



THE ALTERNATIVE BOARD



WHITE PAPER

19 Reasons You Need a Business Owner Advisory Board

No matter how successful you already are, owning a business is challenging.

To run a successful company, business owners and entrepreneurs have to deal with a wide range of challenges, and it can get lonely. Family, friends and colleagues aren't the best sounding boards for business advice. Most CEOs and business owners we've talked to feel they can't properly share those challenges with those around them. Without an objective, experienced set of peers to turn to, leading a business can be isolating and difficult. But it doesn't have to be.

A business owner advisory board (also known as a peer advisory board or mastermind group) offers a close-knit group of experienced peers from a range of industries who can help you navigate whatever challenges come your way. You'll get the feedback, accountability, expertise and support you need to transform your business.

TAB Board Member revenue growth outperforms national average by:

2.5x



TAB Board Member sales growth averages

25%



TAB Board Membership Helps You Improve Your Business and Change Your Life.

Access Trusted Advisors

“TAB has had an enormous effect on the succes of our business. Our business has grown tenfold since I’ve been involved in my TAB Board. To be able to open up to people and have them reciprocate and share the depth of our issues and things that are going on in our businesses, has just been fantastic. I’m a lot more confident in the operation of our business, in my management philosophy, in my willingness to take risks – in the types of things that really make you an effective business leader.”

Doug Simons

Enstrom Candies – Grand Junction, CO USA

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See the Big Picture

“I’ve been a member of TAB almost since I started my business. TAB has helped me work out what I want from my business. My mind or ideas change, so TAB has certainly helped me to sort through what I want, work out what I want, and then work out how I’m going to get there.”

Kay Godfrey

First Class Accounts Mona-Vale – Sydney, New South Wales AU

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Is a Business Owner Advisory Board Right for You?

Whether you're just getting your first business off the ground or you've been around the block a few times before, a business owner advisory board can help you get your business where you want it to go. A group of likeminded business owners with experience and acumen are a powerful resource to have at your back.

A peer advisory board will be a valuable asset to any one who is:

- Ready to increase growth
- Considering a new direction or heading into uncharted territory
- In a rut and unsure how to get out of it
- Considering a transition of power and in need of advice
- Likely to benefit from consistent help with marketing, hiring, employee management and other day-to-day business concerns
- Looking to run the business more efficiently
- Hoping to improve work-life balance
- Acquiring or starting a new business and wants expert mentorship
- Beginning the process of selling a business and looking to make it more attractive for a potential buyer

Essentially, a business owner advisory board is a smart move for every business owner – no matter when. It will help you step forward with clarity, confidence and momentum. You've succeeded and survived alone, but with a peer advisory board at your back, you and your business will *thrive*.

Lead Better. Live Better. Achieve More.

Think Outside the Box

“Usually you are alone when you are directing your business so it is helpful to have a forum of other business owners with whom you can exchange ideas. It allows you to bounce around ideas that normally you would not be able to discuss with someone else. On a TAB board you receive a mix of advice from many different types of business owners, and in this process you explore ideas that might never have occurred to you.”

Eduardo López Arellano

Interceramic – Aguascalientes, MX

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Get Candid Feedback

“At our Board Meetings we discuss the issues we are dealing with. All of us have different issues at different times and have tried different things to overcome them, and I’m finding ‘pearls’ every time we gather around the Boardroom table. These people have no other agenda, just my best interest and the best interest of my business, and that is priceless.”

Robyn Lonsdale

Temple Water Technologies Limited –
Auckland, NZ

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Answer Tough Questions

“My TAB Board is very good at asking me the questions I don’t want to answer! It’s always interesting to hear their advice as it gives me new ideas for handling challenges that I have. The fact that my fellow Members are helping me work on my business each month reignites my enthusiasm and keeps things fresh.”

