

Ten Reasons Why You Should Join the m.b.a.

1. **Results:** You'll see a difference in how you think about your business. Members state that their cohort has helped them focus on the critical issues that impact their business and have realized improved business performance. You'll find that you are a more confident and competent businessperson.
2. **Accountability:** We'll hold you accountable for the commitments you make to your cohort. One of the best and worse things about being at the top is there is no one to hold YOU accountable for your work. You can count on your fellow members to hold your feet to the fire.
3. **Time to Strategize:** You'll carve time out from your day-to-day operations to focus on your business and strategize for the future. How much time do you spend on strategizing? Enough said.
4. **Collaboration:** Two heads are better than one. And ten are better than two. You'll leverage the wisdom of your cohort and their combined knowledge, experience and talents of trusted and successful peers and subject matter experts.
5. **Support:** Cohort members support each other. By sharing their skills and solutions to your issues, in a confidential environment, fellow members can be a sounding board and trusted confidants when discussing business topics. You'll be challenged to exercise your strengths and improve your weaknesses.
6. **Perspective** – Listening other members' viewpoints increase your understanding of issues. Members often uncover a blind spot or discover new ideas not recognized on your own.
7. **Authenticity** – Your m.b.a. meeting is where you can take off your marketing smile and talk about what really matters to your company. You can roll up your sleeves and talk frankly to get to the heart of troubling matters or complicated situations.
8. **Real World, Real Time Education** – Members learn from each other and from selected subject matter experts who have been there and done that. No theoretical presentations. No sales pitches.
9. **Creative Ideas** – The meeting process allows for opportunities for brainstorming, problem solving, ideation and visioning with peers.
10. **Because you Don't Have the Time or Money** – This is the very reason why you should join the m.b.a. Your cohort will help you develop your business to the point where time and money are not in short supply.



Fast Company Magazine sited several statistics regarding business owners who participate in a facilitated peer advisory board. 64% report an increase in bottom line profitability. 56% report an increase in top line sales. 60% report an increase in productivity. Other points that support the idea include: increased quality improvement, improved customer service, improved teamwork, and increased job satisfaction. The overall positive revenue impact of a peer advisory board can be from 19-43% of gross revenues.

