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Frequently Asked Questions #2



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Yes, we acknowledge this is a poor substitute for a phone conversation. However, we believe strongly in great fits. We are looking for the cream of the crop who buy into the peer group model. Therefore, some people will eliminate themselves simply because of a poor fit. This gives us more time with the pre-qualified candidates. We hope you find the information below helpful. You have made the 1st cut just by the virtue of receiving this. Please follow the instructions at the end of the document. We promise this is the last impersonal step of our process.

## BENEFITS OF THE POSITION:

- » Great hours. Most days can be completed 9-5. You can make great money and have several days off each month. For instance, I took a week off in July and will take another in October. Better yet, this week off is literally stress-free because our work month is 2 ½ to 3 weeks.
- » Fun and exciting work. Helping CEOs and small business owners improve their personal and organizational effectiveness is gratifying if you enjoy variety and tackling business issues.
- » Sleep in your own bed. Dinner at home is a reality. Thought leadership. If you do your job right, you will be viewed as a thought leader in the business community.

## IDEAL CANDIDATE

- Knowledge of ALL aspects of business
- Have an ownership mentality
- Calculated risk-taker
- Previous P & L responsibility
- Good sales and marketing skills
- Previous experience managing, training, and hiring employees
- Decent (or better) public speaking skills
- Willingness to prospect and network. This will be extensive at first. After your groups are formed, networking and holding events will keep the groups full.
- Masters level degree or previous company ownership. It is important to company owners that you have expertise they can trust. A candidate will not be eliminated without either of these, but it will be a negative.
- We sometimes call ourselves “paid pains in the butt”. The ideal candidate will be very comfortable “calling people out” on their issues.

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- Our process is part consulting, part counseling, part business education, part motivation. Good candidates will be well versed in all these areas.
- Well read. Leaders typically read one business book per month. You should be able to utilize analogies from 50+ business books. For instance, we are not affiliated with Michael Gerber, but we do preach some of the principles set forth in his book, The Emyth.

## EMPLOYEE VS. LICENSEE VS. FRANCHISEE

- Our model includes positions for employees, licensee in all places to licensee.
  - Employees are paid approximately 50% of the revenue they generate (depending on mix) plus a base salary.
  - Risk-takers and/or strong sales people should strongly consider the non-employee models as the upside potential is higher. For instance, under these models, you receive \$595-\$995 per member per month. In a group of 12 members, you would have twelve 2-hour meetings (1 to 1's) and one group meeting (4 hours). Up to \$426 per hour for your pay.
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| ITEM  | EMPLOYEE  | LICENSEE   | FRANCHISEE   |
|---|---|--|--|
| Training  | Training equal for employee, licensee coach or franchisee.  | Online LMS covering all aspects of peer group leadership, coaching, marketing, & client retention. | Training equal for employee, licensee coach or franchisee.           |
| Support   | Training equal for employee, licensee coach or franchisee.  | On-demand support provided in LMS.   | Training equal for employee, licensee coach or franchisee.           |
| Supervision                                       | If your membership is above quota, little supervision. If your membership is under quota, tight supervision will be needed. | Minimal/No supervision.  | Minimal/No supervision.  |
| Membership Quota (minimum to maintain employment) | 8 members after 3 months, 12 members after 6 months, 16 members after 9 months, 20 members after 12 months (and thereafter) | None   | None   |
| Pay Structure                                     | \$25,000 base plus \$200 per member per month.  | You set fees, bill clients. Typical monthly member pays \$595 - \$995/month.                       | You set fees, bill clients. Typical monthly member pays \$595/month. |
| Additional Consulting Opportunities               | 50/50 split.  | \$250,000+ no split  | \$250,000+ No split for non-group members/prospects.                 |
| Daily Activities                                  | Similar for all three.  | Similar for all three.   | Similar for all three.   |
| Vacation  | Two weeks paid.   | Unlimited  | Unlimited  |
| Health Benefits                                   | \$300/mo allowance towards personal insurance policy.   | N/A  | N/A  |
| Marketing Expenses                                | We pay the marketing costs but marketing activities are required as part of the job.  | Coach's Responsibility   | Franchisee Responsibility  |
| Fee   | N/A   | \$995 - \$3795   | \$25,000   |

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## WHAT IS CEO FOCUS?