Kirsty Davies-Chinnock

Professional Polishing Services Ltd –
West Midlands, England UK

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How a TAB Advisory Board Will Help Transform Your Business

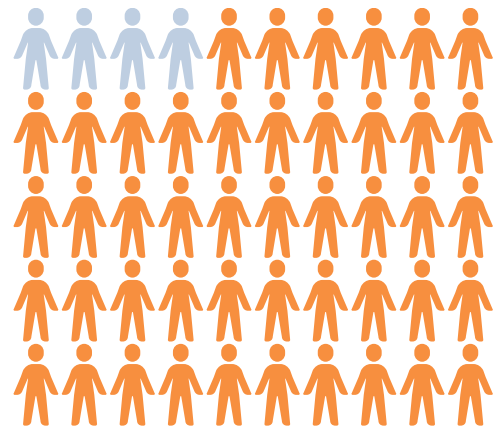
For over 30 years, The Alternative Board has cultivated a thriving community of motivated CEOs and business owners who share an expertise and passion to radically improve their companies. We bring together busy entrepreneurs committed to giving and receiving the candid guidance that can only come from peers following the same path. And who know that gaining insight from each other is better than going it alone.

A TAB Peer Advisory Board gives you a trusted, experienced community of 8-10 high-performing CEOs and business owners who've faced similar situations.

People who:

- Speak honestly and openly in a confidential environment
- Ask tough questions and challenge you to stay accountable
- Push you to act on things you might put off
- Encourage you to outperform your goals
- Offer diverse perspectives you won't get anywhere else
- Connect you with valuable resources

Our members consistently describe The Alternative Board as life-changing. They say they've never understood what was missing until they found TAB. When you're looking to move your business forward, TAB's got your back.



Over 92%
*of Members would recommend
TAB to other business owners.*

Below are just some of the ways that TAB Membership will help you get your business where you want it to go.

Live the life you've been working for.

Reduce Stress Levels

"In less than a year, we really have undergone a major transformation. Many small businesses do not undertake the types of tasks that TAB would have them do, even though we know we should. My personal stress level today compared to prior to TAB has been reduced by 70%."

Bill Boisvenue

BSC Solutions Group, Ltd. – Brampton, Ontario, CA

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Augment Your Core Competencies

Every business owner has specific strengths and weaknesses. Regardless of background, we can all use more in-depth assistance in certain areas. Maybe you're excellent at keeping your business on track fiscally and identifying inefficiencies, but you might benefit from some help with communicating effectively or developing a marketing strategy.

That's why TAB Membership can really help you shine. In addition to your peer advisory board, you'll be given access to one-on-one coaching that can help you dive into specific areas of opportunity. Many business owners find it difficult to admit vulnerability or knowledge gaps to others, but your peer advisory board is designed as a safe space where you can assess your strengths and grow professionally.

Grow Leadership Skills

“By attending Board Meetings you learn a lot about your own business. You also learn a lot about yourself, especially from different perspectives. I’ve learned to take my time and not to rush things. Things take time. I now make sure that I know exactly what the client wants and the best way to do it. I ensure that I understand all of the products and all of the people involved.”

Lee Dewerson

Safe N Sound Limited – Auckland, NZ

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Delegate Tasks and Responsibilities

“My TAB Board and facilitator have helped me look introspectively. Identify what I am good at. More importantly, maybe what might be better aligned to someone else on the team. So it starts to point out some roles that I probably should not be doing as the president of the company.”

Mike Mayo

Nanohmics – Austin, TX USA

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Learn from Others

On your advisory board, you’ll be able to learn from others who have navigated similar challenges. The collective wisdom of your TAB Board will span many decades across a range of industries – ensuring that you each have much to teach and learn from one another.

Each member of a peer advisory board will come with a different unique set of strengths and weaknesses, each tried and tested in the real world. This makes a board a powerful tool for business owners to help fill the gaps in each other’s knowledge and grow their own capabilities in other areas. Along with receiving advice, you will also get an opportunity to share your own knowledge. This kind of candid exchange challenges you to grow, as well as gives you an opportunity to help out other business owners.

Community, Confidence and Strategic Clarity.

Share Collective Wisdom

“TAB holds me accountable, while also reminding me that no matter how much you think you know, you can’t know everything. It’s extremely helpful to get insights and feedback from others who have nothing to do with your business, but who have considerable experience and wisdom of their own.”

Tom Wechsler

Wechsler Consulting and Engineering – Atlanta, GA USA

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Work Through Business Challenges

Are you puzzling through a new growth idea? Considering a possible business opportunity? Here’s another place where the real-world experience of your business owner advisory board will come in handy. Adapting generic advice to your specific business is a challenge, and evaluating whether or not a specific strategy will work for you is easier with the help of other seasoned business owners. In a board with a diverse membership, it’s likely one of your peers has come across whichever particular situation you’re considering in the past and can give you custom-tailored advice.

