




MOVE FROM A LIFE OF  
**SUCCESS** TO A LIFE OF  
**SIGNIFICANCE**

Start A Vistage Chair Practice™

— **Scott Seagren** | Vistage Chair  
Chicago, IL  
*Led brokerage firm  
for more than 10 years*

**VISTAGE**®   
better leaders • decisions • results

The World's Leading Chief Executive Organization



“I can’t think of a more challenging and **rewarding career** than guiding a group of successful people who run companies to ideally resolve their issues and **maximize their opportunities.**”

— **Bob Dabic** | Vistage Chair since 1999  
Orange County, CA  
*“Chair of the Year” Award Winner*  
*CEO for more than 25 years*

What if your “business” was actually helping other CEOs reach their greatest aspirations in business and in life?

What if you could lead a group of dedicated, respected professionals who are pillars of their business community?

What if you could feel more purposeful and fulfilled than ever before?

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**If you're seeking purposeful work in the next chapter of your career and if you're ready to extend your success into the lives of others, we invite you to consider the rewarding experience of starting a Vistage Chair practice.**

For the last 53 years, Vistage International, the world's foremost executive leadership organization, has been dedicated to **increasing the effectiveness and enhancing the lives of CEOs**. Thousands of leaders turn to Vistage every day to **become better leaders, make better decisions and generate better results**.

Vistage Chairs™ are an **elite group of highly respected trusted practitioners** of Vistage's well-established method of business leadership coaching. As one of 650 Chairs worldwide, **you will help executives reach their full potential** by providing actionable, experience-based perspectives, facilitating a peer-group advisory board, and holding the executives accountable through one-to-one coaching sessions.

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The Vistage Chair is the **heart and soul** of Vistage.  
As a Vistage ambassador, a Chair inspires, fosters and exemplifies  
the Vistage values for its members.

Vistage's  
Four Values

Trust  
Caring  
Challenge  
Growth

**Jaime Hernandez** | President, S.B. Communications  
Vistage member since 2007

“From [my Chair] I get stability, reminding me to slow down and think things out.  
**I love having that mentorship from someone who has been there, done that.**  
And it isn't just about my business, it's about my relationship with my wife,  
my family. As hard as we try to separate life from work, they are always connected.  
The combination that Vistage provides of dealing with your personal life, and your  
business life, is a huge help.”



# Who Is the Vistage Chair?

A Chair plays many roles...

## Trusted Advisor

Chairs **make a lasting difference in helping members take their leadership to the next level**, helping them work on, not in, their businesses. They assist CEOs in reaching a level of life-work balance that palpably leads to greater success both at home and in the office.

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## Change Agent

Chairs have the opportunity through Vistage to bring tremendous resources to business leaders, and trigger a significant impact in their local community—by **influencing the business and personal lives of a group of CEOs, they impact thousands of others too**.

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## Business Coach

Vistage Chairs comprise a group of leaders who are broadly experienced, carefully selected, meticulously trained, and consistently overseen. They are former CEOs, founders and owners of successful businesses, and serial entrepreneurs **who understand what it takes to inspire, challenge and grow leaders**.

Del Lewis | Vistage Chair since 2006

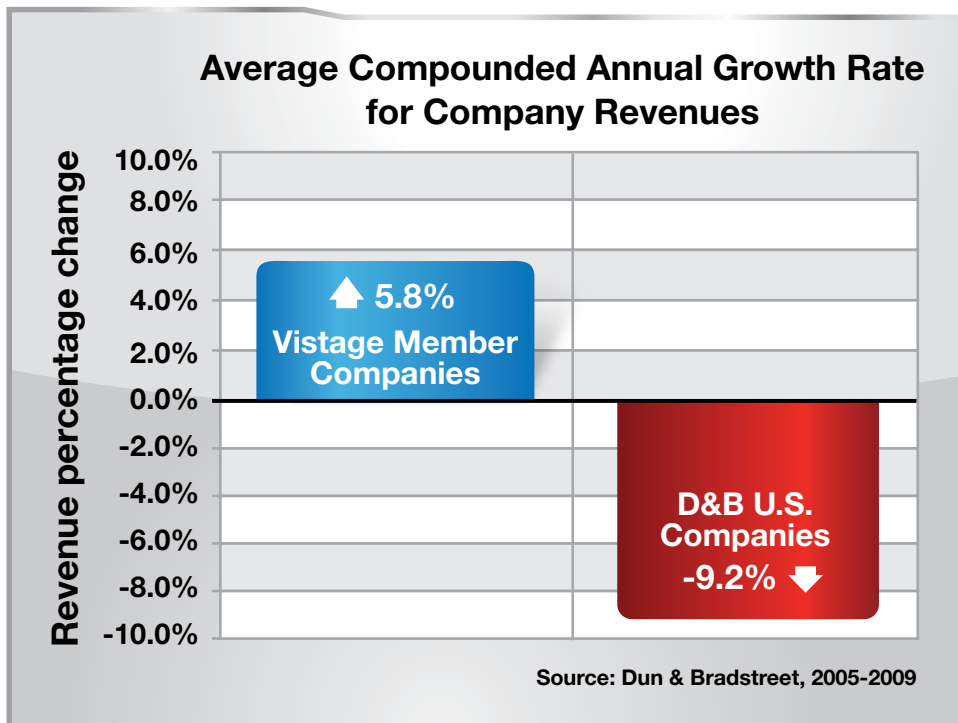
“Being a Vistage Chair is not about being a consultant. **It’s about being an executive coach**. I’m in the field with these people as a coach; I’m living day-to-day with them. But I’m not there to provide them with the answers. I believe the Vistage Chair enables individuals to answer their own questions.”



