

VIVID VISION 2020



COO ALLIANCE *City Forums*

The following is our 2020 Vivid Vision for the COO Alliance City Forums. 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 City Forums will look like, feel like, and act like—by December 31st, 2020. Sharing it with others helps it become reality!

CULTURE

Culture is our top priority. We create an environment and membership that exemplifies our core values as leaders in our own companies.

We take our interview process very seriously, and vet most importantly for culture fit. Members must also meet requirements regarding their company size and position in the company.

We deliver a first-class peer group for our members by spending time interviewing each and every member to ensure they are brilliant (but humble), eager to collaborate and see others succeed, agile in the way they lead their business, and innovative in their thought process.

We strive for diversity. We know that COOs come from different backgrounds, and that their combined experiences strengthen the COO Alliance. As long as our members share our values, the more diverse the background the better, as this enriches their peers' experience and opportunities to innovate and grow.

CORE VALUES



People
Come First



Be Open
Minded



Innovation
Is Key



Come Ready
To Collaborate

EMPLOYEES

A killer culture starts at the top. We take vetting our chairs as seriously as vetting our members. The City Chairs set the tone for the meetings and their group. While they do not mentor or coach, they play the role of facilitator and ensure events stay engaging and relevant. Quality chairs ensure our values are upheld at the City Forum level.

Our employees are entirely remote and manage all aspects of the company including chair relations, annual visits for branding and social compliance, as well as social media, tech, billing and onboarding, and interviewing support.

MEMBERS

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

Members love that we are not simply an exclusive social club where the main qualification is who you know and how much you make. We care about helping them find people who not only understand the issues their company is facing, but who also want to collaborate. They find our philosophy and values refreshing and are eager to add value and support to our community.

The ideal member is someone who is already successful but needs support and is ready to learn how to grow their people as well as their company.

Members love that they have finally found their tribe. We're not just another peer group for entrepreneurs or key executives who aren't truly the backup for the CEO, but rather a place exclusively dedicated to seconds in command.

Members are applying faster than we used to be able to interview them, so we've automated and outsourced parts of our process to scale rapidly, while maintaining our entrepreneurial environment.

PEER-TO-PEER MASTERMIND PERFECTION

We know from experience that the true value to membership is getting to know our peers, and tapping into their experiences and knowledge from having faced, and conquered, the same issues every other member is facing.

Members not only get to know their peers at the events through collaborative breakouts, group problem solving, and peer presentations, but they also get to tour hosting members' offices, understand their processes, and see their culture in action.

Members also have access to two accountability partners who they connect with regularly to share ideas and help hold each other accountable.

WORLD-CLASS CONTENT

The content from the COO Alliance events comes in a variety of forms. Content areas we cover are:

- The CEO-COO Relationship
- Operations & Execution
- People: Recruiting, Interviewing, Top Grading, Onboarding, Handcuffs, and Offboarding
- 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...



CITY FORUM EVENTS

- 6 events per year, per City Forum group
- 10-14 members per City Forum group (not including the City Forum Chair)
- Cities & Regions can have more than one City Forum—pending regional needs
- Cities & Regions can have more than one City Forum Chair also

We now have chairs representing City Forums in each of the top 30 populated U.S. cities.

The COO Alliance City Forums are a huge support to the COOs of small and mid-sized companies. Many COOs attending the City Forums begin attending our National Program held in Scottsdale.

We provide the innovative seconds in command with the resources and support they require for healthy and rapid expansion of their companies. In doing so, we help create millions of jobs where employees are treated with respect and valued for their work.

The 6 City Forum events annually are truly unique and provide members with a chance to:

- Take a step back from the daily grind and think strategically, see their business with fresh eyes, and make the changes necessary to achieve rapid expansion and success

- Discover peer perfection where we provide members with a room of subject matter experts in many fields who will help them in every area of their business that they are looking to develop
- Receive immediate support and solutions to issues they are facing, allowing them to leave every event with answers, resources, and an actionable step-by-step plan

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 where they feel stuck and receive feedback from each other. We work through a variety of forms, worksheets, and exercises to encourage members to be introspective and grow themselves and their companies.

ONLINE REGIONAL CHAIR MEETINGS

Quarterly regional chair meetings are held online to discuss their state of affairs with their peers and the National Program. These calls provide a platform for them to get support from the National Program, share ideas with one another, identify issues and trends, and innovate to improve their City Forum members' experiences.



MEDIA

The media is buzzing about us. They constantly talk about our online programs, the City Forums, and the the National Program. They highlight our innovative priorities, program structure, and vetting process. We're recognized for not being solely interested in large-sized companies, but focused on helping COOs grow on every level.

When companies want to grow, their second in command joins the COO Alliance.

The media also turns to us and our members as subject matter experts for articles on all areas of business growth. We are constantly getting interviewed around how we have managed to attract such an amazing group of COOs, chairs, and team members.

We are seen as one of the top mastermind groups in the world for growing companies.

We have people in the program that are constantly being recognized for turning their companies into gold mines with amazing cultures overnight.

Our program is seen as equal to or better than an MBA on a resume with what people are able to accomplish after joining. In fact, the media has often referred to the COO Alliance as a real world MBA for seconds in command.

We are viewed as the only leadership growth option for COOs, and are known for breeding leaders that are innovative, forward thinking, strategic, and possess a human-centric work focus with rapid company growth and expansion.

SYSTEMS

We have an online portal & Slack channel for individual City Forum groups to:

- View meeting notes
- Post questions
- Share relevant content

We also have a Slack channel & portal for chairs to share resources as well. All portal and channel activities are monitored by the chair to assure quality and organization.

BRAND

When the COO Alliance is talked about—the City Forums, Online Program, and National Programs are all talked about together.

There is however a strong distinction with our membership between being in the City Forum and also being invited for National Membership.

The COO Alliance is a forward-thinking brand that builds strong COOs by providing them with the resources, tools, and ongoing support to develop and grow their people, businesses, and bottom lines.