



As a manager, you're the one who is expected to have answers. But where can you turn when you have questions? Where can you go for an objective, third-party view of your problems, your plans and your occasional predicaments? For knowledgeable, experienced sharing of ideas, issues and solutions?

There is a place.

It's like having your own private board of executive advisors.

It's a simple concept. Take successful executives from non-competing organizations and team them into small, tightly-knit groups of about 12 members. Twelve professional peers with a commitment to meet regularly to share ideas, experience and skills – to collectively discuss problems, visions and opportunities in the strictest of confidence. Now add the leadership of a Chairman to each group. Someone with considerable experience, who not only manages the group and oversees meetings, but is always accessible to group members as a mentor and a confidante. A safe harbor when the waters get rough.

That, in a nutshell, is *Executive Agenda (EA)*.

Executive Agenda is the only group of its kind in Wisconsin. What makes EA unique? A common commitment to sharing experience and ideas through peer networking. A rich diversity of business and educational backgrounds, age and gender. Mentoring. A spirit of absolute trust and confidentiality.

A one-of-a-kind organization for one-of-a-kind individuals.

EA has only one agenda: that determined by the members of each individual group. The sole focus of a group is the concerns, problems and opportunities of its members. When the group doesn't have the answer, they can draw from the experience of EA members in other groups, or network with members in our affiliate organization of company presidents in Wisconsin and throughout the nation, as well as recognized experts in virtually every field.

The bottom line?

A wealth of personal and professional growth that could only result from such unique synergy in idea sharing.

A powerful program.

Quarterly Group Meetings. Four all-day meetings, one each quarter, are the heart of the program, often featuring a tour of a member's facility. Each meeting has a full agenda, with topics as varied as the members themselves:

- Setting up a new product development group: rationale, questions, opportunities, problems.
- Customer service and sales go "hand in glove." What are the different organizational structures of these functions?
- Innovative accounting is often used to offset undesirable results. To what degree is this practice acceptable, and what guidelines should be in place to avoid loss of control?
- What methods effectively aid an organization in switching to a new information system?
- Facilitating a transition in management style from traditional to coaching/feedback: helping to create change in supervisors.
- What sales reward and/or incentive programs are members using?
- How do you make a difference beyond your immediate area of responsibility?
- Structure is critical to an effective organization. What are the elements that make the structure most effective?

One-On-Ones. Prior to each quarterly meeting, members engage in private interviews with their Chair, to suggest issues for group discussion, talk through difficult issues, or review ideas and opportunities. If you have issues on the job or in your personal life, here is your chance to discuss them – one-on-one, no holds barred – in the strictest of confidence. These invaluable mentoring sessions often last up to two hours. Many members view this unique facet of EA as its most significant benefit.

Blue-Ribbon Speakers. Each year members have the opportunity to attend up to four to six sessions featuring top speakers on the hottest current business issues, while networking with a widening circle of business professionals.

EA members...different, but alike.

Being a member of EA is not easy; it requires commitment. While every EA member is unique, they all share these expectations of one another:

- Openness and candor
- Ability to give trust before it's earned
- Desire for personal and professional growth
- Willingness to guarantee confidentiality
- Commitment to peers
- Thick skin
- Near-perfect attendance at quarterly meetings
- An understanding that our strength is in the dissimilarity, of members' expertise, management roles and types of businesses.
- No member will have a competitor, a major customer/supplier or company colleague in his group

This may be the most valuable business decision you'll ever make.

It doesn't have to be lonely at the top. There is a place you can go for ideas, answers and encouragement.

Draw on the commitment, candor and camaraderie of your peers in management, as a member of Executive Agenda. For answers to your questions, or to learn how you can be considered for membership, call (262) 821-3600.

Give yourself the EA edge.

- *It's like having your own impartial board of advisors* – A dozen experienced, non-competing executives to assist you in identifying opportunities and resolving business issues.
- *Mentoring* – Your group Chair is your confidante and professional mentor, available whenever the need arises.
- *Reduce the risk of your decisions* – Candid, direct feedback reduces the risk of major decisions before they are made.
- *In-depth exploration of issues* – Significant business and personal concerns receive thorough, undivided attention in one-on-one and group sessions.
- *Improved productivity and profit* – Implement new management ideas and technologies shared by your group, your group Chair and other valuable resources.
- *Personal growth* – Grow in an exciting new learning environment as peer feedback and outside experts keep you up to speed on leading-edge management methods.
- *Give and take* – Join a group of highly successful, talented business executives and share your expertise.
- *Return on investment* – Found opportunities, resolved problems, business innovation, cost savings and time savings enable you to more than recoup your investment in time and money.



Sharing Wisdom, Experiencing Growth

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