

The World's Leading Chief Executive Organization



the  
chief executive  
program



**VISTAGE**<sup>®</sup>

better leaders • decisions • results

sixteen chief executives  
zero blind spots



## the chief executive program

Chief executives face make-or-break decisions every day. Though the stakes are getting higher, the world is moving faster—so you make quick decisions and hope your gut instinct is right. But, how much better would you sleep at night if you could tap into the experience of other business leaders who have already been there? The Vistage Chief Executive Program™ delivers the vital perspective you need to see the big picture, test your ideas, and move your company to the next level. Because better performance doesn't have to cost you peace of mind.

"I've received tremendous value from Vistage. On one decision alone, my group's feedback saved us \$10 to \$12 million on a capital expenditure. In another case, the impact of changes I made in the marketing area of our company will increase revenues \$1 million to \$2 million a year."

Harry R. Halloran, Jr.  
Chairman  
American Refining Group, Inc.  
Vistage member

# the Vistage

## the Vistage Advantage™

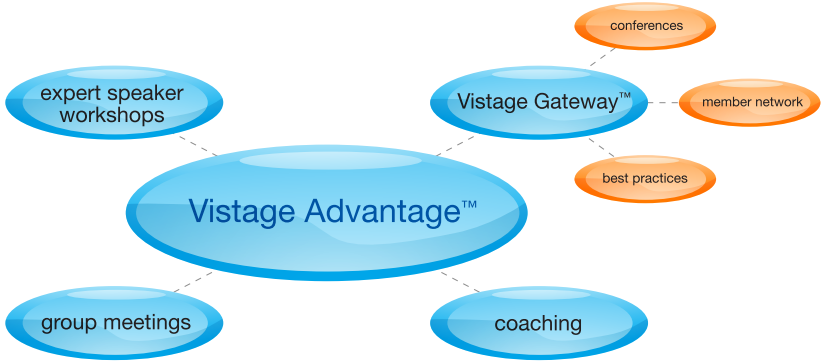
Vistage helps chief executives and their companies outperform the competition by providing exclusive access to a proven combination of resources we call the Vistage Advantage:

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

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

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

# Advantage™



## the Vistage Gateway™ to global content and members

**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™) offers practical tips, advice and best practices, available at the click of a mouse.

**worldwide network** Vistage members gain access to our ever-expanding global network of more than 14,000 business leaders, ready to share their knowledge and experience with fellow members.




## benefits of the chief executive program

**better leadership** New ideas, fresh thinking and perspectives fuel continued growth and innovation. The Vistage Chief Executive Program will inspire your best thinking, challenge your assumptions and give you a platform to implement insights with confidence and precision.

Business leaders have few people to turn to for seasoned advice and the plain truth. With no agenda except to help you succeed, your Vistage group and Chair will help you uncover opportunities and hold you accountable for taking action.

**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. Like getting the “trial” without the “error,” it will help you make better decisions when the stakes are highest.

**better results** In the end, the Vistage Chief Executive 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 or any flavor-of-the-day business book—and about turning your good intentions into great results.



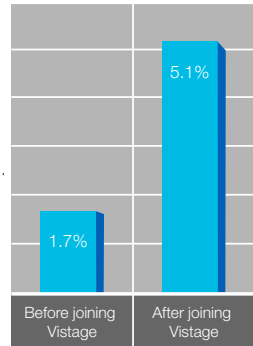
## better results start here

Since 1957, Vistage has been helping executives become better leaders who make better decisions and achieve better results. Vistage chief executives outperform the competition through enhanced leadership, strategic focus and practical solutions.

### Vistage-member companies grow faster

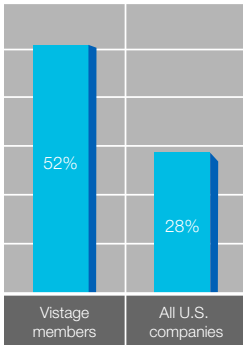
Member companies are better run and grow their revenues, on average, at more than twice the percentage growth rate after joining.

revenue percent growth rate



Source: Dun & Bradstreet/Vistage 2004. Two years before and after.

percent of companies who perform better than their competition



Source: Corporate Research Board 2006.

### members outperform their competition

Vistage members outperform their industry revenue trend nearly twice as often as all other U.S. companies.

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# VISTAGE®

better leaders • decisions • results

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