



THE ALTERNATIVE BOARD



WHITE PAPER

Business Builder's Advantage:

A comprehensive suite of powerful services that supports leaders at every stage of business maturity by elevating how they think, how their teams perform, and how their organisations execute.

The Alternative Board's Business Builder's Advantage is Designed for Leaders Who Are Ready to Level Up Their Businesses and Themselves

Great businesses are not built by accident. They are created by leaders who are willing to step back, gain perspective, and intentionally design how their organisations operate and grow.

Business Builder's Advantage is The Alternative Board's comprehensive suite of business and leadership services created for that exact purpose. We bring together the essential tools, structure, and engagement a business owner or executive needs to build a stronger organisation and become a more strategic, confident leader.

Business Builder's Advantage is designed to meet business leaders and their organisations where they stand right now and help elevate them to where they want to be tomorrow. Whether you are navigating rapid growth, operational strain, leadership transition, or strategic uncertainty, all our services work within your current dynamic to steadily guide you toward a better strategy, greater clarity, and improved performance.

Built from more than 36 years working with global business owners, Business Builder's Advantage is an integrated suite of services designed solely to help you lead with confidence, align your teams, and achieve lasting results. Our five core offerings of proven tools, processes, and business leadership insights can stand alone or in tandem:



PEER ADVISORY BOARDS:

Draw on the collective wisdom and expertise of an exclusive circle of seasoned business leaders.



LEADERSHIP COACHING:

Get expert coaching that will help you organise the big picture and move forward confidently.



STRATPRO STRATEGIC EXECUTION:

Empower your teams through powerful facilitated workshops that allow you to scale with more certainty.



HI-MAP MANAGEMENT DEVELOPMENT:

Equip executives and managers with the skills and mindset to lead with judgment, clarity, and confidence.



BLEUPRINT:

Leverage our proven, online platform that gives you the tools to lead more purposefully and strategically.

Now, let's further explore each of our five core offerings and how they are designed to elevate you into a stronger, more intentional business leader running a smarter, more successful business.



PEER ADVISORY BOARDS

You face hard decisions every day and sometimes you're not sure you're making the right call. A Peer Advisory Board at The Alternative Board connects you with other experienced owners who share insights, challenge assumptions, and help you gain the clarity you need to run and grow a successful business.

A Peer Advisory board is a small, carefully curated group of business owners and leaders who meet monthly to tackle the real world challenges of running a private business. Guided by a trained facilitator, our boards provide a structured, confidential environment where board members share problems, exchange ideas, and gain insight from their peers who truly understand the pressures of running a private business. For more than 36 years, our boards have been helping leaders solve problems, make better decisions, and achieve meaningful results.

The Power of Shared Experience

At the heart of every board is a group of seasoned business leaders from non-competing industries, along with a facilitator, each bringing their own breadth of experience and perspective. While board members operate in diverse industries, they all face similar challenges, such as revenue growth, personnel issues, risk navigation, and high stakes decision making. This shared experience creates a unique environment where insights are profound, suggestions are practical, and everyone wants to see each other succeed. Leaders leave their board meetings knowing they're not alone and that even the toughest problems can be overcome with the help of their peers.

What Happens in a Board Meeting

A monthly board meeting at The Alternative Board is completely different than what you might think about when you hear the word 'board'. At every meeting, each board member presents a real challenge or opportunity to the group, then the other members ask thoughtful questions to fully understand the situation. Once the problem is clear to the group, the board engages in an open, supportive discussion sharing how they handled similar situations, what worked, what didn't, and what they would recommend or avoid.

This structured, collaborative process creates an environment where practical solutions emerge naturally and members leave their board meeting with concrete, actionable ideas they can apply immediately. The power of a peer advisory board is your ability to gain more insight than any single advisor could ever provide.



Diverse Perspectives & Focused Solutions

One of the greatest strengths of our boards is its diversity of experience. A software CEO might offer insight to a manufacturing owner; a hospitality business owner might share lessons that a services executive can apply. Each perspective adds a new angle to every problem, sparking ideas that a single industry team rarely discovers.

This cross pollination of thinking helps business leaders see opportunities and identify risks that might not even be on their radar.

Accountability & Growth

Our boards are so much more than discussion groups. Board meetings create a rhythm of action and accountability. Members set goals, report on progress, and challenge one another to follow through on commitments. This combination of support and accountability drives measurable growth, whether it's improving operations, increasing profitability, or strengthening leadership effectiveness. The challenge comes from support, not competition, and each board member is best positioned to reach their full potential.

Finally a Tribe That Gets You

Only business leaders truly understand the unique challenges of running and growing a company. You walk the same path, face the same tough decisions, and navigate the same pressures. Being part of a board of your peers who share that journey creates a rare sense of connection and trust. Everyone on your board wants nothing but the best for you and your business. Now take a moment to imagine what you could achieve together.