CEO Focus is a peer consulting group of company presidents and CEOs. In our group meetings, we work on business issues confronting our members. Groups meet once per month. Groups consist of 8-14 members from various industries and backgrounds. Although the benefits of group membership can be difficult to quantify, many members find benefits in:

- Increased accountability
- Business owners with similar backgrounds to bounce ideas off of
- A strong support network
- Access to professionals with complimentary strengths
- Improved delegation skills
- Higher quality of living
- Increased profitability
- Improved level of business expertise

## WHAT DOES THE FACILITATOR DO FOR THE MEMBERS?

Each month the facilitator (the employee or franchisee) meets with each owner for a one-to-one coaching session. These sessions vary greatly in content and are not part of a programmed response. It is more an opportunity to get the owner working on the high impact activities in their business. The facilitator provides additional input and a fresh pair of eyes for the CEO to access. Once a month the entire group convenes for a group meeting. The primary focus of these meetings is to engage in structured issue discussion. Members work through actual business issues of the members. Additionally the group reads two books per year and outside speakers are brought in periodically.

## WHAT IS THE “PROGRAM” YOU PUT PEOPLE THROUGH?

One size does not fit all in business coaching/consulting. It is insulting to the client to believe that there issues are so basic that an out-of-the-box solution can quickly and easily solve their issues. That said, there are many CEO Focus tools available to assist you in working with each client to tailor an individual solution.

Each CEO Focus client receives a Business Model Assessment©. This assessment is a proprietary tool based upon the principles in Jim Muehlhausen’s upcoming book, “The Prado Trap: How CEOs have been

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Mislead to Spend Most Their Time on the Wrong Tasks” The assessment uses a six pronged formula to decipher the client’s current business model as well as create an action plan for creating quantum improvements to the clients business.

## IS THERE A COACHING MODEL OR DO I JUST WING IT?

Since we don’t believe in “canned coaching” there is no one-size-fits-all model. Our model starts with the one thing always needed in a great business coach, a great businessperson. I am somewhat offended by coaching schools thinking they can teach ANYONE to be a good business coach by studying books. A great business coach is born in the trenches of business. From this hard-fought business acumen, we add tools, tricks, and methodologies to create our coaching model.

Our model is designed for client longevity. Many business coaching programs retain clients for around nine months. Our retention tends to be years, not months. Here’s why: typical coaches want to pull out their magic playbook and fix a specific issue. This is effectively a project. Projects have ends. We don’t want to create a dynamic with the client where there is an end. Therefore, we want to create a trusted advisor status with the client. With this trust advisor status, we simply move from project to project without losing the client.

We start each client relationship with a standardized first meeting agenda. In this agenda, you will uncover the client’s most pressing needs and develop an action plan in conjunction with the client to resolve the issue. You will use the CEO Focus toolkit as you and the client see fit.

## IS THERE A MODEL FOR THE GROUP MEETINGS OR IS IT JUST A BUNCH OF CEOS “HANGING OUT?”

It is much more than “hanging out.” We spend a significant amount of training time on the various aspects of the training model. Most trainees are surprised how much “meat” there is for the group meeting model. There are certainly components of the group meeting which are freeform. However, the entire meeting operates within a structure. Within each subsection of the meeting, we follow a model. What the members discuss inside that model varies group to group and meeting to meeting.

For instance, our issue discussion process is well structured and documented. In fact, the process is so structured that we train members how to properly discuss an issue. However, each issue is different. How business owners feel, behave, interact, and listen varies in many ways. Don’t mistake free flowing discussion with lack of structure.

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## WHAT TYPE OF BUSINESSES JOIN?

Every variety of business. Service, manufacturing, sales organizations, minority-run businesses, female-run businesses. It is this human, business, and personality diversity that adds to the value.

## WHAT IS THE MARKET POTENTIAL?

The market for CEO groups is just beginning to become mainstream. Even though groups have been around since the 1950's, less than 2% of businesses belong to one. We expect the market penetration of CEO groups to reach 10% over the next ten years. This presents a unique opportunity to "be in the right place at the right time." Most markets have 10,000+ prospects. 1/2 percent market penetration will yield you more work than you can fit into a month.

