

FAQ

Frequently Asked Questions



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What exactly does CEO Focus do?

CEO Focus is a peer group of company presidents and CEOs. In our group meetings, we work on business issues confronting our members. Groups meet once per month. Groups consist of 8-14 members from various industries and backgrounds. Although the benefits of group membership can be difficult to quantify, many members find benefits in:

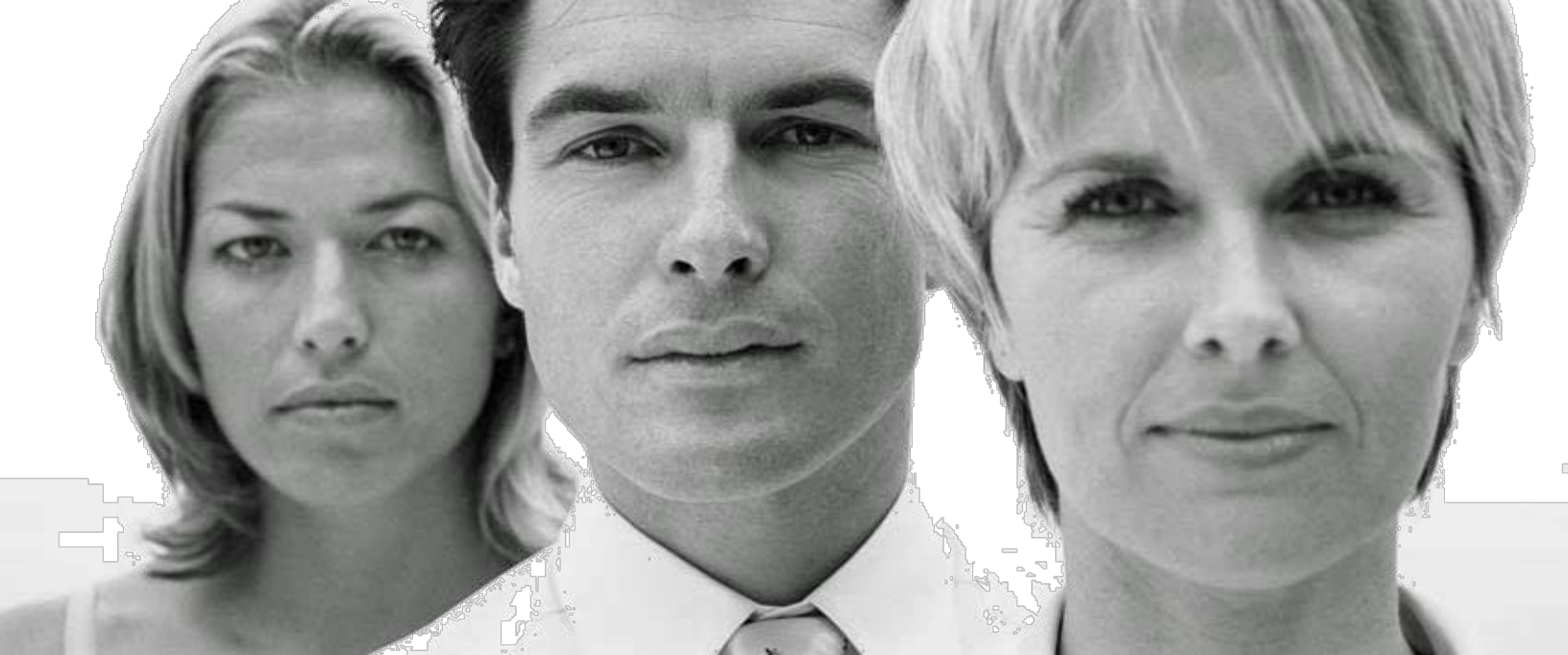
- Increased accountability
- Business owners with similar backgrounds to bounce ideas off of
- A strong support network
- Access to professionals with complementary strengths
- Improved delegation skills
- Higher quality of living
- Increased profitability
- Improved level of business expertise

What does a CEO Focus facilitator do?

Our program has two main components. The first is the one-to-one meetings. Each month the facilitator goes to the client's business for a coaching/consulting session. These sessions have a coaching flavor rather than a "program." The second component is the group meeting. Once a month the entire group convenes to discuss issues, best practices, and conduct an "informal board meeting" in a structured format. Your job is to help each CEO get the most out of themselves and their business through our process. You will be facilitating the group meetings and working with the clients individually at their one-to-ones.