LEADERSHIP COACHING

Leading at the top can feel isolating, with no feedback or safe place to think out loud. Blind spots and habits can limit your impact. Leadership Coaching gives you a disciplined thinking partner to challenge assumptions, sharpen decisions, and accelerate growth.

What a Leadership Coach with The Alternative Board Is (and Isn't)

A business coach with The Alternative Board is a seasoned advisor with experience across industries and leadership challenges. They are not consultants who tell you what to do. Instead, they provide the perspective, guidance, and accountability that help you make smarter decisions. Meeting monthly for one to two hours, our leadership coaches help you focus on what matters most and leverage tools like Blueprint, the Business Diagnostic, and Key Performance Indicators to turn strategy into measurable results.

Leadership Coaches Provide Focus and Perspective

A leadership coach with The Alternative Board helps business leaders step back from daily pressures to better view the bigger picture. By asking the right questions and offering objective insight, The Alternative Board coaches help you recognise blind spots, identify opportunities, and help prioritise those initiatives that will have the greatest impact on your business. Their seasoned insight helps ensure that your short term actions consistently align with your long-term vision.

Accountability That Drives Results

The Alternative Board coaches hold business leaders accountable in a way that drives action and results. They track commitments, follow up on goals, and ensure strategies move from discussion to execution. With the ongoing accountability of a coach, direction and momentum are sustained even when challenges arise.



“Great leadership doesn’t happen by accident. The right coaching helps leaders see clearly, act confidently, and inspire their teams to achieve more.”

– The Alternative Board (Worldwide) President & CEO Jason Zickerman



Customised Guidance for Growth

Every business is unique, and every coaching relationship is tailored to match individual needs. The Alternative Board leadership coaches provide targeted strategies, practical advice, and real world solutions that address the challenges you are facing in your business. They guide you in translating board discussions, diagnostic results, and strategic tools into actions that actually move your business forward.

The Transformative Power of a Business Coach

The Alternative Board business coaches provides the clarity, perspective, and support that allow leaders to make confident decisions, take meaningful action, and tackle challenges with purpose. The Alternative Board coaches help uncover opportunities that might otherwise go unnoticed and provide the structure to turn ideas into results. Business owners and executives can engage a coach independently or as part of their The Alternative Board peer advisory board experience. Either way, the result is a leader and a business that perform at their full potential.



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STRATPRO

STRATEGIC EXECUTION

If you are like most owners, your leadership team isn't performing at its full potential, and priorities slip while communication breaks down. When teams are aligned and engaged, your business can achieve far more. StratPro equips leaders to work together effectively and execute strategy with confidence.

Why Leadership Teams Matter

A company's success is driven not just by its products or services, but by the strength of its leadership team. Many teams operate as capable individuals rather than a cohesive unit of talented, aligned leaders, which quietly slows decision making, reduces accountability, and limits growth. StratPro is a structured series of workshops that helps leadership teams function as a unified force that turns alignment, clarity, and strategy into measurable results.

Building Alignment & Vision

StratPro helps leadership teams clarify roles, unify goals, and define a shared vision. Through workshops focused on topics like team alignment and organisational culture, teams create the strategic framework, core values, and accountabilities that act as the North Star for every decision within the company. Leaders gain a clear understanding of their responsibilities and priorities, which helps ensure that the organisation moves forward as a coordinated unit rather than a collection of misaligned individuals.

Strategic Clarity & Differentiation

Workshops like Team Alignment, Strategic Advantage, and Performance Acceleration help teams articulate the "what and why" of their business, the unique value delivered to customers and how the organisation stands out from the competition. Leadership teams gain concrete understanding of their strategic advantage and the clarity to make decisions that drive growth, focus resources, and strengthen market position.





Execution and Accountability: Turning Plans into Results

Strategy is only as good as its execution. StratPro equips leadership teams to translate plans into actionable steps, assign responsibilities, and track progress. Biweekly Execution & Accountability meetings focused on performance acceleration keep teams disciplined and aligned, builds strategic momentum in your business and results are measurable.

Mobilise Your Business' Collective Intelligence

Many business owners feel responsible for doing all the important thinking themselves. StratPro intentionally shifts this dynamic by engaging the broader leadership team in building the company's strategic blueprint. By drawing on the experience and insights of leaders across the organisation, StratPro produces a stronger, more informed strategy. Just as importantly, it builds ownership. In most companies, employees' strongest loyalty is to their immediate supervisor rather than the owner. So when leadership teams help shape the direction and culture of the company as they do with StratPro, they become committed advocates for it, creating stronger alignment and engagement throughout the organisation.