Your board members can also help you ask the tough critical questions or offer suggestions and caveats based on their own personal experience. They can help you uncover your blind spots and confront gaps in your line of reasoning to make sure your new strategy is watertight.



Generate New Ideas

“My advisory board gives me the confidence to make changes in my business that make sense. I’m now willing to take risks, and I’m growing because of it. I no longer feel like an island. From every meeting, I walk away with at least one new idea that I can apply immediately that sticks with me. This makes all the difference.”

Kirk Ellis

EJ Painting & Fiberglass – Brighton, CO USA

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Make Major Decisions with Confidence

Whether you’re having to make difficult personnel choices, trying to figure out how to adapt to working from home, or any number of the inevitable difficult decisions every business owner has to face — you don’t have to make those decisions alone. From creating an exit strategy to taking your business into new markets, your peers will help you identify opportunities and navigate potential pitfalls. They’ll act as sounding boards as you figure out the pros and cons of the options ahead. They’ll also be able to offer insights based on experience with similar struggles.

The big decisions have been on your shoulders. Until now.

Confidently Navigate Challenges

“My working life before TAB was extremely challenging and often pretty lonely. It's often obvious what needs to be done in a business, but TAB gives you the confidence, support, and momentum to take action. The monthly meetings challenge you. I'd have no hesitation in recommending TAB. It has changed my working life – which in turn has made me a happier person.”

Anna-Marie Eardley
Waterloo Quay Properties –
Aberdeen, Scotland UK

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Get Practical Solutions

“Getting other owners’ perspectives and listening as people open up in pretty intimate ways about their business is really eye-opening. I find it especially helpful that my advisory board is comprised of individuals from a range of industries. We’re all facing many of the same challenges, and we all benefit from focusing on practical, real-time solutions that help our businesses grow.”

Mike Dina
Integrity Electrical Solutions –
Golden, CO USA

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Avoid Missteps

It's often said that the best way to learn is by making mistakes. But the second best way is to learn from other people's mistakes. In a business owner advisory board, your peers will have made plenty of the usual business missteps, and they'll be happy to share their stories to help you learn.

They also have the collective experience and outside perspective to identify potential missteps before it's too late. Their insights may come from personal experience or simply from having witnessed them in their many years of business. But your TAB Board will be invaluable in helping to identify mistakes before they happen.



Get Valuable Feedback

The CEOs/business owners on a peer advisory board will give you ideas and get you thinking about your business in a different way. They'll ask you tough questions that only someone on the outside can ask and help you think outside the box of your specific business or industry.

Along with providing peer pressure and accountability, members of a business owner advisory board can help you understand why you're having trouble missing certain milestones or goals. They can help you identify which issues are holding you back or brainstorm ways to get obstacles out of your path.

Benefit from Diverse Perspectives

"I couldn't see how someone outside my sector could advise me – but I was wrong! There are often conflicting views and perspectives and it's important to get a rich tapestry of ideas and advice. My fellow TAB Board Members are from very different businesses, but that just adds to the richness and quality of feedback."

Rob Sandbach

Indiespring – Manchester, England UK

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Leverage Accountability to Achieve Growth

You likely excel at meeting the day-to-day deadlines of your business. But big-picture goals designed to stretch the business — like implementing a new marketing strategy or networking with potential business partners — too often get pushed to the back burner.

A business owner advisory board provides accountability to keep you on track with long-term goals. Knowing that you will need to walk into your next meeting and report on your progress provides the positive peer pressure to accomplish those things that will truly grow your business.

Stay Accountable

“I have been able to accelerate business growth beyond my dreams due to the introductions TAB has provided, and the sound advice and recommendations I have received from my TAB Board. Their holding me accountable to move from selling to managing and leading my sales organization has enabled us to have two homes in Colorado, in addition to my home in the Midwest. If you don’t consider TAB, you are missing a huge opportunity.”

Anson Thompson
The Thompson Group –
Morrison, CO USA

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Plan for the Future – Then Execute

Strategic planning is a critically important part of business growth. If a CEO and senior executive staff don't look ahead to what the future might hold, there's little opportunity for growth and expansion. A business can only tread water and hope for the best possible financial outcome.

