

Business is filled  
with ups and downs.

# Up is better.

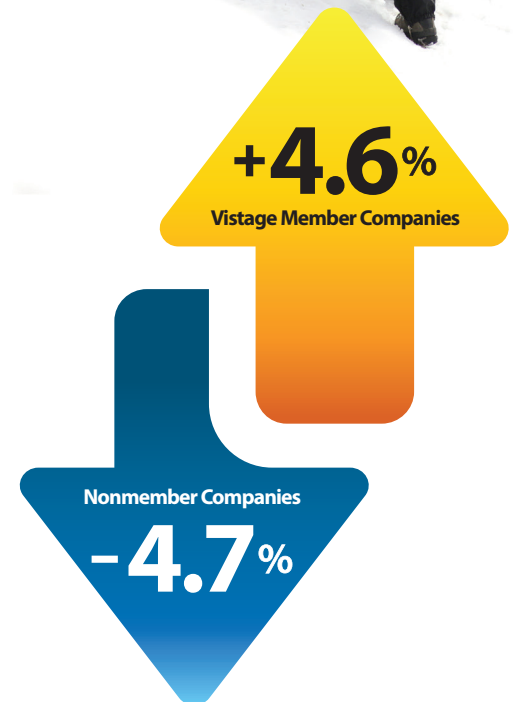
## A new perspective can change everything.

During the most difficult times, Vistage CEO members grew their annual revenue on average by 4.6% in 2020, while nonmembers with comparable small and midsize businesses saw revenue decrease by 4.7%.\*

Vistage members approach leadership excellence as a continuous journey, with ups and downs that require grit and determination. They bring rigor to their decision-making, knowing they don't have all the answers. They take advantage of outside perspectives from trusted peers, guidance from respected mentors and insights from renowned thought leaders. And the results speak for themselves.

Vistage is the world's largest peer advisory and executive coaching organization for small and midsize businesses. For more than 60+ years, we've been helping business leaders solve their greatest challenges.

Today, more than 27,000 members in 20+ countries rely on Vistage.



\*Analysis performed on Dun & Bradstreet data for U.S. companies with up to \$1B in annual revenue. The comparison was made on annual revenue growth (2020 vs. 2019) between Vistage member companies (sample size: 1,897) who joined the Chief Executive or Small Business programs prior to 2020 and a random sample of non-Vistage small and midsize businesses (sample size: 702).

**Better leaders. Better decisions. Better results.**

**VISTAGE** MICHIGAN