



LXCOUNCIL[®]

———— IS A PEER ADVISORY GROUP FOR ME? ————

This brief guide has everything you need to know about peer advisory groups at LXCouncil.

PEER ADVISORY COUNCILS: OPPORTUNITIES REALIZED, CHALLENGES MET

What is it?

A peer advisory council is a hand-picked group of 8 to 12 business owners and CEOs who help each other identify and capitalize upon their opportunities, and discover insights into their toughest challenges.

Council members must be 1) from non-competing industries, 2) unbiased, with no conflicts of interest, and 3) committed to confidentiality and accountability.

Each council meets once per month for half a day, and creates deep, trusting relationships that one member described as “the best friends I see only four hours per month.” There truly is nothing like the relationship that quickly develops with people who are going through exactly what you are.

Why do I need it?

Because no one else will tell you the truth...

It’s not that they don’t want to. They simply can’t.

Employees, clients, vendors, family, and friends will never tell you what you really need to know, even if they want to, because they often don’t understand the complexity of what you’re talking about. Plus, they have their own biases and conflicts of interest to cloud their judgment. They simply have a different perspective.

But peers, real peers – people who run a company of a similar size and scope – know exactly what you’re talking about. They share your perspective and have “been there, done that.” Because they speak your same language, yet have their own unique experiences, they bring solutions and insights you never considered, and opportunities you never even conceived.

How does it work?

LXCouncil does the legwork, considering dozens of factors during a discovery interview to decide if a CEO or business owner is even eligible for membership and, if so, on which individual council they would best fit.

When the optimal members are identified, the council begins meeting once a month for half a day. All you have to do is to commit to being open, honest, and prepared each month with non-urgent, vision-based needs ready for your council members’ insight.

Is it worth the time?

You might assume that monthly peer council meetings will pull you away from your business. While that might be physically true, mentally, it’s just the opposite. By connecting with other leaders, you will gain insights that will save you hours, days, and weeks of time developing or implementing ineffective solutions.

“If you can’t make that kind of commitment to your own growth, then you are kidding yourself as far as being a leader of any company.”

Paul Gund, Member

Won't meetings interfere with my schedule?

Meetings occur on the same day each month, allowing you to plan for meetings up to a year in advance. If a conflict arises, you can request that your council meet on a different date. Members strive to accommodate each other's schedules.

Is it worth the money?

Without question. The intangible value of peace of mind might be the most valuable benefit, but our members have story after story about reduced expenses and increased profits based on their council discussions. One LXCouncil member saved his business \$75,000 after just three meetings.

Why LXCouncil?

We literally wrote the book on business success through peer advisory groups. Here's what makes us different from other peer groups:

Full Councils: A dedicated LXCouncil team, not your moderator, is constantly developing new members to keep your council complete.

Moderators: We use only past or current CEOs/executives who had significant P&L responsibility. They know what it is like to be an owner and are now giving back.

Leadership Assessments: Everyone completes an owner leadership assessment to determine placement in the right council and improve interaction/communication.

Multiple Level Councils: You will be placed in a council suitable to your size/stage, and have the ability to move as you grow and advance.

No Coaching: Our sole focus is the country's best peer advisory councils. If you need individual coaching, we have great referrals for you.

Strategic Alliances: Our partners get to know you personally and provide quarterly expertise and knowledge to our members benefiting them in running their business.

HOW CAN I GET STARTED?

It takes a long-term commitment to reap long-term benefits. Are you ready to explore becoming an official member of an LXCouncil peer advisory group? Call 410.970.4771 or email info@lxcouncil.com today for your Discovery Interview. We look forward to hand-selecting the perfect peer advisory board for you.

WHAT OUR MEMBERS THINK:

Thousands in Savings

"In my first three months, my board saved me \$75K. This is a great investment for any business owner."

CEO, Wireless Distribution Company

Expert Advice

"One of the greatest values received is having 10 people with different levels of expertise, different scopes of businesses – completely different than mine – learning how they apply their thought processes to problems. [It] is invaluable to me."

CEO, Jewelry Claim Services

Broader Thinking

"One of the problems with many organizations is that they get into 'me speak,' but, with the Council, you get a [very] different focus and grounding that gives you an alternative way of thinking about things."

Chairman, Packaging Company

Discipline

"This provides me with a structured discipline to stage and reach my goals. The camaraderie of my fellow board members, although concentrated in a four-hour period, is caring, genuine, honest, and loyal. My investment has already provided me the best business return in 20 years."

President, Bed and Breakfast



PEER INSIGHT. PEACE OF MIND.

LXCOUNCIL®

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LXCouncil (Leader Exchange Council) is a membership-based organization that creates peer advisory groups of non-competing business owners and leaders. Each council is hand-selected, allowing members to explore potential solutions to their problems and gain advice for achieving their visions. LXCouncil was founded in 2013 by Tina Corner, former owner of the fastest-growing franchise of The Alternative Board (TAB).