At the same time, plunging into the strategic planning process without adequate preparation can result in muddle and confusion. Too many attempts at effective planning fall apart, due to mistakes made in the process or a lack of accountability when it comes to implementation.

Identify Goals and Vision

“We never had very focused goals before TAB. My team is now using TAB’s strategic planning process which has done so much for us; it’s amazing. Having goals is the key to success – TAB helped create our goals and give us focus and accountability.”

Richard Fuller

County Battery Services – Mansfield, England UK

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Create Clear Action Plans

“When I work with my coach and TAB, I’m able to make better decisions, faster. We get together, I present my challenges, we work through them together, and when we’re done, I’m leaving with a very specific action plan. I have really clear next steps. Joining TAB is a really terrific way to accelerate your growth and improve your tools as a leader.”

Jason Gorman

Jackrabbit Learning Experience –
Boston, MA USA

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Develop an Exit Strategy

“TAB played such a big part in our succession planning and execution. There was so much to navigate. The board’s deep understanding of our business really helped keep us accountable and make those important but sometimes tough decisions. TAB has been an anchor to help us move through all this.”

Kristi Dunham

Peak Engineering – Denver, CO USA

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Achieve a Better Work/Life Balance

CEOs and business owners consistently wrestle with handing off tasks and responsibilities. You might know you can't "do it all," but it often takes external accountability to help you let go of the reins and focus on what really matters. Some tasks do require your time and attention. Many do not. A CEO advisory board and a business coach can help you sift through how to best manage your time to maximize returns.

The truth is that there is more to life than running your business. TAB can help you identify your personal vision for both your business and your life – and achieve both!

Clarify Priorities

"Before TAB, my life was a bit chaotic. It gets very hectic in a small company and we wear a lot of hats. I realized I didn't have enough time to go out on my motorcycles that my husband and I both love to ride, or to enjoy the things we love to do. Since joining TAB, I'm able to really prioritize and focus on what I need to do at work so that it frees up my time at home."

Kris Derrig

Action Machined Products – Copiague, NY USA

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Live the Life You've Been Working For

"After joining TAB, I'm able to leave work at a time that my daughter is still awake. That's something I couldn't have imagined doing before TAB because work was my life. We've been able to grow really significantly – more than 300%! That's not a growth pace that normally you'd be able to control. But I've been able to do it without really sacrificing, and, in fact, improving my family life. I have a better run business, a better family life, and that's really attributable to my decision to join TAB."

Jerry Su

Teamson Design Corp – Brentwood, NY USA

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TAB Membership Brings Real Value

Along with the benefits of a peer advisory board, TAB Membership also comes with coaching and consulting services, strategic tools, global networking opportunities and access to proprietary business resources. TAB equips forward-thinking business owners around the world to grow their businesses, increase profitability and improve their lives.

Over 70% of TAB Members say that the board meetings and coaching sessions add real value to their businesses, and 90% say they are likely to recommend TAB to other business owners.



Average length of TAB Membership

5 years

TAB Members Finding Real Value



74% said YES

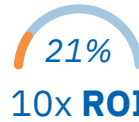
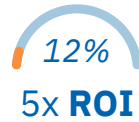
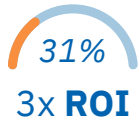
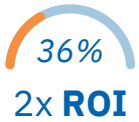
Is your business earning more profit since joining TAB?



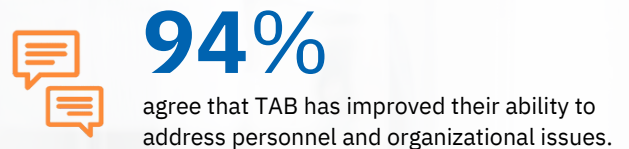
76% said YES

Is your business earning more sales revenue since joining TAB?

The vast majority of TAB Members report high return on investment in Membership – often with impressive results.



Since Joining TAB



Most people join TAB because they know that it will increase the profits of their company and the value of their business. But they don't realize that they will also receive non-financial values that may be every bit as important – or, in some cases, more important. Business owners consistently improve their quality of life, their work-life balance, learn how to fight burnout better and even work on their interpersonal relationships as a result of their TAB Board Membership. That's *real* value.

[Find a TAB Board near you](#) and begin growing your business today.

Or send us an email at: TABFranSA@thealternativeboard.za.com