

# Coaching Leaders, Changing Lives.

## *Vistage Chair Practice*<sup>TM</sup>

Start your own Vistage Chair Practice and help Chief Executives and Managing Directors to become better leaders, achieve better results and lead more fulfilling lives.

The World's Leading Chief Executive Organisation



[www.vistage.co.uk](http://www.vistage.co.uk)

**VISTAGE**<sup>®</sup>  
better leaders • decisions • results



What is Vistage?

## Dedicated to increasing the effectiveness and enhancing the lives of Chief Executives and Managing Directors in the UK and Ireland

Vistage is the world's leading organisation for Chief Executives, Managing Directors and other business leaders.

Vistage provides a trusted, confidential environment where members (CEO's, Managing Directors or other senior business executives) can learn together and advise one another by testing plans, assumptions and decisions. Vistage helps business leaders to achieve their company's full potential for growth and success; it also builds a member's leadership skills so that they enjoy personal success – inside and outside of their business.

Vistage members join Vistage from all industries, and for several different reasons, but they all have certain things in common:

- They are hungry to learn, to improve, to grow.
- They are willing to share, to give, to challenge the status quo.

Combined, Vistage UK & Ireland members generate an annual turnover of £16 billion, and employ approximately 250,000 people. On average members grow their business more than twice as quickly after joining.

Vistage UK and Ireland represents over 600 members spread across Vistage Groups of 12-16 members per Group. Overall, Vistage represents over 15,000 businesses worldwide, based in 16 countries.

Vistage offers its members the very best business coaches available, a proven group model that gets results, learning from world-class business speakers, best-practice content and access to a global Vistage community.

There are many executive coaching organisations, many business schools around the world- all offering a route to more effective leadership. None of them can claim over 50 years of proven success; membership and Alumni measuring over 25,000 executives, spanning 16 countries, with over 700 executive coaches and 600 world-class business experts. If you're looking for the very best it has to be Vistage.

“For me Vistage is all about a new way of working with more balance in my life, I've also learned more in my two years as a Chair than nearly ten as a CEO”

John Watkinson, Vistage Chair

Our values:

**Trust, caring,  
challenge  
and growth.**



# What it really means to run a Vistage Practice

In their own words



**David D'Arcy**  
Vistage Chair, 9+ years

“Being a Vistage Chair is absolutely absorbing and constantly challenging. You are facilitating a diverse group of Managing Directors and Chief Executives who are passionate about developing themselves and growing their business. What is amazing is just how passionate they are about the well being of their group colleagues. Being a Vistage Chair is a unique experience!”



**David Baines**  
Vistage Chair, 5+ years

“Imagine the challenge of a dozen or so Harvard style case histories unfolding – that’s what a Vistage Group is like. The Chair’s excitement is in contributing to these and learning from them with individual members. Being a Vistage Chair is intellectually and emotionally challenging yet equally rewarding.”



**Coilin Heavey**  
Vistage Chair, 10+ years

“Being a Vistage Chair I am constantly in search of ‘better’. This means challenging myself, as well as challenging others. My role ranges from being a trusted confidant to a leader of leaders. Every day I have the opportunity to add real value to others’ lives.”



**Tony Price**  
Vistage Chair, 9+ years

“In the Chair role, you really do make a difference in people’s lives. Add the fact that I have personally learned more in the last few years than I did in the previous thirty and you have a real win-win.”



**John Watkinson**  
Vistage Chair, 2+ years

“For me, Vistage is all about a new way of working with more balance in my life. I’ve also learned more in my two years as a Chair than nearly ten as a CEO.”



**Chris Hughes**  
Vistage Chair, 8+ years

“Quite simply the most rewarding, challenging and stimulating thing I have ever done in my business life.”

# Life as a Vistage Chair... what can I expect?

Do you have the right stuff to start a Vistage Chair Practice™?

Our Chair community is as diverse as the business leaders they serve. Vistage Chairs are former MD's, CEO's and business executives from a wide range of sectors who share a common passion for business and a desire to help others. Vistage Chairs make up an exclusive group of highly trusted advisors and business coaches who are experts in business leadership coaching. A Vistage Chair provides fresh perspectives and insights whilst helping business leaders overcome obstacles and make the most of opportunities – all in a context that provides maximum benefit to their organisations. When we ask our Chairs why they love chairing, four themes come up again and again:

- Stable income and high return on investment in time
- The ability to make a difference
- Reward, prestige and recognition
- Aligns with life purpose

## Why choose to become a Vistage Chair?

A Vistage Chair plays a critical role in setting the tone and shaping the leaders of the UK business community. There are around 50 Chairs in the UK and Ireland and over 670 globally. The many benefits of becoming a Chair include:

- Share your knowledge and expertise
- Generate a competitive, annuity like income whilst enjoying a flexible schedule



- Achieve greater prestige and recognition in your local business community
- Define your own Chair Practice to meet your schedule and income goals
- Inspire executives to become better leaders, make better decisions and get better results

As an independent contractor to Vistage, you choose the time, commitment and income requirements that fit your own personal needs. From part-time at up to £45k to full time up to £175k per year, the financial rewards escalate as you attract new members to your Chair Practice.

