

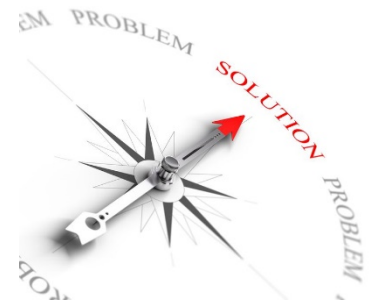


The Benefits, Challenges and Etiquette

Extensive research shows that business leaders join Peer Advisory Boards for a number of well documented reasons.

Keeping your mind fit is not dissimilar to keeping your body fit, in that there is no gain without pain!

There are many benefits to be gained from being part of a Peer Advisory Board, but it also comes with challenges. Here are some of the benefits, challenges and etiquette for ambitious business leaders to consider:



Benefits

- You will learn from a talented knowledge sharing community
- You will develop bonds with your peers across industries
- You will get confirmation that you are doing many good things
- You will reduce your isolation and no longer feel 'lonely at the top'
- You will be regularly re-energised and revitalised
- You will learn faster and better from your peers
- You will enjoy collaborative learning and benefiting from the insight and wisdom of all your peers
- You will grow in an environment where you are not bogged down in company minutia and politics.
- You will enjoy a nurturing team environment
- You will benefit from positive and constructive peer pressure, praise and brainstorming
- You will appreciate complete confidentiality in the safe-haven of your peer group
- You will value the power of giving and receiving
- You will gain and share expertise

- You will relax in the formal structure and facilitation
- You will grow professionally and personally
- You will work ON the business not IN the business
- You will become a better person and leader
- Your business will develop successfully

Challenges

- You will get to know your strengths & weaknesses
- You will be accountable to your peers
- You will be open and honest
- You will face hard questions
- You will feel uncomfortable at times
- You will struggle to find the time to attend meetings and time for your 121's
- You will be challenged

Etiquette

- You must not criticise or treat your peers unprofessionally
- You must be prepared to listen and be open minded
- You must make the time to attend meetings and for your 121's
- You must be prepared to contribute
- You must be prepared to treat all discussions in complete confidence
- You will be expected to sign an NDA

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