

PRESS: PeerSpectives Roundtable for the Emerging Second-Stager

Do you work with business leaders who are on the cusp of taking their company to the second stage? The PeerSpectives Roundtable for the Emerging Second Stager (PRESS) can be the catalyst to achieve that growth.

You already know that peer-to-peer roundtables give leaders of second-stage businesses valuable interaction with like-minded, motivated individuals. Yet typical Stage 1 entrepreneurs often lack the depth of business experience needed to participate fully in a PeerSpectives roundtable. The PRESS format combines valuable interaction with a business expert and the benefits of a peer-to-peer roundtable.



PRESS advantages for your organization

- PRESS is an excellent feeder system for your PeerSpectives roundtables. Graduate PRESS participants when they grow into second stage or gain more business experience.
- Satisfy the peer-to-peer needs of your Stage 1 customers.
- Cultivate relationships with service providers in your community by offering them a role as a subject matter expert. They'll recognize it is a great opportunity to interact with your PRESS business leaders.
- Gain access to Edward Lowe Foundation's leadership retreats. See the vitality of your roundtables surge after a group retreat. If you are a for-profit licensee, this is a bonus (for profits usually aren't eligible to send groups to our retreats).

PRESS benefits for your business leaders

- See businesses grow like never before — exponential growth trajectory is possible for companies whose leaders participate in roundtables.
- Leaders get just-in-time, practical help for burning issues. Many will put an action plan into place when they return to the office.
- There is no need to “go it alone” anymore. Valuable and lasting personal relationships with other business leaders are developed and nurtured over time.
- Attending a Edward Lowe Foundation leadership retreat with fellow roundtable members give leaders personal and professional insights and enriches the roundtable experience overall.

Who should participate in PRESS?

1. Primary leader of a Stage 1 company with three to nine employees and \$500,000 annual revenue or more.
2. Leader who possesses the intent and ability to grow into the next stage (that is, moving beyond 10 employees and \$1 million in annual revenue).
3. Business leader who lacks experience in growing a company beyond Stage 1.

Who should partipate in PRESS? (cont'd.)

4. Those who enjoy a natural curiosity with a desire to learn from and listen to others.
5. Eager to share their experiences to benefit others.
6. Willing to commit up to 4 hours each month for eight months of the year.

The PRESS format

- Specifically designed for business leaders of companies with three to nine employees, \$500,000 or more in annual revenue, and who intend to grow the company in terms of employees, revenue and market scope. This is not suitable for lifestyle entrepreneurs or sole proprietors.
- Session length: One 4-hour session per month for eight months each year.
- Group size: 10-15 participants for one roundtable.
- Format includes a presentation by a subject-matter expert (e.g., attorney, banker, management consultant, etc.) followed by Q&A period and a roundtable session.
- Protocol: Roundtables are based on the PeerSpectives protocol with variations to accommodate participants with limited business experience and an accelerated pace.
- Fees: There is no additional cost. Your current PeerSpectives license includes the PRESS format.



The PRESS starter kit

- Includes topics of interest to emerging second-stage companies. Included is a list of resources such as books and articles for your own research. Use the topic suggestions to identify the needs of your participants and match experts from your community. It's also a great aid for facilitators during roundtable sessions.
- Detailed agenda and timeline for the typical PRESS session.
- Webinar training for current PRS facilitators (including keeping the roundtable conversation going when participants run out of experiences to share).
- In-person training for new PRS facilitators (future training retreats will cover PRESS).
- Tips for running PRESS successfully, such as how to pick top-quality subject-matter experts.
- The PRESS Candidate Profiler to identify ideal participants for your PRESS sessions.

For more info

Contact Joy Kitamori at joy@lowe.org or Rita Phillips at rita@lowe.org.