



EXECUTIVE  
ROUNDTABLE

# Chief Revenue Officer (CRO)

The executive responsible for generating revenue to fund the business, deliver a profit and grow the company.

**Aliases: President, CEO, VP, Partner, etc.**

## Where CROs Build Success!

### How does it work?

#### Format

- 10 Monthly Peer Group Meetings / Year
- 2 Individual Strategy Reviews

#### Monthly Meetings:

- 7:30 - 8:00 am Breakfast
- 8:00 - 10:30 am Meeting Agenda
- 10:30 - 11:00 am Open Discussion

Meeting sites hosted by CRO RoundTable

#### Membership & Groups

- Group size limited to 12 non-competing members
- Minneapolis and Chicago locations

#### Member Takeaways

- Access to a revenue-savvy, peer-level resource for exploring new ideas
- Unbiased, experience-based feedback for key decisions
- Strategies (and coaching) for expanding your business

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## The CRO Trifecta<sup>®</sup>



Business results are the combination of three components — Strategy, Leadership and Execution. When these components are not aligned, results *gaps* occur:

- 1. Execution is lagging** — creating missed forecasts, customer turnover, continuous discounting, etc.
- 2. Strategy is disjointed** — pursuing the wrong business segments, developing the wrong products/services, etc.
- 3. Leadership is derailing strategy and execution** — creating turmoil, low morale, lack of trust, etc.

RoundTable delivers actionable processes for closing the Trifecta gaps and improving results.

#### Why Executives Join Peer Groups

Based on years of interviewing candidates for the Chief Revenue Officer (CRO) Executive RoundTable, the primary reason executives join is clear — leaders listen to employees and experts but *believe* peers.

Peer experience brings the ‘been there, done that’ tribal knowledge of how the real world works . . . and they don’t work for you or want to sell you anything. That is the cornerstone regarding why executives value a peer group opportunity.

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