



**You may be in
business for yourself.**

But by being part of a
PRO-Advisory group

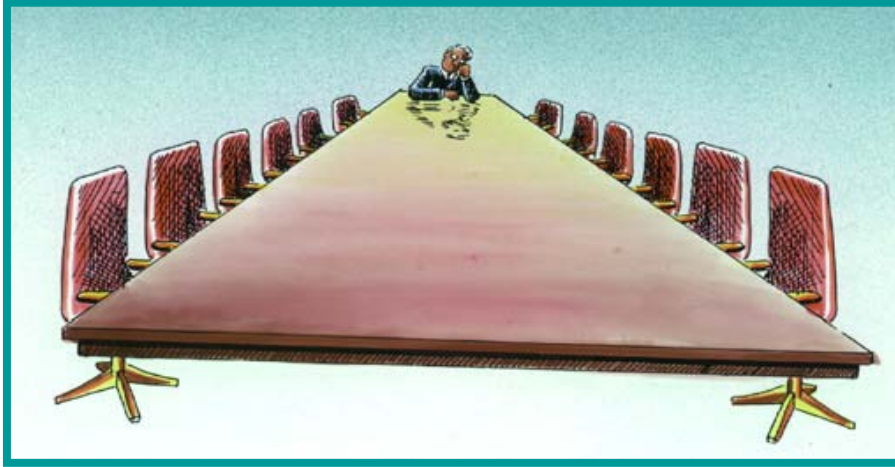
**You are not in
business by yourself.**



**Your business can
have an advisory
board made up of
your peers!**

Your PRO-Advisory Board
is like having your own
personal board of directors
without the expense and
complications of a formal
board of directors.

It's Lonely at the Top!



Being part of a PRO-Advisory group takes away the feeling of being alone

You have come a long way on your own. Now you can have the support of an advisory board to help you handle the challenges and opportunities facing your organization.

PRO-Advisory

PRO-Advisory operates professionally facilitated peer advisory boards for owners, presidents, chief operating officers, and senior level managers of emerging and mid-sized organizations.

We bring together executives from similarly sized but non-competing companies in working peer advisory groups. Some of the advantages of group membership include:

- Suggested solutions to your most pressing problems
- Ideas that can help your organization today
- Innovative ideas from a think-tank environment
- Your own master-mind group of business peers

The PRO-Advisory boards are dedicated to improving personal and company performance by providing an ongoing forum for guidance and planning. PRO-Advisory boards are coordinated to offer members an environment to candidly address problems, opportunities, challenges, and experiences with their peers who have dealt with similar situations in their businesses.

Key Benefits

Listed below is a partial list of what you might experience from PRO-Advisory involvement.

What You Will Get

- Monthly board meetings held in professional settings
- Facilitation of meetings by a trained PRO-Advisory specialist
- Opportunity to leverage the experience and expertise of peer advisory board members
- Presentations by outside experts on topics requested by peer board members

What You Will Gain

You can help your business and personal development through participation in:

- Educational sessions
- Peer roundtable business discussions
- Collaboration with other advisory board members
- An opportunity to get out of the office and strategize
- Eliminate a feeling of isolation and gain a group to be accountable to

A Wide Range of Business and Personal Guidance

PRO-Advisory peer groups will help you in many areas including:

- Strategically planning your business activities
- Improved implementation of plans and tactics
- Opportunity to share your biggest challenges in a confidential setting
- Improved decision making using your group as a sounding board
- Dealing with organizational and people issues
- Ideas for improved staff development
- Evaluation of financial issues and analysis of options
- Discussion of sales and marketing initiatives
- Ideas related to succession planning and exit strategies

Is PRO-Advisory Right For You?



Are you looking to grow your business but:

- Sales are not increasing?
- Profits are slipping?
- Marketing is no longer effective?
- People problems are taking too much of your time?

Questions worth considering about peer advisory board membership:

Are you looking for a fresh perspective?

Could you use someone to bounce ideas off of?

