionals who consult with and provide professional services to chief executives. Members of the Vistage Trusted Advisor Program learn how to better anticipate the needs of their chief executive clients.

### benefits of the trusted advisor program

**enhanced decision making** Vistage provides the most effective sounding board for your toughest decisions—fellow service providers 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** Find ways to attract new business and add value for current clients. The Vistage Trusted Advisor Program will inspire your best thinking and provide the tools and accountability to turn your ideas into action and better results.

**unlimited learning** Gain firsthand knowledge from a broad range of industries and disciplines, giving you greater perspective on your own business. And with access to Vistage's nearly 50 years of practical and focused knowledge, you can anticipate the needs of your chief executive clients and be ready with proven solutions.

**improved performance** In the end, the Vistage Trusted Advisor 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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