## HOW LONG HAS CEO FOCUS BEEN AROUND?

CEO Focus was formed in 2003. However, we have been involved in CEO peer groups since 1994 through competitive organizations.

## DO I NEED TO MAINTAIN AN OFFICE?

No. Group meetings are hosted by the members and the one to one meetings are at the client's location. You may choose to use an office, but it is not required.

## IS THIS A JOB I ALWAYS NEED TO WEAR A SUIT AND TIE?

No. You may want to wear a suit to marketing events. It would probably be a mistake to wear a suit to the 1-to-1s. You need to dress to have credibility with the client. Business casual dress is typically the correct option.

## WHY WOULD PEOPLE PAY FOR MEMBERSHIP?

Our experience is that all small businesses have issues. Solving these issues is typically worth far more than our dues. One of our many focuses is accountability. Imagining how much additional profit a business could make if the CEO would simply be more accountable. This alone justifies most dues.

There is tremendous camaraderie in the group as well. Members become trusted advisors and an informal board of directors for each other. Although no CEO would ever admit it, stopping making mistakes can also cost-justify a membership.

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## HOW DO I MAKE MONEY AS A FACILITATOR?

There are a variety of ways to make money from CEO Focus. First is your groups. Under the license model, each group member grosses you around **\$595 - \$995** per month (\$11,940 per year). Groups hold 8-14 members. Therefore, three groups of 14 would yield **\$501,480** per year (plus additional services offered and less franchise fees) Each groups takes approximately one week per month.

Additionally, we offer keyman groups. These also allow for 14 members at \$125 per month (\$21,000 annually). These groups take only three hours per month as they are a group meeting only.

We also offer Emerging stages groups that meet quarterly. These groups take one week of time per quarter (typically conducted during the "long" 5 week month of each quarter) and yield \$33,200 annually at 14 members. It is very feasible to have plenty of extra time and run all these groups. The example above yields an annual income of **\$555,680** (plus additional consulting).

For the hard-working types, there is typically additional consulting projects available. You will meet many CEOs in your everyday CEO Focus activities. These can turn into project work if you desire. The typical hourly rate for facilitators is **\$175-\$350** per hour for project work. Other specific projects include: yearly planning sessions, facilitating internal planning meetings, and coaching without group membership.

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## HOW MUCH SELLING OR COLD CALLING IS REQUIRED?

There is no cold calling in our business. Ours is a business with low turnover. Members can stay many years. However, there is always turnover. You must replace these members. At the beginning, marketing and selling needs to be intense to quickly launch your groups. We have a proven formula, but it requires hard work on your part to work well. Many times, we use an event marketing approach. This makes cold calling much easier since you are only asking the CEO to attend a free breakfast. This is much easier than asking for an appointment or a sale. Also, we maintain a staff of dedicated telemarketers for our facilitators use. These men and women know how to drive RSVPs to seminars and set appointments for our services. We offer facilitators the use of this staff for very low cost.

## HOW DO I KNOW IT WILL WORK IN MY MARKET?

We have successfully launched groups in many U.S. markets. Business owners are business owners. Our marketing is rooted in basic human psychology. Therefore, geography plays a small role in marketing approach. The role of YOU, the facilitator cannot be understated. You are part of the product being delivered, so you must be able to hold up your part. If CEO Focus and the local facilitator successfully fill their roles, the model works well.

The peer group concept is in practice all over the world. Competitive groups have been in existence since 1957. Also, the market in general is very underserved. It is our opinion that nearly all CEOs can benefit from our groups. The target market is businesses with 5 – 100 employees. In Louisville, KY metro market (50 miles from 40202), there are 10,118 target businesses. If you filled 100% of your groups, you would have 42 members. This is only 0.4% market penetration.

