



Advisory Services

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

Advisory Service for Chief Executives and Presidents

Add marketing and growth orientation to your leadership

It's lonely at the top. This is more than a cliché that almost all CEOs and COOs experience in their leadership positions. 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: Who is not shy to share his/her perspective candidly, confidently and confidentially

External Perspective: Brings relevant external perspective to enrich your own perspective

Sounding Board: Provides first line of check to develop and refine your ideas

It Really Makes a Difference

"I generally know what I am 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 need to be called out.

"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.



Chief Outsiders

Fractional CMOs for Accelerating Growth

*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 other CMOs in Chief Outsiders for the rare occasion when even wider perspective is needed
- Access to Chief Outsiders Marketing Professionals online community

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" with 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.

Chief Outsiders Coaching Services

- the fast track to mastering marketing leadership for growth, contribution and accountability

Write to CMO@chiefoutsiders.com or visit ChiefOutsiders.com/Coaching for more information or call **855-777-2443 (CHIEF)**



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