

VISTAGE
MICHIGAN

**Guide today's top leaders.
Explore a Vistage Chair Practice.**

A man in a dark suit and tie is seated at a table, gesturing with both hands as he speaks to a group of people. He is looking towards the right side of the frame. In the foreground, the back of a woman's head and shoulders is visible, and to the left, another man is partially visible, looking towards the speaker. The setting appears to be a bright, modern office or meeting room with large windows in the background.

Move from a life
of success to a life
of significance.

You've realized the level of business success most aspire to achieve. Now, how do you turn that success into a life of significance? Consider the role of a Vistage Chair, a coach and mentor to CEOs, business owners and key executives in your community.

In this position, you use your business acumen, expert leadership skills and passion for mentoring to help business leaders reach their full potential and achieve success in ways they can't accomplish alone.

Your impact creates a ripple effect felt from the C-suite through company ranks, and into your community. It's meaningful, financially rewarding work. On your own terms.

Becoming a Vistage Chair provides meaningful, purpose-filled work. For many, it is the capstone of their legacy.

We help high-integrity leaders make great decisions that benefit their companies, families and communities.

What is Vistage? For more than 60 years, Vistage has been bringing together successful CEOs, business owners and executives into confidential peer advisory groups. Together, they candidly discuss their toughest challenges and biggest opportunities. They share insights, identify blind spots and offer agenda-free advice from those who've faced similar challenges.

It started in 1957 when Bob Nourse gathered six business leaders from non-competing industries around a table in Milwaukee to help solve each other's challenges. The formula worked: Members of his group made better decisions, achieved greater results and outperformed their competition.

Vistage now serves more than 27,000 executives across 20 countries. These members have access to the most comprehensive suite of services, research and experts on the issues that matter in business today:

- **Confidential peer advisory groups**

Gatherings nine times a year of a group of high-caliber, non-competing executives led by their Vistage Chair. Members gain agenda-free perspectives from those who've faced similar challenges.

- **Executive coaching**

One-on-one coaching sessions nine times a year with their Chair to discuss the most pressing challenges and opportunities facing their business and life.

- **Proprietary research**

Vistage Research curates content and collaborates with the top minds in business to create thoughtful analyses that help members prepare for the future.

- **World-class speakers**

Remarkable thought-leaders lead workshops at meetings and local events to spark innovative approaches to optimizing business and activate new ideas for personal development.

- **Trusted community offering reliable advice**

Members can tap into a global network of business leaders and subject-matter experts for advice, recommendations and new connections.

“We have fundamentally changed how we run our business, manage our teams and drive learning throughout our organization. Our company health and growing success are directly attributable to my Vistage engagement”

Mike Lauber

Chairman & CEO, Tusco Display
Vistage member since 2012

Vistage Chairs challenge, question and guide.

At the heart of what makes the Vistage experience so powerful and so effective for so many members are our expert executive coaches, known as Chairs.

They are a hand-picked, elite group of accomplished business leaders. They've led organizations across 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 to guide other business leaders on their path to personal and professional excellence.

“I am the question person that helps you dig a little bit deeper inside of yourself to learn what really makes you tick and then allows you to bring out the best in others.”

Troy Rice

Vistage Chair since 2012

Each Chair forms peer advisory groups of high-caliber business leaders from non-competing industries. Nine times a year, they facilitate candid, confidential roundtable discussions about the most pressing business and leadership decisions. In these meetings, Chairs:

- Ask the difficult questions to motivate high-impact decisions.
- Become agents of influence to help members push their businesses forward.
- Frame issues to inspire robust discussions and critical thinking.
- Facilitate collaboration to help members map out plans of action.

Between group meetings, they meet one-on-one with each member to provide guidance tailored to their unique challenges. Together they identify important topics and decide which issues to bring to the next meeting, where the group will help map out a plan of action.



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% according to an analysis of Dun & Bradstreet data.

A great Chair has a record of success and is driven to give back.

Vistage Chairs have achieved success as a CEO, business owner or senior executive. They've lived through the day-to-day complexities and challenges of being the person at the top. They've experienced the intense highs and lows of having the ultimate responsibility for an organization.

They have strong financial acumen, superb management skills and an innate entrepreneurial spirit. They've realized the kind of success to which most only aspire. Now, they want to share their wisdom and experience to help other business leaders grow.

Becoming a Vistage Chair is an opportunity to impact the business community in a way that is measurable. Meaningful. Lucrative. For many, it is the capstone of their legacy.

Successful Chairs meet the following profile:

- ✓ Former CEO, business owner or senior executive responsible for P&L of over \$5 million
- ✓ Strong business acumen, communication skills, high EQ
- ✓ Executive presence: confidence, maturity, assertiveness
- ✓ Strong connector and networker
- ✓ Possess a passion for mentoring others
- ✓ Entrepreneurial grit and spirit

“The entry barrier is pretty high on purpose because anybody can be a coach, but to be a Chair is a true mission. It's not a job. It's not about the money. It is absolutely about: ‘This is my life's work.’”

Janet Fogarty
Vistage Chair since 1993





You have the opportunity to achieve exponential results for your members — and yourself. It's meaningful, financially rewarding work. On your own terms.

Partnering with Vistage provides unrivaled support for your success.

Think of being a Vistage Chair as an entrepreneur with an infrastructure — from day one. Your Vistage journey starts with an intensive learning and development program to ensure your success as a Chair, from recruiting members for your advisory group to effective coaching methods.



It continues with the backing of an expert staff dedicated to the successful launch and longevity of your practice. Sales and marketing, membership development and more — by your side every step of the way.

As a Vistage Chair, you will operate as an independent contractor supported by a great organization and a respected brand. That means you have the flexibility to decide the size and scope of your practice and what level of income suits your needs.

Vistage partners in your success to a degree no other organization can rival.

- The platform of an “executive development and business advisory” industry institution and brand with 60 years in business
- A worldwide community of more than 27,000 members and 1,000 Chairs
- Proprietary research on business issues and extensive bureau of vetted speakers
- Leading-edge learning and development for your long-term success. For six consecutive years, Vistage earned a spot on Training Magazine’s Top 125 Organizations.

Live a life of purpose.

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.

“It’s not just making a company run more successfully. It’s not just helping a company make more money. It’s helping the CEO be a better person. And knowing that I was an influence in that — that I’ve encouraged my members to do that — that’s why I love being a Chair.”

Liza LeClaire
Vistage Chair since 2017

Take the next step.

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

Though your focus will be the members of your group, the impact of your work can be felt from the corner office, through the company ranks and into your community. Every executive you coach is surrounded by others who are directly affected by their actions and mindset: colleagues, staff, customers, partners, suppliers and, most importantly, family. 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.

Contact us
to learn more.