## HOW MUCH TIME DOES IT TAKE TO RUN A GROUP?

Each member receives a two-hour one-to-one meeting at their location. Each group meeting is four hours per month. A typical month's time might be (exclusive of drive time):

| TYPE  | #  | TIME      | TOTAL TIME                   |
|---|----|-----------|------------------------------|
| Member meetings                               | 28 | 2 hours   | 56 hours                     |
| Group meetings                                | 2  | 4 hours   | 8 hours                      |
| Keyman Group                                  | 1  | 3 hours   | 3 hours                      |
| Emerging Stages group (1/3 of quarterly time) | 14 | 2 hours   | 9.3 hours                    |
| Emerging Stages meeting                       | 1  | 4 hours   | 1.3 hours                    |
| <b>Total</b>                                  |    |           | <b>77.6 hours</b>            |
| Total hours in month (22 * 8)                 |    | 176 hours | 44% of total hours available |

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## WHAT ARE THE TRAITS OF A GOOD FACILITATOR?

A good general knowledge of business is a must. Owning a business is a plus from both a credibility perspective and a knowledge perspective. An MBA or advanced degree might also help with credibility. A facilitator is part coach, part consultant, and part therapist. Some competence at each is needed. A good facilitator also must have good sales/marketing skills. Intense selling is only needed to start your groups, but a strong salespeople will have an edge in this business.

## WHAT HELP CAN I EXPECT FROM CEO FOCUS?

Lots, however, this is YOUR market. We are here to assist you in every way possible. Some of those ways include:

- Leads. Our marketing system will generate leads each month
- Robust Online Learning Management System (LMS) to master the operational and marketing systems
- Certification as a Certified Peer Group Leader (C.P.G.L.)
- Proven method.. line training in your market line a ceofocus.com email your bio line
- On-demand support when you need it
- Plug-and-play marketing system
- Ready to install personal website
- A complete toolkit with everything needed to create and run your peer groups. There's no need to reinvent the wheel. We dare you to think of anything you might need that isn't included
- Training in operations, sales and marketing
- Coaching training on the proprietary 51 Errors methodology
- Marketing assistance including use of the 51 Fatal Errors book, seminar and presentation set
- Templates for speeches, seminars, newsletters, and presentations
- Content for seminars that informs as well as SELLS
- A ceofocus.com email account
- Your bio and events on www.ceofocus.com

Franchisees can use a variety of propriety tools as well as industry standard tools for 360° evaluations, DISC personality profiles, video-based training, and training materials from industry leaders such as Dr. Ken Blanchard.

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We do not believe in “canned” coaching. In business, one size does not fit all. One hundred different clients will have 100 different issues. It is insulting to the client to offer a one-size fits all solution to their problems. Instead, we prefer to start with a seasoned business professional (you), add industry-leading tools, and customize a solution for each client.

## HERE IS A PARTIAL LIST OF OUR FRANCHISE TOOLBOX:

- DISC Behavioral Assessment and dozens of related HR tools from TTI
- The 51 Fatal Business Errors Workbook
- Web Knowledge Base for CEO Focus facilitators
- Audio Training files
- Video training files
- Legal forms database
- Sample exercises for coaching sessions
- Business book reviews and corresponding exercises
- Training models
- Templates to assist your coaching clients such as employee handbooks, business forms and other useful documents
- The 51 Fatal Business Errors book available in quantity for use in your practice
- Author of The 51 Fatal Business Errors at your disposal to garner large audiences, appear on WebEx seminars and add credibility to your practice
- CEO Focus Think-tank
- Initial client meeting model
- Numerous group meeting models
- SalesMapping: A proprietary model and corresponding workbook to create a sustainable and repeatable sales process within an organization
- Ken Blanchard’s Whale Done Training Course: video, workbooks, exercises
- Toolkits vary between associates and franchisees
- Keyword web advertising (Google, MSN, Yahoo, Overture)
- Public relations assistance
- Advertising of your events on the corporate web page and other media
- Support varies between associates and franchisees

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## OTHER THAN THE INITIAL LAUNCH, WHAT IS THE?

- Annual convention for all facilitators
  - Monthly conference call with other facilitators
  - Online discussion forums for facilitators
  - Online discussion forum for members
  - Online Facilitator's only knowledge base
  - Online audio, video, and text FAQs for facilitators
  - Ongoing training
  - Presentations and content for your group meetings
  - Examples: "The 5 Unspoken Business Dynamics", "Great Leaders, Great Teams", "The Prado Trap" and more
  - Dedicated telemarketing staff available at cost or near-cost
  - Ready-made partnerships with key alliances including our library of recorded testimonials
-