



Some of the Best CEOs in America Working Together to Achieve Rapid, Profitable Growth

Being the CEO of a fast growing company is a lot like trailblazing uncharted territory. The best and fastest path may not be clear. You may not know what's over the next rise. Beyond the horizon. You need the insight of people who have traveled that same path. Exceptional people like the Members of the CEO Project.

The CEO Project is a community of extraordinarily talented CEOs who are helping one another discover new ways to improve the performance of their companies and raise their levels of play. Groups of peer CEOs from different industries. Led by skilled Advisors. Engaged in a powerful process. Focused on the critical success factors for superior performance. Exchanging best practices.

Making breakthroughs in their own companies every day.

Inc.
CEO
PROJECT

Five Key Transformations

Project Members experience five key transformations in their continual expeditions to improve their companies and their abilities as leaders, innovators and profit makers.

Constraint Identification.

The process used by the CEO Project is based on focus at the point of constraint or on a major opportunity. These constraints drive the CEO application of time, the strategic engagement and the development of plans to grow the business. Sounds easy, but it is devilishly hard in practice given the demands on the time on today's leaders.

1. Focus.

Project Members focus their attention on three fundamental business factors:

- ▼ The selection and ongoing refinement of superior business and profit models
- ▼ The recruitment, development and capability of critical talent
- ▼ The design and constant refinement of robust, scalable processes

2. Constraint Elimination.

CEO Project Members identify current and potential obstacles and limitations to the rapid, profitable growth of their companies and remove those constraints by deploying personal and organizational resources in a thoughtful and strategic way.

3. Decision Making.

Structured peer interaction causes CEOs to challenge their assumptions and thinking to improve the quality of their decisions.

4. Speed.

Speed is a competitive advantage. CEO Project Members are able to process and apply the business insights gained through the sharing of best practices and experiences with other group Members more rapidly than the average CEO.

5. Approach.

Project CEOs consistently exhibit exemplary behaviors in their approach to business:

- ▼ Setting high expectations with accountability
- ▼ Relentlessly focusing on a few, critical business objectives and ruthlessly eliminating distractions
- ▼ Maintaining an ongoing quest for ideas from inside and outside their industries that can truly help them transform their businesses
- ▼ Using tracking and reporting tools and group interaction to reinforce this approach

The Highest Caliber Members

The CEO Project is selective in its Membership. Members are accomplished CEOs of growth-oriented companies who have a passion for leadership. Strive to continually raise their level of play. Are laser-focused on creating business breakthroughs for their companies and their industries.

CEOs who have enjoyed the benefits of CEO Project Membership are:

Larger.

90% have more than 100 employees.
30% have more than 300 employees.

Growing Fast.

Over 80% are growing at a rate of over 10% a year.
25% are growing more than 50% a year.

Recognized.

Over 50% are Inc. 500 companies.

Profitable.

Increased profits three times the S&P 500 in 2007 — and similar performance in 2005 and 2006.

THE BEST BOARD.

“The last thing you want to do as a CEO is admit that you don’t have all the answers. You are the leader, the person everyone looks up to for guidance; of course you know the right thing to do in every situation. The Members of my group are the most effective board I could ask for. There is no hidden agenda and they contribute as much as they possibly can, knowing that they will get the same in return. I’ve forged great relationships with my group, and frequently rely on them as sounding boards.”

Rocky Cintron
CEO, Force 3, Inc.



A Powerful Process

The CEO Project approach to Member interaction, learning and application is a tight, focused approach that is specifically designed to release the full potential of Member businesses. This is unlike those employed in networking peer groups. But the CEOs we're looking for don't usually join those more traditional groups, because it's about the business—not about them.

Breakthrough thinking takes a breakthrough process. It takes a methodology based on more than 12 years of research and actual performance improvement. Invaluable feedback from exceptional group Members. Practical project tools. Insightful and relevant resources. All brought together under the guidance and coaching of a highly competent Advisor.

The Growth Priority System™ (GPS™) is the underlying philosophy of our process. Like the more familiar GPS—or Global Positioning System—our process helps tell us where we are, shows us where we want to be, provides a map of the best way to get there and does all this through the input from multiple sources. From satellites in one case, and from CEO peer group Members in another.

A rigorous and proven process. It's no wonder Project Members achieve extraordinary results.

IMPROVED EFFECTIVENESS.

"I've always viewed myself as a fairly effective CEO. My first thought about peer groups was the time I would be 'sacrificing'. Time is money. But it didn't take long to realize that I gained so much during the meetings that I easily made it up (and then some) because my individual productivity and focus improved exponentially."

Rick Adams
CEO, Adam Aircraft, Inc.

Quarterly Group Meetings

Groups meet for 1-1/2 to 2 business days each quarter at rotating Member locations. Participation in the peer group process helps ensure that CEOs identify and focus on only those things that are most critical to their business performance. A highly accomplished Advisor facilitates a small group in a disciplined peer review.

Using the **Business InSight™** tool—a "balanced scorecard" used to monitor and report progress in each group meeting—Members present their quarterly updates. This holds each of these high-performing Members accountable to the team and to their ongoing improvement.

