Vistage (VSTG)

Stakeholder(s):

**Bob Nourse:**
It started simply enough: Businessman Bob Nourse brought together several Milwaukee-area executives in 1957 to help each other solve their businesses challenges. He made sure they were from non-competing industries and kept conversations confidential. He also brought in business experts to share their insights.

**Businesses:**
Vistage is the world’s largest executive coaching organization for small and midsize businesses.

**CEOs:**
For more than 60 years we’ve been helping CEOs, business owners and key executives solve their toughest challenges through a comprehensive approach to success. At the heart of our proven formula is confidential peer advisory groups and executive coaching sessions.

Business Owners

**Executives**

**Companies:**
Vistage powers performance — Vistage member companies grew 2.2 times faster than average small and medium-sized U.S. businesses, according to a 2017 analysis of Dun & Bradstreet data.

**Vistage Members:**
Our Members at a Glance — Vistage members represent nearly every industry across a range of small to large businesses. This diversity is key to furnishing advisory boards of members from non-competing industries, and providing you with relevant expertise, regardless of your industry or company size.

Vision

Leaders make great decisions and solve their toughest challenges

Mission

To help high-integrity leaders make great decisions that benefit their companies, families and communities.

Values

- **Leadership**
- **Integrity**
- **Family**
- **Community**
- **Confidentiality**
- **Respect**

**Trust:** An atmosphere of trust, support and encouragement -- Executives who have been carrying the burden of having to know all of the answers can finally let their guard down. They can put any issue on the table for their peers to tackle with them. No topic is off-limits. If you are willing to talk candidly about the decisions you face, fellow members will rally around you, listen, ask tough questions and bring to bear every resource they have to help you grow as a leader and improve your business.

**Support**

**Encouragement**

**Results:** More than 23,000 members across the globe count on their Vistage peer advisory group to help them make better decisions, be better leaders and get better results.
Advice

Support peer advisory groups

**Stakeholder(s)**

**Vistage Peer Advisory Groups**: Vistage peer advisory groups are:

- 100% confidential
- Consist of 12-16 business leaders (peers) from non-competing companies
- Made up of member businesses across all industries
- A safe forum for working out issues and exploring opportunities

**Vistage Chairs**: A CEO Coach (Vistage Chair) Facilitates the Group — Chairs are accomplished business leaders, many of whom are former CEOs themselves. They are part facilitator, part coach and fully committed to the success of each member. They help stimulate thinking, frame issues, guide discussions and keep the meetings focused and productive.

At the heart of it all is the peer advisory group. — CEOs, business owners and high-level executives have a lot of people offering advice, from their board of directors to spouses. Others have key colleagues or even a mentor with whom they can troubleshoot … but very few business leaders have a consistent, structured forum for unbiased feedback. Very few have a confidential environment to work out concerns and plans, challenges and opportunities. They want guidance they can trust from people they respect.

1. **Thinking**
   
   *Stimulate thinking*

2. **Framing**
   
   *Frame issues*

3. **Discussion**
   
   *Guide discussions*

4. **Focus & Productivity**
   
   *Keep meetings focused and productive.*

5. **Coaching**
   
   *Meet with Chairs individually for one-to-one executive coaching*

   Members meet with Chairs individually for one-to-one executive coaching sessions, an opportunity to take a deeper dive into the issues they most wish to explore.
Administrative Information

Start Date: 
End Date: 

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Page 5