

Advisory Services

Your Own Advisor and Confidante as Your Thought Partner for Growth Orientation

Advisory Service for Chief Executives and Presidents Add marketing and sales growth orientation to your leadership

It's lonely at the top. It's more than a cliché — nearly all CEOs and COOs feel it at times. And it is more than merely a gap in “psychological fulfillment” as it can and does impact your ability to lead with confidence. Even in leadership teams with excellent camaraderie and mutual trust and respect, there are occasions when one needs a trusted advisor with no organizational strings attached. And while you may have board members with whom you enjoy utmost confidence, there's usually a limit on how much you can lean on those precious relationships.

Our advisory service is just right to fill this gap.

WHAT CAN YOU EXPECT?

- **Trusted Advisor:** Someone who takes the time to know you and your business
- **Honest Feedback:** Delivered candidly, confidently and confidentially
- **External Perspective:** Brings fresh, relevant insight beyond your four walls
- **Sounding Board:** A safe place to test, refine, and shape ideas

IT REALLY MAKES A DIFFERENCE

“I generally know what I'm doing. But every now and then I want to run some ideas by someone I can trust. Someone who is like my peer and won't hesitate to call me out privately when I needed.”

“There's enough industry and company experience on my leadership team to keep us afloat. But I don't have a good way to know what we don't know. For fast-changing times like these, I need to have a trusted confidante that can bring external perspective to my own thinking to help me gain an edge.”

How do you take this loneliness at the top and replace it with a trusted confidante who becomes your thought partner and brings additional external perspective that gives you an edge you don't have otherwise? You Lean on Chief Outsiders.

HOW DOES IT WORK?

What You Get

- Weekly or bi-weekly meetings with your Advisor to discuss an agenda that you set using the tools and format that you mutually agree on
- Ad-hoc access to your Advisor for when it just can't wait
- Access to more than 120 Chief Outsiders fractional CMOs and CSOs when broader perspective is needed
- Exclusive client access to **Team Outsiders™** — our pre-vetted bench of marketing, sales, and digital execution talent, available when deeper support is needed
- When helpful, your Advisor may draw on insights and tools from **GrowthGearsSM OS** — our proprietary platform for structured frameworks, strategic clarity, and shared visibility

WHY IT WORKS

Leaders of even the best, most cohesive teams often need an unbiased-but-informed sounding board to help them lead confidently. Chief Outsiders Advisors bring their industry and leadership experience without jeopardizing your own organizational boundaries and relationships. You can be sure to get their highest quality thinking without biases, fears and hidden agendas. It is this unique combination of internal and external perspectives that gives unique and unmatched edge to your own leadership.

THE RIGHT ADVISOR

Every situation and person is different. Trust is built as much on “chemistry” as on knowledge and experience. Chief Outsiders will pair you with an Advisor who has the experience, industry knowledge and confidence that engenders trust that is essential. You will always be in the driver's seat.

HOW YOU MEET

You and your Advisor decide the best format and medium that works best for you. Typically, most meetings will be “virtual” interspersed with face-to-face live meetings to continue to strengthen your relationship.

WHEN YOU MEET

You and your Advisor decide the right cadence and format of your meetings. Most leaders choose weekly/ bi-weekly meetings with an understanding to be able to have additional ad-hoc meetings as needed. We also encourage quarterly face-to-face meetings to further strengthen relationship and trust.

Let's Talk

Gain clarity, confidence, and strategic insight from a trusted peer.

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