Do you ever feel like you might not be focusing on the right issues?

Are you ready for new ideas?

Are you ready to take your business to the next level?

Is it time to regain your inspiration?

Are you looking for a competitive edge?

Are you anxious to share what you have learned with others?

Are you open to accepting and giving criticism freely with peers?

Are you willing to invest one half day a month in meetings?

If you answered yes to any of these questions there is a good chance that you would benefit from membership in a PRO-Advisory board

Our Process



PRO-Advisory groups meet once a month for ½ day to share issues, discuss problems and opportunities, evaluate progress, determine goals, and receive honest feedback in a comfortable setting.

Each PRO-Advisory group is comprised of not more than 12 local area members. Member's issues are addressed by an experienced moderator/facilitator who has received extensive PRO-Advisory training. The moderator helps members in defining their objectives and in opening the door to creative solutions.

Each Meeting is divided into three segments. The PRO-Advisory meeting agendas typically cover the following:

Educational Component (Improve your business and personal outlook)

Sample topics include; Sales and Marketing, Staffing and Compensation, Finance and Cash Flow, Succession Planning, and Personnel Issues

Roundtable Discussion (Member support – hands on, unbiased input)

The second phase of the PRO-Advisory meeting is an open discussion where members raise current issues or problems they want to resolve or to explore opportunities that are open to them. Here members talk about real life issues, what's happening now and what steps need to be taken.

Business Guidance (Set reachable goals and develop plans)

Peer advisory board members offer suggestions, critique, share similar experiences, and provide the forum to address each member's issues. In essence, this is the heart of the meeting where the dynamics move into high gear. You quickly realize that a solution by all of us is better than by one of us alone.

Who We Are

PRO-Advisory operates as a unit of Professional Resources Organization (PRO). The company provides a comprehensive offering of services and products related to both organizational development and personal development.

Your PRO-Advisory facilitators are qualified individuals with senior level management experience. They have shown a desire to help mentor members to achieve their goals. These facilitators are carefully selected and are proven to be very effective at working with business leaders.



PRO-Advisory facilitators have prior peer group membership and advisory board experience. They have received training in the PRO-Advisory system. This system was developed with the guidance and cooperation of a company that has been successfully leading peer advisory boards since 1993.

Who Your Peer Advisory Board Members Are:

- Business owners and leaders just like you
- Local professionals representing non-competing firms
- Your personal mastermind group – a group of people you meet with regularly to help each other meet their desired goals.
- A sounding board and trusted network of peer advisors

“Our mission is to facilitate the development of high-performing people and organizations”

Who may join PRO-Advisory?

PRO-Advisory has strict but not rigid requirements for membership. Most members are owners, partners, CEOs or COOs of their companies or organizations. Members come mostly from manufacturing, wholesale/retail, and service businesses.



The typical board has 8-12 members and they represent a variety of types of organizations and levels of organizational experience. This diversity of experience and variety of business segments represented is part of what makes PRO-Advisory special and adds to the learning that takes place. We accept new members who we feel will benefit from the group and who will be a compliment to the other members.

If you think our concept is appropriate for you we invite you to submit your membership questionnaire on a confidential basis. This questionnaire will help us to determine if we are right for you, and if you are right for us.

How to Join PRO-Advisory

Becoming a PRO-Advisory peer advisory board member is very simple. Just follow these steps:

1. Fill out the membership questionnaire so we can determine if we have a group in your geographical area with compatible group demographics.
2. We will invite you to a one-on-one interview.
3. If we feel we have the right board for you we will invite you to the next monthly meeting to “try us on for size”.
4. If there is a fit, we will invite you to join the board.

**PRO-Advisory is a unit of
Professional Resources Organization (PRO)**



Professional Resources Organization

P.O. Box 26

Lebanon, Ohio 45036

Tel. 513-228-0842

Fax 513-228-0839

Web Site:

www.PRO-Advisory.com

E-Mail:

info@PRO-professionalresources.com

“Our mission is to facilitate the development of high-performing people and organizations”