

**1. BE PRESENT:** Prioritize meeting days and group events with the same importance you would your company's board meeting. Fight for a seat on SWOT and Tiger teams either because you offer needed expertise or because it will be a useful learning opportunity for you. Attend the group retreat. And participate in its planning. Be accountable to your fellow members for your heart and brains being in the room. Make time for lunches and small group meetings that deepen relationship or sustain a member through a challenge.

**2. SET AND TRACK GOALS WITH TEETH.** Setting and tracking goals with your Vistage group creates a culture of accountability as well as an early warning system. Set goals that matter to you and to your organization. Track progress with the group in an honest and courageous manner. Remember that your group is a backstop and an external board. Be greedy about getting their eyes and brains on the metrics that matter most to your success.

**3. STRENGTHEN THE GROUP.** Seek and recommend members that will improve the quality of the interactions in the group. Ask yourself, "Who is missing?" and then work with the members and the chair to fill that void. Always provide feedback (publicly) on how the group is performing and suggest ways to improve. Seek updates from others on their actions and provide updates to the group on your own. Remember that a full group provides the best ROI for the group.

**4. CHECK YOUR EGO AT THE DOOR.** Take yourself lightly. You don't have to be the smartest person in the room and you don't have to be right. Be vulnerable. Have the courage to let people see your imperfect, authentic self. All feedback is a gift. Accept it as such.

**5. RESPECT TIME: YOURS AND OTHERS.** Arrive before the meeting starts so others don't have to wait for you. Return from breaks on time and stay until the meeting ends so that no one misses your insights. Show respect for the speaker and your fellow members by staying present and engaged and by not checking electronic devices. Treat guest invitations for speaker workshops with a commitment and expectation that they will attend as scheduled, respecting the speaker, the host and your Chair.

**6. LISTEN GENEROUSLY:** Listening is more than simply "not speaking." Give others your undivided attention. Minimize distractions and let go of the need to agree or disagree. Suspend your judgement and be curious to know more rather than jumping to conclusions. Be open to other points of view. Above all, listen to understand.

**7. SPEAK STRAIGHT:** Speak honestly and frankly in a way that helps to make progress. Be courageous enough to say what needs to be said while taking care to deliver your message in a constructive and helpful way. Be willing to take a risk and provide challenging feedback in service to another member's success. Address issues directly with those who are involved or affected.

**8. INVEST IN GENUINE RELATIONSHIPS:** Get to know your group members on a more personal basis. Understand what makes other group members "tick" and what is important to them. Attend the group annual retreat and find time to deepen relationships with other members. Strong relationships enable us to more successfully work through difficult issues.

**9. USE YOUR MEMBERSHIP WELL:** Group membership is more than meetings. Your 1:1, Vistage research, webinars, networks and other resources are part of the value of membership. Make those resources part of your thinking in providing development and data for yourself and your organization.

**10. BRING IT TO THE GROUP:** Bring your challenges and opportunities to the group. While approaching a single member may get more immediate help, bringing C/O's to the entire group gets more opinions and allows the entire group to both contribute and learn. Playing favorites diminishes the value of the group experience.