# You Affect the Lives of the Few Who Affect the Lives of Many

Vistage and its global affiliates have more than 14,000 members in 15 countries. Vistage member companies generate more than \$300 billion in annual revenues and collectively have more than 2 million employees.

**Vistage member companies outperform the D&B U.S. companies' average.\***



\*Vistage CEO member companies that joined in 2006-2008 and were active members in Feb. 2010. CAGR for Vistage member companies calculated for period covering year prior to joining Vistage through 2009. CAGR for D&B U.S. companies based on 2005-2009 revenues, weighted to match Vistage company distribution per year during same period. All companies had  $\geq$ \$1M annual revenue,  $\geq$ 5 employees. Vistage: 1,265 companies. D&B: approximately 1M U.S. companies.

**Gregory Holsinger** | President & CEO, U-GRO Learning Centres  
Vistage member since 2004

“There’s not a day that goes by that my company doesn’t utilize some tool, method or idea I have gained from my Vistage experience. **Since joining in 2004 my company has grown 173%**, and I credit much of that growth to my Vistage membership.”

# Why Choose to Be a Vistage Chair?

When we ask Vistage Chairs why they love Chairing, four passions come up again and again.

## 1 Align with Deeper Purpose

The lifestyle and mission of a Vistage Chair provide a deeper sense of meaning in life. It's not just about the money. It's about doing the right thing, having a profound impact on the local community, and improving the lives of many others.

## 2 Giving Back and Sharing

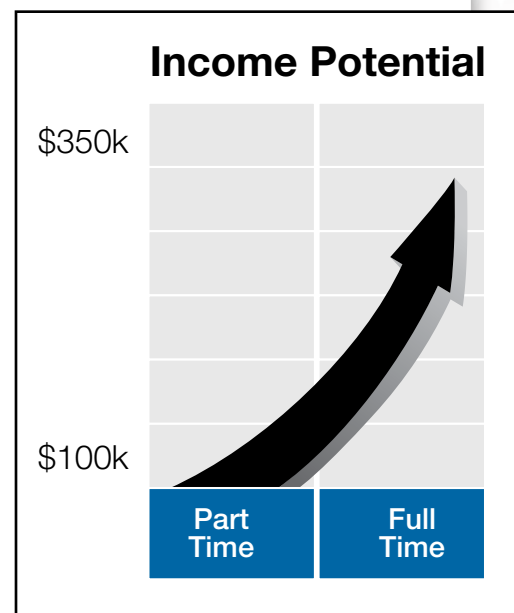
In your career as a CEO, business owner or senior executive, you've amassed unique knowledge and experience derived from your success and learnings. Now you have the opportunity to guide business leaders who can learn from your life's successes—and failures. The appreciation and satisfaction you'll receive from your Vistage group members are rare and invaluable.

## 3 Prestige and Recognition from the Community Leave a Local Legacy

You'll receive enormous gratitude from your members for guiding them through tough times and pushing them—and their businesses—to the next level. The respect and recognition from peers and the Vistage community is extremely satisfying.

## 4 Stable Income and High Return on Investment of Time

As an independent contractor, you choose the time commitment and income requirements that fit your personal needs—from part time at up to \$95K to full time at up to \$350K per year. In addition to generous monthly earnings, you are eligible for significant bonuses. The financial rewards escalate as you attract new members and start additional groups.