I have lots of opportunities, why should I be interested in CEO Focus?

First, let's start with you. People that succeed with CEO Focus are generalists or people with well rounded business backgrounds. An MBA alone is not enough. Let's face it, being an owner, CEO, or General Manager is a much better business education than just a degree. Where an advanced degree helps is in the credibility phase. If you are a specialist, you may not be happy in the position.



If you are only interested in making a big pile of money, this opportunity is not for you. This is not a sales position. You must execute what you “sell”. Once you get your groups going, there is little selling. It is much more of a coaching or consulting position. Our organization is about: making an excellent income, being a respected leader in the small business community, and having a life outside of work. Lifestyle is a major factor in most facilitator’s decision to join us. Our typical monthly workload is heavy the first 2 ½ weeks of each month. After that, the facilitator can go on vacation or work on other projects. It is up to them and their income desire. You can make plenty of money in those 2 ½ weeks to take off the rest of the month.

Perhaps the best part of facilitating CEO Focus groups is the quality of the work. This is truly a position you can love. You will become a respected and vital member of the group member’s business team. You will have respect in the small business community. You will become a trusted advisor to your clients and others in the small business community. You will have the satisfaction of knowing that you are partially responsible for the success of dozens of businesses. You will have a tremendous amount of variety. You will work with the entire spectrum of businesses: service, manufacturing, technology, low-tech, distribution, etc.

If you have the right fit and work the CEO Focus program, this will be the best position of your life!

How long have you been around?

CEO Focus was formed in 2003. However, we have been involved in CEO peer groups since 1994 through competitive organizations. The industry itself has been around since 1957. There are CEO peer groups worldwide. This is a concept that works anywhere.

What do clients say about CEO Focus?

Sometimes it can be tricky to get a CEO to let their guard down to join. However, once they join, they STAY! Our average member stay is 2-4 years. Once CEOs are involved in the process, they love it.



What can I expect in regards to my income?

There are quite a few variables: how well you market, how hard you work, and how well you do the coaching. The members pay \$595/month. A hard working facilitator can run 3 full groups in 3 weeks a month. Extra consulting can be earned on top of the groups.

What can I expect in regards to my lifestyle?

The workload will definitely be heavy at the early stages. However, this is never a sixteen hour job. Ten hours is a very full day in our world. Once you get your groups going, eight hour days are the norm. Personally, I enjoy lunch with my wife and afternoon movies while the kids are in school. Our model not only allows frequent vacations, it allows guilt-free vacations. You can schedule vacations so the clients will never know you are gone. I do not take my cell phone on vacation.

Is there travel involved?

Yes and no. We operate in metro areas. Clients are almost always located within fifty miles of downtown. By grouping client meetings by geography, there is minimal driving. You will also sleep in your own bed every night.

What do clients say about CEO Focus?

“Ignorance is NOT bliss. We never knew how much we needed a group like this until we joined! The group and individual sessions add an extra di-mension in our quest for balance in our professional and personal lives.”

“After joining the group I realized there was life outside work.”

“Membership inhibits my ability to procrastinate. The facilitator and the group hold me accountable.”

“CEO Focus is an excellent medium for sharing ideas and experiences associated with running ones’ own business.”

“The Group has helped develop my skills as a CEO, and develop a broader picture of issues outside of my in-dustry. The friendships that are also gained are even more valuable.”



I'll bet there is a ton of cold calling or some nasty sales activity

There is not a ton of cold calling. Cold calling can be a part of the initial strategy, but it does not have to be. If you don't want to do any cold calling, we have a dedicated staff of telemarketers available for facilitators.

Marketing the product is an ongoing activity. If you are the type that wants to "just do the work," you are a bad fit for the position. A balance of doing the work and "selling" is needed. We offer a variety of proven methodologies for sales and marketing. We match your skills with the methods that will work the best for you.

Do I have to move??

No. We are looking for quality facilitators in many markets. However, we do use territories to protect the income potential of our facilitators. The only scenario that would require a move is if a territory were full.

Is there a lot of supervision?

No. In essence, you are an independent business unit and will be treated accordingly.

What is the next step?

If you are feeling apprehensive, we would ask that you email us and remove yourself from the selection process. If you are excited and/or intrigued, email us back. Send your email to hr@ceofocus.com. Please include "Next step" in the regarding line. We will forward additional information as well as schedule a phone interview.