## As a Vistage Chair you will:

- Lead confidential monthly group meetings, where your members assist each other to solve business issues
- Act as coach, mentor and confidante to each of your members in monthly, two hour, one-to-one coaching sessions
- Keep your members accountable for their commitments
- Recruit and conduct selection interviews to fill and maintain your Chair Practice
- Schedule the most appropriate expert speakers for your group through the speaker bureau at Vistage HQ
- Ensure member attendance at group meetings, to guarantee a satisfying and valuable experience for all
- Actively participate in the wider Vistage community
- Periodically attend additional professional development courses to update your skills

## What are the requirements for becoming a Vistage Chair?

It takes a special person to coach and guide leaders.



If you have an impeccable integrity and work ethic, and a desire to make a difference to others, you have the fundamental prerequisites to become a Vistage Chair.

### Do you:

- Have prior experience of being a Managing Director, Chief Executive or senior business executive?
- Have prior experience of managing a P&L in excess of £5million?
- Possess strong business acumen?
- Have experience of managing eight or more employees?
- Have a well established business network within your community?

### Does this describe you?

- A strong leader with self confidence and a creative mind
- The ability to challenge senior executives and hold them accountable for actions they've committed to
- Passionate and self motivated, with a desire and willingness to build and run a successful Chair Practice
- Possess excellent networking skills
- The ability to listen, probe, challenge, clarify and generate new insights into individuals
- The gravitas, presence and strength of character to facilitate meetings of talented, entrepreneurial and successful business leaders

### If so,

We want to talk to you about becoming a Vistage Chairman today. Each successful candidate will receive extensive training and support from Vistage, and on-going assistance in building your Chair Practice such as:

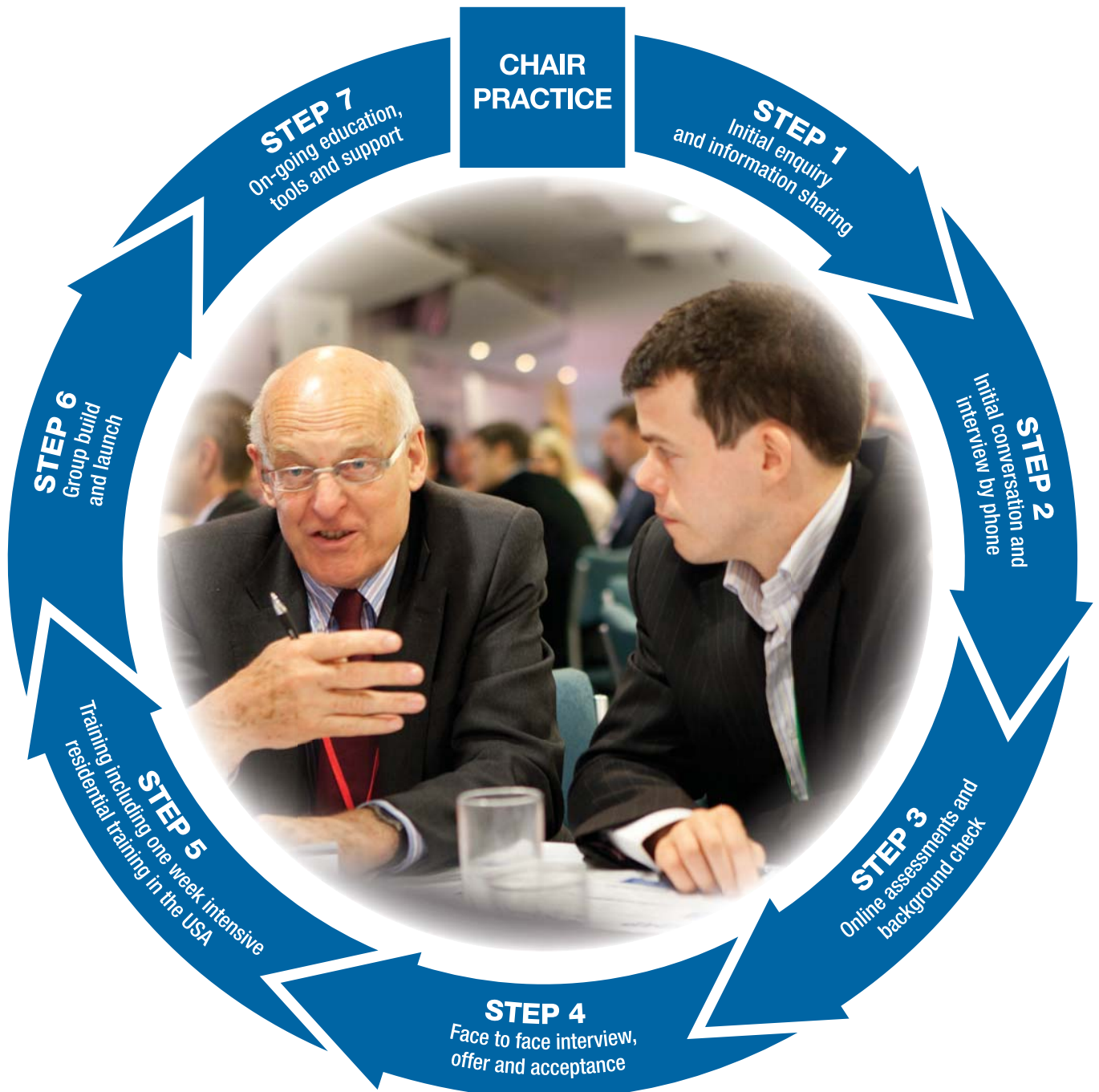
- One to one coaching from a dedicated mentor Chair
- Access to marketing tools to research and identify potential members
- Local marketing events and activities to attract potential members
- An extensive programme of events, forums and industry dinners
- A world-wide best practice library and community



