



STRATEGIC  
ADVISORY BOARDS

Plan. Perform. Grow.

# Welcome

▶ **Ken Keller**



[Learn More](#)

“I’d like to talk with you about participating in a **Virtual Strategic Advisory Board**”

# What is a Strategic Advisory Board?

I bring together CEOs from non-competing companies of similar size, into an advisory board process which helps them gain fresh ideas and new insights.

This form of Peer Advisory has proven to be very effective in helping CEO's increase their effectiveness and their profits by gaining advice, support and insight from their peers who have faced the same challenges as they grow their companies.

Read on to learn how you can take full advantage to better plan, perform and grow your business by working on it and not in it.

# Who Will Be In Your Strategic Advisory Board?

- 8 to 12 Hand Selected CEOs from Different Industries Providing Broader Perspective
- CEOs leading Growing Companies, each with 11 to 95 employees
- CEOs Committed to Growth: Both Positive Personal and Professional Change
- Individuals Who Are Life-Long Learners
- Quality People; Ones You Will Enjoy Spending Time With and Getting to Know
- Individuals who will be candid, transparent and honest with you because they will tell you what you need to hear not necessarily what you want to hear

# What to Expect From Your Strategic Advisory Board

- Having Access to a Select Group of Peers that are your Trusted Advisors
- No Competitors or Client Conflicts
- All Meetings are Confidential
- One Monthly Meeting (3.5 hours)
- Individual Leadership Coaching Monthly
- Group Annual Planning Session in October
- Operational Planning Meetings with you and your management teams in Q4 for the year ahead
- Meetings held virtually until determined otherwise

# Providing a Virtual SAB Experience

- One 3.5-hour session per month
- Each CEO is allocated time for a formal business update using the *Strategic Growth Navigator*®
- Continuing *Executive Education*
- Discussion of CEO's *Roundtable Issues* (challenges, problems & opportunities)
- Work ON and not IN your company
- Individual leadership coaching will be calendared to honor your schedule
- Both peer group and coaching sessions will be conducted through Zoom

*The  
Strategic Growth  
Navigator*®  
is the basis for all  
SAB Meetings

The SGN is a one page Operational and Strategic Plan that covers all a CEO needs to do and track to run a growing company.

Created because far too many CEOs were running their companies without a roadmap or a report card except for tax returns.

**It's mandatory. All my CEOs use it.**

Often, CEOs share it with their bankers and management team members.

The SGN may be customized for your needs.

# Individual Leadership Coaching

- Ideally, held once a month for 90 minutes
- Not mandatory but highly recommended
- Required if the SAB meeting is missed
- Virtual to start, convert to in-person eventually
- Use of the *Strategic Growth Navigator*® as the foundation of discussion
- Discuss your Top Five Challenges of Growth
- Review your direct reports and their progress
- Check on goals set at Annual Fall Retreat



**My CEO's  
take themselves  
and their  
businesses to  
places they've  
never been to  
before**

- More Revenue ... More Profitable
- Better Clients ... More Clients
- More Efficient Internally
- Stronger Cash Flow
- Improved Internal Focus
- Better Internal Alignment
- Stronger Teamwork
- Holding People Accountable
- Being Held Accountable by Your Peers
- Growing, Personally and Professionally

# What others have experienced....

“I’ve been with Ken and my SAB for over 15 years. I can share things with my fellow CEOs that I cannot, do not, share with my own Board of Directors. At my first meeting I learned about “Internal Terrorists” and at that moment I realized I had a lot to learn. I stay in the SAB because I have to keep on learning.”

—CEO of a local public company



# What Kind of Outcomes Can You Expect from Your Strategic Advisory Board?

- ✓ First year of participation could yield an increase in revenue, perhaps as much as 20%; each following year growth should be a minimum of 10%\*.
- ✓ You'll learn which employees are engaged, disengaged or actively disengaged.
- ✓ The costs in your company will go under a microscope; expectations are that you will reduce costs by 10% or more.
- ✓ You'll know when to hire & how to hire effectively, avoiding those that don't truly fit.
- ✓ You'll be focused on building a better future for yourself, your company and your clients.

\*Projected growth. No guarantees of outcomes.

# In a nutshell...



**Genuine CEO to CEO Input**  
Avoid landmines



**Continuous Learning**  
Grow yourself



**Build a Network**  
Have friends for life



**Use Recruiting Tools**  
Stop hiring terrorists



**Have a Plan**  
Set goals, be held accountable to execute,  
learn to hold others accountable



**Get Coached**  
Hear what you need to; which  
is not always what you want to hear



**Business Growth**  
Use a predictable model

# First steps to participation

- Interested CEOs can contact me at any time via email.
- Second step is a Zoom interview and signing of an NDA followed by information sharing.
- Next, payment of registration fee and assignment to a new or existing Strategic Advisory Board.

# Registration Details

- One Time Registration Investment Fee of \$1,250
- Up to 6 assessments that determine behavioral styles and what drives that behavior (DDV) for any of your direct reports
- Team debrief for these assessments via Zoom
- License to use SGN as a member of SAB
- Use of the Stages of Growth Matrix
- Use of Showcase PowerPoint

# Investment

The value of participating in the SAB program is worth \$40,000 plus.

For my valued clients, the annual investment is \$12,000.

\* If you prefer to pay monthly, you have the option of doing so at \$1,100 per month.

# About Me...

- ❖ My beautiful bride, Donna, and I have a son, daughter-in-law, two granddaughters and a grandson
- ❖ We have lived in Valencia, California (near Los Angeles) since 1990
- ❖ Donna teaches elementary school
- ❖ I have written two books on business
- ❖ Publisher, *The Monthly CEO Advisory*
- ❖ I am a cancer survivor
- ❖ I have a tremendous network of solid citizens all over the country



**Thank You for your time and  
consideration. I look forward  
to working with you.**

**[Ken.Keller@StrategicAdvisoryBoards.com](mailto:Ken.Keller@StrategicAdvisoryBoards.com)**



STRATEGIC  
ADVISORY BOARDS

Plan. Perform. Grow.