



Credo Councils

In God We Trust. That's what the US Treasury prints on our money. It's good advice for everyone, but if you are an entrepreneur you need God and some trustworthy advisors. Entrepreneurs often labor in unhealthy isolation. They are so busy running the business that they fail to build the business. In isolation leaders run a high risk of missing opportunities, making poor decisions, losing perspective, and becoming needlessly discouraged by their challenges. When this happens, entrepreneurs fall short of their personal dreams and business potential.

Every entrepreneur needs people around them to help them tackle the challenges of building their business and providing courageous leadership to their teams. That's where Credo Councils come in.

Credo Councils are peer advisory boards that provide the feedback, support and guidance that entrepreneurs want and need. They provide a solution to the problem of leader isolation and an ideal environment for:

- thinking creatively about your business challenges.
- learning from other wise executives.
- vetting plans confidentially.
- dealing with sensitive leadership issues.

Credo Councils help executives tackle complex issues such as:

- Strategic Planning
- Organizational Conflict
- Customer Relationships
- Branding
- Human Resource Management
- Capital Investments

How do they work?

Member executives (counselors) meet as a group ten times per year. Additionally, each counselor meets with their coach-facilitator for coaching, accountability, and support on a monthly basis. Every Credo Council operates a bit differently based on the composition of the group and its members' needs. The Core Commitments of Credo's Councils are:

- **Limited Size:** Our councils have, on average, eight leaders from non-competing businesses.
- **Commitment:** Members commit to "showing up" for each of the ten meetings during the year.
- **Truthful Discussions:** Members discuss their business issues fully and honestly, and they expect honest and respectful feedback in return.
- **Confidentiality:** Plain and simple, members maintain complete confidentiality regarding their contents of the council discussions.
- **Integrity:** Members support each other in living and in running their businesses honorably.
- **Life Integration:** Members help each other deal with the challenges leaders face in life and in business.
- **Cost:** \$3,450 annually (billed quarterly)

If you are interested in joining one of the Credo Councils, contact us at Mboyes@CredoConsulting.us or call (443) 275-8570.