



“THE PEER ADVISORY FORUM”

An opportunity to work ON your business rather than just IN your business.

Our Mission: To provide a highly-organized think-tank environment to discuss directly relevant strategies, ideas and suggestions to further KAIZEN and Grow Your Business.

“Growing Your Business... What’s Your Plan?”

- ◆ A “Real-World” Working Business Plan Focused on Growing Your Business with Monthly Hard-Copy Updates to Measure and Validate Your Forward Progress-On-Plan.
- ◆ Monthly “In-Depth” 1:1 Strategy Review Sessions to Rapidly Incorporate Shifts and Changes in Your Industry and Marketplace.
- ◆ Monthly Peer Advisory Forum Focus-Group Meetings to Address Critical Issues and Provide Collaborative Input.
- ◆ Strategic Marketing and Branding Support Team to Provide Immediate Assistance in an As-Needed Timeframe.
- ◆ Continuous Strategic Review and Analysis of Your Business and Marketing Strategies, Plans and Resources.
- ◆ Your Team’s Annual 2-Day Strategic Planning Retreat.

KAIZEN - The Relentless Pursuit of Continuous Innovation and Improvement.

Special Invitation

“The 3rd Friday”

10:00 a.m. - 2:00 p.m.

Networking: 9:30 a.m. - 10:00 a.m.

Dr. Pete Johnson

25502 Saddle Rock Place

Laguna Hills, CA 92653

Regular Monthly Meetings

3rd Friday of the Month

RSVP: By Email Today

Pete@StrategicPlanning.com



Dr. Pete Johnson
Strategic Analyst
Peer Advisory Forum

A Unique Concept...

- ◆ So Much More Than Just Another CEO Roundtable Focused on Discussing Critical Issues.
- ◆ Hard-Copy of Your Updated “Working” Strategic Business Plan provided to all Peer Advisory Forum members at the start of each monthly meeting.
- ◆ Because Measurable RESULTS are the Name of the Game.

Don’t Tell Me, Show Me!



PAF - ABOUT US

The Peer Advisory Forum Program Overview

Our Mission: To provide a highly-organized think-tank environment to discuss directly relevant strategies, ideas and suggestions to further KAIZEN and Grow Your Business.

The Program: A very unique, highly organized monthly membership meeting (third Friday, 10:00 - 2:00) focused on the Top-3 Strategic Priorities of each member incorporating a deep-dive team discussion on critical issues.

** Provide each member with a "Working" Strategic Business Execution Plan that gets reviewed and updated every month and is provided at the start of each monthly meeting.

* Individual 1:1 Monthly Strategy Sessions (2 - 3 hours) that will also allow PAF members to invite additional members of their team to participate in detailed discussions on specific issues and opportunities incorporated in the member's Strategic Execution Plan.

* Extensive Strategic Analysis of critical issues and initiatives throughout the month regardless of the time and support resources involved as a critical component of membership.

* Strategic Branding, Business Development Strategy and Target Market Research and Analysis reviewed and KAIZENED as an ongoing process.

* Extensive Internship Support Team to assist during membership meetings and monthly 1:1 Strategy Sessions. Interns are frequently assigned to also support member projects and meetings as an added value to the PAF Program.

** Annual 2-Day Strategic Planning Retreat scheduled in November every year for the members and their company teams as an integral part of their membership. Interns are assigned to work with each member / company providing real-time data capture and Plan development / editing.

* 24/7 Telephone Support on critical issues as needed.

The Key Elements of The Program:

- * A Real-World, "Working" Strategic Business Execution Plan - Updated Monthly
- * 1-Page Strategic Goals, Objectives & Priorities - Evaluated, Updated Quarterly
 - * Current Critical Issues Analysis - Evaluated, Updated Quarterly
- * Target Market Research & Analysis, * Strategic Branding and Touch-Point Analysis
 - * Rapid Strategic Execution as Your Competitive Advantage

And Much, Much More...

A Verifiable Proven Track Record of Success:

Current Member Contact Information Available Upon Request.