



The following is my 2019 Vivid Vision for the COO Alliance. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It is a detailed overview of what the COO Alliance will look like, feel like, and act like three years out – by December 31st, 2019. Sharing it with others helps it become reality!

2019 Vivid Vision

The Members

This is the only network of its kind in the WORLD for those who are second in command.

Over the past three years, the quality of members has continued to grow. Our founding members were mostly \$3-30 Million in revenue companies with 25-200 employees. We've now added a Platinum membership level for companies doing more than \$100 Million in revenue or with more than 250 employees.

All 150 COO members have a strong desire to learn, a willingness to share, and the vulnerability to never be the smartest person in the room. They recognize that their growth as COOs has come from learning from others, conversations with peers, and teaching smaller company COOs.

We have four core membership levels:

- 30% Platinum Members with Revenue of \$100M or 500 Employees
- 30% Gold Members with Revenue of \$20M or 75 Employees
- 40% Silver Members with Revenue of \$3M or 20 Employees
- Online Members - who have access to prior recorded content & the Facebook group - but do not have access to the Live Events, Slack Channel, or Mailings

What It Looks Like

We now have six events per year, and members can select three dates to attend. We just held our first “Annual COO/CEO Summit” where we invited the CEOs to attend along with their COOs.

Our members interact with each other between meetings via our private Facebook group, Slack Channel, and video to continue supporting each other in their growth.

Location

All events are held at the luxurious Royal Palms Resort & Spa in sunny Scottsdale, Arizona. We host opening night cocktail parties at Cameron Herold’s home just down the street from the resort.

The perfect weather allows us to do many of our breakout sessions and meals outdoors, as well as enjoy Camelback Mountain for hikes, golfing, etc.



World-Class Content

The content from the COO Alliance events comes in a variety of forms:

- Member-to-member learning in breakouts
- Small group workshops
- Informal time
- 10-minute talks given by members on their own areas of expertise
- Expert guest speakers who come in to share with us

We operate the meetings in a confidential environment that allows everyone to feel comfortable in truly sharing and opening up with each other.

Members run presentations to the group on areas that they feel stuck, and receive feedback from other members. We work through a variety of forms, worksheets, and exercises to encourage members to be introspective and grow themselves and their companies.

We send out Weekly Email Tips to members, as well as sharing the 10- minute talks on our private Dropbox so members can re-watch presentations or view talks from events they didn't attend.

We've also been conducting interviews with

Cameron and other COOs to share with members. Some of these interviews are featured on the COO Alliance Podcast.

We cover content areas such as:

- The CEO/COO relationship
- Operations & Execution
- People - Recruiting, Interviewing, Top Grading, On Boarding, Handcuffs & Off Boarding
- Culture - All areas of turning companies into magnets for great employees
- Technology Tools to accelerate growth
- Leadership & Skill Development
- Meetings
- Strategic Thinking & Planning
- Coaching & Delegation
- And more...

Connect & Recharge

At each event we do a fun activity with the group. This serves as a reminder to disconnect and have fun, in addition to providing an opportunity to connect with each other on a deeper level outside of the meeting space. We continue to do events such as Top Golf, Escape Rooms, Camelback Hikes, Golfing, and Morning Runs & Yoga.



Benefits & Community

We publicly market and stand behind our 10X return or money back guarantee. Since day one, we've told members they'll leave with ideas that are worth 10X their investment in either savings or new revenue, or else we'll give them their money back.

We've built out an accountability component to the COO Alliance, so now members push each other throughout the year to put their ideas into action. They finally feel like they have "their tribe" or "their own group" to learn from.

Members not only get value from working one-on-one with Cameron at these events, but they find the greatest value in learning from each other. Plus, they no longer need to attend CEO events where there is little information targeted for them.

Members also greatly appreciate the time to slow down, think, plan, and work on both themselves and their company without the day-to-day distractions of business.

Not to mention, our onsite film and audio crews capture content throughout all of the meetings for offline and online COO Alliance members to learn from and review between events.

The Culture

The culture we're building in this mastermind is one of focused personal and business growth. We're all in this to work at growing ourselves and our companies in an open and trusting environment.

We've created a culture where we can be vulnerable with each other and comfortably share our fears, insecurities, weakness, dreams, desires, and goals. And we finally feel like we have support from our peers for the first time.

As COOs we aren't here to goof off, but we'll still have fun while we work. We assist each other with our growth initiatives between meetings, providing an extra level of accountability and support.

Marketing

We've done a great job marketing the COO Alliance to find new members. All of our leads go into a sales funnel so that we can not only market to potential members, but also add value to them as COOs even before they join.

Our website shows the statistics of current member companies, and includes profiles of members and their raving testimonials.

We have marketing set up on autopilot on Facebook, Social Media, Magazine Ads, LinkedIn, etc. And we have re-targeting in place so that prospects consistently see us even before they've decided to join. Cameron's speaking events continue to drop leads into our automated sales funnels.

Our Podcast and Magazine columns build credibility, and we leverage that into signing up stronger and stronger members and companies into the COO Alliance.

Referrals between CEOs encouraging each other to have their COOs join accounts for 30% of our signed new members.