The CEO prepares a **Decision Blueprint™** for presentation to the group in each meeting, offering a consistent format that ensures optimal feedback from peer Members in a highly efficient manner.

When a CEO needs to dive deeply into the execution of a particular strategic initiative—typically representing a multi-million dollar impact for the Member's organization—the CEO works with the Advisor to create a **Goal Map™** that details a plan to capitalize on the business opportunity. This unique system of project planning is constraint- rather than milestone-based.

All quarterly group meetings feature the sharing of best practices—business topics common to each CEO, findings from the CEO Project at large, or other valuable content from outside sources that is relevant to group Member objectives.

The advice received during group meetings is frequently innovative, always practical, and immediately actionable as the Members are running businesses themselves.

Monthly One-on-One Sessions

CEO Project Advisors meet with Members each month to provide personal assistance and reinforcement. During these sessions, the Advisor and the Member debrief the prior group meeting, review the Business InSight™ and prepare for the upcoming group meeting. And when a CEO has a plan to capitalize on a significant business opportunity or to deal with a critical issue, the Advisor provides support drafting the Member's Decision Blueprint™.

Since all of the Advisors have operated at the highest strategic levels, they become trusted Advisors to challenge thinking, develop new ideas and provide an unbiased hard surface for the Member.

The monthly one-on-one interaction adds even more value to the group meetings, focusing on how to best utilize the process to achieve Member objectives.

Power Tools

The Project's proprietary set of tools is designed to help Members define business constraints and opportunities, select the best approach forward, identify obstacles along that course and solicit relevant feedback from the other CEOs about each step as they chart for growth in the most effective and efficient way possible.

The CEO Project toolkit provides methods for self-assessment and planning through the process.

DIVERSITY AND CREATIVITY.

"I didn't have the opportunity to be exposed to those types of people in my current situation. We were at the top of our industry, so to be in a peer group with CEOs from my industry might not have stretched or challenged me. The quality and diversity of my CEO peer group provides that. Both the focused time spent in the group meetings and the one-on-ones with our group Advisor have helped me see things I wasn't able to see on my own."

Gary Bowman
CEO, Bowman Consulting, Inc.

Growth Planning System Tool	Use
Growth Leader Profile™	Helps assess alignment of the company and its critical success factors
Decision Blueprint™	Helps gain focus and feedback on the point of constraint in the business
Goal Map™	Develops a robust approach to capitalize on an opportunity
Business InSight™	Monitors business and personal progress as the CEO and business grow
Time Tracker™	Analyzes the allocation of time spent on the constraint and the use of high-leverage engagement roles

Highly Effective Advisors

CEO Project Advisors are top-flight business professionals. Advisors are C-level executives with broad and deep business experience who can relate to Members as peers. They are also able to provide a network effect, taking ideas from their different industry exposures and translating them to your business. These traits make for a valuable interaction, but combine the Advisor expertise with their skill in application of the Project process, and that experience becomes priceless.

UNPARALLELED EXPERIENCE.

“I had accountants, lawyers and I even had a board of advisors, but as competent as they were, none of them had been in the situation that I was in. Through the CEO Project, I was surrounded by a number of role models that had crossed the same threshold that I was facing and could provide support and guidance on how to maneuver through these situations as well as help me develop my decision-making skills. Our group Advisor personally provided invaluable support to help me see the path and provide a sounding board through the challenging decisions I was facing.”

Mike Shane
CEO, Lastar, Inc.

The Project Isn't For Everyone

The CEO Project is for exceptional leaders who are driven to achieve rapid, profitable growth for their companies, while raising their own levels of performance. All CEO Project Members lead growth-focused, successful companies and many are Inc. 500 winners, Ernst and Young Entrepreneurs of the Year or have made the Forbes list of the 200 Best Small Public Companies.

To be considered for Membership, candidates must have:

- ▼ A burning desire to expand and improve their effectiveness
- ▼ Revenues greater than \$10 million for the Emerging Leaders Program or \$25 million for the CEO Masters Program
- ▼ The ability to control time and to work *on* the business more than *in* the business
- ▼ Decisions and issues with multi-million dollar impact
- ▼ A thirst for knowledge and a willingness to share their insights and experiences

The Selection Process

Our Member selection process is intentionally rigorous—designed to ensure that all Project participants have the best experience possible and can perform at a high level in their group. This is a key difference from other CEO peer group experiences. We're committed to making sure that each Member CEO gains—and offers—tremendous value throughout his or her CEO Project Membership.

This mutual discovery process allows the potential Member to get a sense of the tools and techniques we use and gives us a good sense of how they would perform as a Member. There is no obligation until an applicant is accepted for Membership.



Schedule an Interview

You'll find our initial interview to be a highly engaging conversation about your perspectives on your role as a CEO, your current business performance and your perspectives on issues related to growth.

Not only will you find this initial interview provocative, you'll find it extremely valuable. Part of our dialogue informs the development of a personalized assessment of your company's potential for sustainable revenue and profit growth. Whether you ultimately become a Member or not, you'll come out of that interview with insights that you can immediately apply to the development of growth strategies.

Find out if Membership is for you.

Call 301-299-2917 or email us at jimschleckser@IncCEOProject.com today to schedule an interview.



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