

the  
key executive  
program



**VISTAGE**<sup>®</sup>

better leaders • decisions • results

turning today's executives  
into tomorrow's leaders



## the key executive program

Resting on their laurels is not an option for the most successful executives. They're lifelong learners who know they need to acquire new knowledge and skills or get left behind. The Vistage Key Executive Program™ provides an unrivaled, constantly evolving forum for growth, giving you the tools to navigate each obstacle, and the confidence to seize every opportunity on your personal and professional journey.

"You gain leadership, better decision making, and a better sense of interpersonal growth by being a member of Vistage."

Brian Castorena  
Senior Tax Manager  
Murphy, Murphy & Murphy  
Vistage member

# the Vistage

## the Vistage Advantage™

How does Vistage help senior executives and their companies outperform the competition? By providing members a proven combination of resources that comprise the Vistage Advantage:

**group meetings** Successful leaders from diverse, non-competing industries gather once a month in confidential, problem-solving meetings with up to 20 key executives, professionally facilitated by a Vistage Chair.

**coaching** Members work closely with their 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 key executive program

**better leadership** The Vistage Key Executive Program delivers unlimited practical knowledge you can apply immediately in your company. It will inspire your best thinking—and help you turn your ideas into action and better results.

**enhanced decision making** Vistage provides the most effective sounding board for your toughest decisions—fellow 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.

**unlimited learning** There's a reason our members refer to the Vistage Key Executive Program as their “real-world MBA.” You'll gain firsthand knowledge from a broad range of industries and disciplines, giving you greater perspective on your own role. And you'll learn to think and act like a chief executive, becoming a greater asset to your own company and chief executive.

**better results** In the end, the Vistage Key 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, more actionable than any flavor-of-the-day business book—so you can perform better today and be ready for the next challenge.

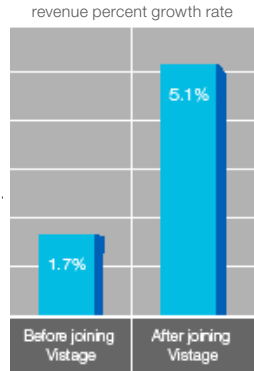


## better results start here

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 Key Executive Program is intended for executives who are direct reports of chief executives or in key positions in the company.

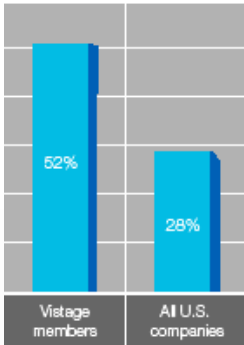
### Vistage-member companies grow faster

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



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®

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The World's Leading Chief Executive Organization

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