An Operating System for Your Business

StratPro does more than create vision and strategy. It also introduces practical operating disciplines many companies lack like how to evaluate performance, make sound decisions, address conflict constructively, strengthen accountability, and communicate effectively. The result of StratPro is not just a strong and executable strategic plan, but a clearer, more consistent way for the leadership team to work together and execute.



HI-MAP LEADERSHIP DEVELOPMENT

You depend on your managers, but mistakes happen and decisions don't always land. Most were promoted for technical skill, not leadership experience. HI-MAP trains managers to lead effectively, make better decisions, and perform at their full potential.

Elevate Your Managers with High Impact Manager Accelerator Program (HI-MAP)

Strong organisations are built on strong managers.

HI-MAP is designed to develop leaders at the management level and equip them with both the tactical expertise and the interpersonal intelligence required to lead with clarity, confidence, and impact. Managers are the bridge between vision and execution. When they grow, the entire organisation rises with them.

Through a structured, results-driven framework, HI-MAP strengthens day to day leadership while creating lasting operational improvements. Companies that invest in their managers through HI-MAP consistently see measurable gains across the business, including:

A More Successful Business

in terms of productivity, profit, and growth.

A Greater Company Culture

in which everyone is contributing and engaged.

Increased Overall Well Being

as managers lead more effectively and with confidence.

The HI-MAP program is structured around four focused pathways. Businesses can select the pathway that best meets their immediate needs, combine tracks for targeted development, or implement all four paths for a more comprehensive approach. This flexibility ensures alignment with your culture, strategy, and growth trajectory.



HI-MAP Path Overview



PATH 1

The Improvement Path boosts productivity, communication, and coaching. In this path, managers sharpen effective communication, time management, and mentoring within The Alternative Board's exclusive PAVE Your Way to a Competitive Edge framework.



PATH 2

The Influence Path educates managers on how to lead with clarity, confidence, and purpose. Participants practice and improve methods of facilitating meetings, negotiating power, inspiring leadership, and building a high performing culture.



PATH 3

The Talent Path is designed to find and grow the right people. Managers learn the importance of how to attract and keep the best talent, including recruiting and hiring, retention, team development, and navigating challenging people and relationships.



PATH 4

The Team Action Path positions your team for next level thinking. Managers learn how to execute strategy with focus and discipline. This path provides essential insight into strategic leadership, critical success factors, goals, action planning, and KPIs.



BLUEPRINT POWERED BY

You have a vision, but translating it into clear, executable plans is challenging. Goals get lost and teams fall out of alignment. Blueprint creates a structured roadmap with clarity, accountability, and insight to turn strategy into measurable progress.

Strategic Clarity, Organisational Alignment, and Disciplined Accountability All in One Integrated Platform

Most business leaders have a vision for the future of their company like greater growth, value, and resilience. The challenge is turning that vision into a clear and coordinated path forward. Blueprint simplifies this process by helping leaders identify where they want to go, understand where they are today, and create the structured path to close the gap between the two. It provides the clarity and focus needed to align priorities, guide decisions, and move the organisation forward with purpose.

You Need a Structured Framework for Strategic Clarity

Blueprint is our proprietary online strategic planning and execution platform built to close that strategic execution gap with precision and discipline. It provides leaders with a clear framework to define annual and multi year direction, establish meaningful annual priorities, and translate those priorities into focused quarterly and monthly actions.

Rather than functioning as a static planning document, Blueprint operates as a living strategic system that aligns leadership teams around shared objectives, establishes accountability, and ensures that progress is both visible and measurable.



How the Blueprint Platform Brings Strategy to Life

1**Company Vision**

Connect your personal goals with your business's long term direction to create unified momentum. Like a bicycle, when your front and rear wheels move in harmony, you reach your destination faster and with greater balance.

2**Company Values & Culture**

Establish the principles that guide decisions, leadership, and daily actions across your team. Clear values ensure everyone operates from the same playbook, shaping behaviour and building a culture that supports your strategy.

3**Accountability**

Your facilitator keeps you on track with ongoing coaching and structured progress reviews. Regular checkins empower employees, reinforce what's working, and maintain forward momentum across the organisation.

4**Business Diagnostic**

Take a thorough look at the current state of your business to pinpoint strengths, challenges, and growth opportunities. This insight allows leaders to focus resources where they will have the greatest impact.

5**AI to Amplify Strategic Thinking**

Blueprint includes AI agents embedded throughout the platform to enhance and accelerate decision making. You know where you want your business to go. AI helps you get there faster and with greater confidence.



Every business leader deserves to grow their organisation, their teams, and their company. The Alternative Board's suite of services, Business Builder's Advantage, is designed to meet leaders where they are now and elevate them to the next level.

The path to stronger leadership, higher-performing teams, and sustainable business growth starts here. Take the next step toward business success and discover how The Alternative Board can help you unlock your full potential. [Click here for your nearest Facilitator.](#)

