

## 10 Ways a Peer Advisory Board Can Help You

Make better decisions,  
Attain better results,  
Improve your leadership

### 1. Share the burden. It doesn't have to be lonely at the top.

It is lonely at the top but it doesn't have to be. Your independent, creative, go-it-alone mentality did create the business after all. But sooner or later the burden becomes just that—a burden. You're not alone and your Peer Advisory Board members who have "been there" can provide insightful, supportive and encouraging counsel.

### 2. Get focused—*Laser* focused.

So many ideas so little time! The 80/20 rule applies here too. Only a small number of the ideas, projects, things-to-do, are truly high leverage opportunities. The real challenge you face is not setting goals but reaching them. A Peer Advisory Board can help you and your team prioritize the highest leverage opportunities that will propel your company into the future.

### 3. Create a space for long-range thinking and planning.

There are two reasons companies don't plan. 1) Things are going well, don't rock the boat, or; 2) Things are going poorly, who has the time! Yet study after study verifies the value of strategic planning. A Peer Advisory Board will help you make the space necessary for creating your future so you can start working *on* the business not just *in* the business.

### 4. Go for a reality check.

You've got a banker, a lawyer, an accountant, a huge payroll, and a brother-in-law that's not pulling his weight; and you're the eternal optimist! You're in a bind. No one is providing you the big picture conversation you crave. A Peer Advisory Board can help you see the reality of your business and get you back to creating an even better (bigger?) future—which means leading more and managing less.

### 5. Turn talent into results.

Bright, educated, experienced, talented executives are necessary yet insufficient elements for spectacular corporate performance. The missing ingredient? Self discipline, that "eye of the tiger" focus on the few key areas that separate the "best" from the "best of the best." A Peer Advisory Board can "up level" the professionalism,

self responsibility, and accountability of all your top executives.

**6. Build a team not your ego.**

Mistakes are rarely fatal, egos are. Compelling action, lucid thinking, and relentless focus on the bottom line has got your business off the ground—but these very same traits may be limiting your ability to take your company to the next level. Realize good management is not a marathon race, it's a relay race. Start building a strong executive team, accountable to you and your Peer Advisory Board.

**7. Switch from more-is-better to better-is-more.**

You've heard it many times before and have probably said it yourself, "Work smarter, not harder." More easily said than done—right? Your Peer Advisory Board will help you make the transition and your results will show it.

**8. Focus on how and why you're going to *make* money next year, not on how and why you *made* money last year.**

The shift here is subtle but incredibly powerful. It's not enough to have vision, stretch goals, and challenging budgets. You must have the infrastructure to insure profitable implementation. Profit is made in the future, memories are made in the past!

**9. Go for "Prime"**

The best businesses—in their "prime"—balance the need for systems and structure (which you probably abhor) with the need to stay nimble and flexible (which you probably love). Too much flexibility though creates chaos and inefficiency, too many systems and controls builds a bureaucracy and ineffectiveness. A Peer Advisory Board can help you balance these seemingly conflicting requirements for success.

**10. Make the undiscussable discussible.**

All organizations have issues, topics, problems, situations, historical events that are breathing poisonous air into the company yet everyone is afraid to openly discuss them. These tolerations are like barnacles on the hull of your corporate ship. No matter how well tuned the engine or how big the propeller optimum performance is sacrificed. A Peer Advisory Board can be the forum for these delicate discussions.



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