Chairing also offers flexibility, so you can have more time for yourself—without compromising your goals or standards. **Visit [www.vistagechairpractice.com](http://www.vistagechairpractice.com) for details today.**

A portrait of Mark Winters, a middle-aged man with short, graying hair, wearing a blue button-down shirt and a dark suit jacket. He is smiling slightly and looking directly at the camera. The background is dark with blue wavy lines and a grid pattern.

“I discovered I had a real passion for entrepreneurship. I started several companies, some things worked great, some things not so well, some things left me with scars to remind me of the lessons I learned along the way. I decided **the Vistage Chair opportunity is really the thing that fits the bill for me** and lets me take advantage of those lessons I learned.”

— **Mark Winters** | Vistage Chair since 2006  
Dallas, TX  
*Founder/CEO of 7 companies*

# Courageous, Passionate, Resilient—*Does This Describe You?*

It takes a unique person to coach and guide executive leaders toward their own pathways to success and life balance.

Chairs are prepared through a rigorous training program to become part of the Vistage community. This is a vetted group with exceptional qualifications of excellence. **Our Chairs believe that the caliber of their community is based on the caliber of the people in it, insisting on the highest standards of professionalism, ethics and dedication.**

## The Vistage Chair Profile

- President, chairman of the board, chief executive officer, chief operations officer, managing partner, principal, founder or owner, or senior executive with \$5M P&L responsibility
- Strong leadership skills, self-confidence and entrepreneurial spirit
- Strong financial acumen
- Manager of eight or more employees
- Posses a well-established business network within the community

### A business leader with...

- High self-awareness and emotional intelligence
- The ability to connect with people and lead groups of high achievers
- The ability to challenge senior executives and hold them accountable for actions they're committed to
- The availability to dedicate a minimum of one week per group per month
- Impeccable integrity and work ethic
- The ability to listen, probe, challenge, clarify and generate insights in individuals

**You have the opportunity to impact the business community, inspire other executives to become better leaders, and broaden your reputation within the business world; you can define your Vistage Chair Practice™ to meet your schedule and income goals.**



To be considered for this prestigious role, learn more and apply in confidence, go to **[www.vistagechairpractice.com](http://www.vistagechairpractice.com)**.

“Creating a safe and trusting environment for my groups **allows the group process to emerge through collaboration,** innovation and collective brilliance. This combination creates magical moments that change the lives of each member on a monthly basis.”



—Patty Vogan | Vistage Chair since 2006  
Orange County, CA  
CEO for over 10 years

# Frequently Asked Questions

## Is this a franchise, or is there a financial investment involved?

No, this is NOT a franchise, and there is NO financial investment involved other than airfare and hotel to attend our complimentary training in San Diego, CA.

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

To run a full 16- to 18-person Vistage CEO mastermind group it takes about seven business days a month, and it is a more significant time commitment to work on the launch of your group.

## Will this role require a lot of travel?

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

## Is it up to me to build and grow my group, or is there some sort of support? What are the resources Vistage will make available to me?

This is an Intrapreneurial™ Role, which is like an entrepreneurial role with infrastructure. Vistage has 120+ staff, including robust Sales and Marketing Teams, In Market Mentors, Best Practice Chairs, Membership Development Consultants, IT, Billing etc. Vistage pays for and provides all the tools and resources, yet it is ultimately your effort and dedication that makes this a true success.

## Is a Vistage Chair a consultant?

No, a Vistage Chair is a combination of a coach, mentor, confidant, facilitator, recruiter and selector of members, a catalyst for positive change and a leader of leaders. A Vistage Chair is not expected to have the answers (like a consultant); rather, he or she should know how to ask probing, challenging questions and get others in the group to do the same.

**A limited number of training sessions are available each year.**

To be considered for this prestigious role, learn more, and apply in confidence, go to **[www.vistagechairpractice.com](http://www.vistagechairpractice.com)**.

## Our Mission

Dedicated to increasing the effectiveness and enhancing the lives of chief executives.

## Our Values

**Trust | Caring | Challenge | Growth**



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

Vistage and our affiliates are in 15 countries with more than 14,000 members.

Argentina

Canada

Germany

Mexico

South Africa

Australia

Chile

Ireland

New Zealand

United Kingdom

Brazil

China

Malaysia

Singapore

United States

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