

# Want To Grow Personally and Professionally?

## Feeling “lonely at the top?”

I convene monthly meetings of business leaders, meet individually with members, and bring in speakers (on topics of management and beyond).

## Are you right for my groups? Here are the minimum qualifications.

Three Vistage **CEO peer groups** are for people who run companies with annual revenues of \$1M+, face the challenges and opportunities that come with growth and success, and want to share experiences and be held accountable by peers.

Two **Key Executive peer groups** are for executives who report directly to a CEO, are being groomed for the CEO position, are at companies with annual revenues of \$1M+, and want to share experiences and be held accountable by peers.

A **Trusted Advisor peer group** is for client-based professionals, such as attorneys, accountants and consultants, who serve CEOs and senior executives, want to share experiences, and want to be held accountable by peers. *This group does not have a minimum revenue requirement.*

And I am preparing to launch a new **peer group for Not-For-Profit CEOs**. *This group does not have a minimum revenue requirement.*

"Artie Isaac masterfully harnesses our group's talent, insight, wisdom, and expertise through organized and perceptive facilitation. **I benefit greatly from my investment in the group.** It's helpful to get away from the business for a day each month to gain a unique perspective, and **in times of great need, processing issues with my peers has been immeasurably valuable.** Artie leads with his head, his heart, and some (very dry) humor. I feel as though I have a room full of consultants who are there — all in — to support me. Sometimes it's tough to break away from my rigorous schedule, but every time I do, I am grateful for the learning. I recommend Vistage and Artie Isaac to any smart, ambitious, open-minded leaders of growing businesses."



**Rachel Friedman**  
*Founder + CEO  
TENFOLD*

"As a six-year Vistage member with Artie Isaac, I have experienced the development of a supportive, challenging CEO peer group that has held me accountable for personal and business growth. As a result, I have developed lifetime relationships with terrific people, achieved **300% growth** over five years, and gained insights about all aspects of running a business I might otherwise never had. **That's ROI. That's Artie.**"



**Doug Lunne**  
*President & Creative Director  
LMG - Lunne Marketing Group*

**"Vistage has been completely transformative for my business** during my four years with Artie Isaac in a CEO group. Every month I come away with new insights, actionable tools, and invaluable peer review.



Artie's leadership in a room of leaders is thoughtful and passionate. I'm looking forward to year five!"

**April Zimmerman Katz**  
*President*

Qualitatively, I admit people who are:

- smart, ambitious, and successful
- trusting and trustworthy
- earnest, but don't take themselves too seriously
- kind-hearted (no jerks),
- ready to play the big game — are willing to bring their biggest challenges
- able to engage — show up on time, focus (no cell phones), lean in
- willing to confront their peers kindly
- experienced enough to know they need to change — and energetic enough to do it.

My peer group members are in active learning mode, getting better at what they do. They know that the peer group provides a great resource: *it's where they come to get their answers questioned.*

**For a message for "A" Players,  
see the next page.**

With care,

*Artie Isaac*



"Artie Isaac is an extraordinary human being. He is intelligent, open-minded, creative, intuitive, hilarious, candid, interesting, interested, and of very high integrity. I have only the highest praise for Artie. **As a member of one of Artie's Vistage groups, I have grown as a person and as a business owner.** He is a key reason our group is so functional, productive, and connected. I highly recommend Artie as a speaker, facilitator, Vistage chair, and friend."



**Casey Brown**  
*Founder and President  
Boost*

"I've known and admired Artie for nearly ten years, as a mentor to me through several start-ups. When he launched his first Vistage group, I committed to building a business large enough to justify joining his practice. I've been in Vistage under his leadership for nearly two years now. The organization and infrastructure from which our business is growing is directly attributed to Artie and his ability to **thoughtfully curate development opportunities.** Artie leans in during hard conversations with enthusiasm and grace. I strongly recommend Artie and his leadership as a Vistage Chair."



**Joe DeLoss**  
*Founder + CEO  
Hot Chicken Takeover*

"I can't recommend Artie's wise counsel and peer groups enough. **During just my first few months, my membership led to a dramatic improvement** in my personal and professional well being."



**Alaina Shearer**  
*Founder and Executive Director  
Women in Digital — USA*

#### Want to learn more?

To schedule a conversation with Artie Isaac, contact [Monica Leck](#) or visit [artieisaac.com](http://artieisaac.com).

## A Message for “A” Players About Return on Investment

“A” Players join my peer groups to:

- Create the best management team in the business.
- Make it possible to take a three-week vacation (even though you don’t have to take that vacation).
- Make the business salable within three years (even though you don’t have to sell your company).
- Surround themselves with other “A” Players. (Their experiences can save you from suffering the same pain — and can help you achieve the same successes.)
- Get home sooner, because they stop doing other people’s work.
- Work *on* their businesses, not just *in* them.
- Appreciate the respect, confidentiality and “carefrontation” of group meetings.

"I have had the pleasure and benefit of being a member of one of Artie's Vistage groups for three years. The members of our group truly care about each other's success, which leads to extremely focused and engaging meetings. I always come away with actionable items. **I highly recommend meeting with Artie.** Within five minutes, you will understand why Artie has become one of the most well-known and well-respected Vistage chairs in the country."



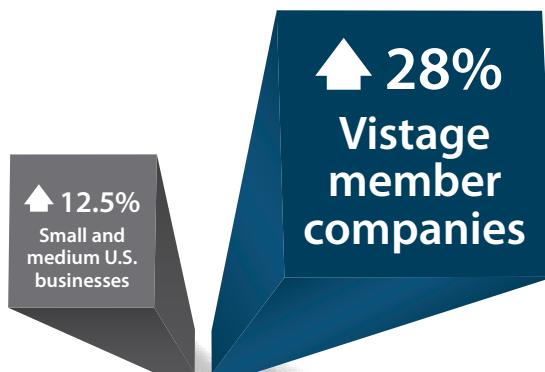
Travis Timmons  
*Founder and CEO*  
*Fitness Matters*

"Sincere, compassionate, warm, wickedly smart and wonderfully funny. You can trust that he will be **clear, direct, honest and helpful**. Wonderfully creative; open to discourse; takes his business seriously - but not himself (or life) too seriously."



Amelia Jeffers  
*Editor-in-Chief*  
*Sophisticated Living Columbus*

Companies who joined Vistage over the past five years **grew 2.2x** faster than average small and medium-sized U.S. businesses, according to a 2017 analysis.



Average compounded annual growth rate for company revenues (CAGR)

\*Analysis performed on Dun & Bradstreet data for U.S. companies with \$5M to \$1B in annual revenue. CAGR for Vistage member companies (sample size: 788) calculated for companies still active as of April 2017; calculated from year of joining the Chief Executive program (between 2011-2015) through 2016. CAGR for average U.S. small and medium-sized businesses (sample size: 918) based on 2011-2016 revenues.

### Want to learn more?

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