**It takes a special person to coach and guide leaders**

## The Chair selection process

Our Chair selection and training programme is unrivalled. New Chairs joining Vistage receive extensive training and support from Vistage HQ far superior to that of any other executive coaching business.



## FAQ's

### Is this a franchise and is there a financial investment involved?

No, this is NOT a franchise and there is no financial investment involved – Vistage has a very thorough Chair selection process and selects suitable candidates. However, we do require a £3,000 deposit from all new Chair Candidates. The process to become a Vistage Chair is extremely thorough and involves commitment from both sides. Vistage commits to several training workshops, the production of personalised marketing materials and significant input from Vistage staff and existing Vistage Chairs during the first year of your new Vistage Chair Practice. The £3,000 deposit is payable before you start your Chair training programme and is refunded in full if you start your Vistage Group within six months of completing Vistage Studio VI training.

### Will I be employed by Vistage?

No. Vistage Chairs are self-employed, and run their own Vistage Chair Practice Business. A legal agreement exists between Vistage and a Vistage Chairman. Vistage Chairman can operate as sole traders or limited companies.

### Is this a full-time or a part-time job?

To run a full 16 person Vistage CEO group takes about seven business days per month and a more significant time commitment is needed to initially launch your group.

### Is a Vistage Chair a consultant?

No, A Vistage Chair is a combination of a Coach, Confidant, Facilitator, Recruiter and Selector of members, a Catalyst for positive change and a Leader of Leaders.

### Will this role require a lot of travel?

No, you would be doing all of your work locally in your local area as the member meetings are held on a rotating host basis at your members offices. Work locally, impact globally.

### Studio VI Training

If selected, you will be invited to our world-class training programme – Studio VI. Studio VI's primary focus is to give



you the knowledge and the tools you need to start and grow your Vistage Chair Practice. Over six days, you and your fellow Chair Candidates will learn proven strategies to market to, identify, and select CEO members. Through a highly interactive experiential adult learning environment, you will also learn best practice techniques in group facilitation, issue processing, and executive one-to-one coaching. In addition to Studio VI, additional workshops will develop your skills in marketing your Chair Practice and delivering world-class peer-group experiences.

### HQ Support

This is an Intrapreneurial™ Role, which is like an Entrepreneurial role with infrastructure. Vistage has a range of staff including Business Development Managers, a robust sales and marketing team, in-market Coaches, Best Practice Chairs, Membership and Chair support staff, IT, Accounting and more, all dedicated to your success. Vistage pays for and provides all the tools and resources, yet it is ultimately your effort that makes your Vistage Chair Practice a true success.

### Can I talk to existing Vistage Chairs to find out more?

Yes, we encourage you to do this. Our selection process is very thorough but also very open. We encourage you to ask all and any questions.



**VISTAGE**  
better leaders - decisions - results

## *Vistage Chair Practice™*

Make the decision to become a Vistage Chair today and help MD's and CEO's within the UK and Ireland become better leaders, make better decisions, achieve better results and lead more fulfilling lives.

[www.vistage.co.uk/chair-practice](http://www.vistage.co.uk/chair-practice)

Follow Vistage on the following social networking websites:



[www.twitter.com/VistageUK](http://www.twitter.com/VistageUK)



[www.facebook.com](http://www.facebook.com)



[www.linkedin.com](http://www.linkedin.com)



[www.youtube.com/VistageUK](http://www.youtube.com/VistageUK)