



If you're thinking about becoming a **Vistage Chair**, here are 7 things you should know.

VISTAGE



1

You probably have
what it takes to lead a Vistage
private advisory board.

If you have achieved success as a CEO, business owner or senior executive, chances are you have what it takes to become a Vistage Chair.

You have lived through the day-to-day complexities and challenges of being the person at the top. You have experienced the intense highs and lows of having the ultimate responsibility for an organization. You have personally sacrificed time, money and in some cases relationships to drive your organization to success. Your breadth of achievement has been no small feat.

All of that experience has placed you in a unique position to make a profound contribution to the lives of other business leaders in your community. There are many local executives facing challenges with which you are all too familiar.

Think about how valuable your wisdom and experience could be to other bright and driven executives.



2

You will join an elite group of exceptional executives.

Since 1957, Vistage has been bringing together successful CEOs, executives and business owners into private peer advisory groups. From the beginning, Chairs have been at the heart of what makes the Vistage experience so powerful for so many members.

When you become a Vistage Chair, you join a distinguished group of business leaders who come from a wide range of industries. Some have owned businesses, many have been CEOs of domestic and international companies, and all are united by a desire to share their insight and expertise with other business leaders in their communities.

These executives are marked by their strong financial acumen, superb management skills and innate entrepreneurial spirit. Become a Chair and you will join an outstanding group of dedicated and accomplished individuals.



3

You will love what you do
and know that it matters.

One of the greatest rewards of being a Vistage Chair is knowing that you are making a real difference in the lives of your group members. While you no doubt found meaning and reward in your career experiences and successes, helping other CEOs achieve greatness gratifies on an entirely different level.

Chairs tell us they were first attracted to Vistage by the opportunity to give back. All successful in their own realms, Chairs have spent a lifetime striving to achieve their own goals and satisfy themselves. Then somewhere along the way, they reached a watershed moment, realizing that self-satisfaction was no longer enough. That's when the idea of helping others succeed became a calling more powerful than personal gain.

If you have a passion for mentoring and guiding others, then becoming a Chair is a perfect way to do something you love and know that it matters.



4

You will work hard
starting your practice,
and we'll be by your side.

Having built businesses of enduring value, you know the effort is worth it. Starting a practice is no different. The first step you'll take is participating in Vistage Chair Academy. With a group of your fellow new Chairs, you'll take part in four complete weeks of learning, and dive deep into everything we've learned about establishing a thriving practice. From attracting new members to building and extending your group, we'll be there to help.

Once you've mastered the basics, we'll support you in your group-building efforts. With experienced support staff including sales and marketing teams, mentors, Best Practice Chairs, membership development consultants, IT, back office and a host of other services, we'll be by your side every step of the way. Think of it as being an entrepreneur with an infrastructure.

As your practice takes root and grows, you can count on these same approaches and resources to help you develop additional groups and create an even greater impact in your business community.



5

You will become a superb executive coach.

One of the most important parts of being a Chair is the personal executive coaching you will provide to the CEOs and executives in your group. Using our proven methodologies, you'll ask good questions, raise your EQ, and ultimately hone your ability to challenge, guide and inspire group members to achieve and exceed their objectives.

The approach is simple yet powerful: Between monthly group meetings, you'll meet one-to-one with each member to help identify important challenges and opportunities. Together, you'll sort through the list and decide which items to bring to the next monthly meeting. There the group will process the issues and help map out a plan of action. In subsequent meetings, you'll help the group hold one another accountable to stay on plan.

A good part of your success as a business leader has been your ability to personally engage and motivate people. Putting those skills to work with a group of high-performing executives is central to being a Vistage Chair.



6

You will earn a
stable income and maintain
a flexible schedule.

As a Vistage Chair, you will operate as an independent contractor supported by a great organization and a respected brand. That means you decide how much time to devote to your practice and what level of income suits your needs.

Flexibility in the design and management of your practice is a key benefit of being a Chair. For each group you develop, count on spending about seven business days per month running group meetings and conducting one-to-one sessions with members. But those activities will be scheduled based on the needs and sensibilities of you and your group (within Vistage best practices).

The ability to earn a stable income at a level you set is another feature of Chairing. And considering the longevity of a typical Vistage group, once you establish a successful practice, that income becomes an annuity.

In any case, you will do well while doing good at a level you choose.



7

You will impact
the lives of leaders who will
affect many more.

Though your focus will be on the 12 to 16 members of your group, the impact of your work beyond the group will be profound.

Every executive you coach is surrounded by a constellation of others directly affected by their attitudes and actions. The list is long, including colleagues, staff, customers, partners, suppliers and, most importantly, family.

When an owner faces an unprecedented problem in their business, it becomes everyone's issue. When an executive struggles to cope with explosive growth, many others feel the strain. When a CEO postpones making difficult decisions, countless suffer from lack of direction.

That's why Vistage is so valuable to members as well as their organizations. As you help your executives clarify their thinking, navigate extraordinary issues, and find clear paths to success, you will be improving the lives of many. Likely more than you'll ever know.



Because of our Chairs.

vistagechairpractice.com