



PEERSPECTIVES VIRTUAL ROUNDTABLES

The Edward Lowe Foundation makes it easy for organizations to offer PeerSpectives® roundtables to their clients — and for busy business owners to attend roundtables. Conducted as video conferences, the foundation's virtual roundtables are ideal for those without an in-person CEO roundtable nearby.

Benefits for organizations with second-stage clients

Our virtual roundtables are a turnkey offering. The Edward Lowe Foundation has offered virtual roundtables since 2017. We handle the logistics and execution of assembling and running virtual roundtables on your behalf. You bring the participants, we do the rest.

Results occur on-the-fly at each virtual roundtable session for those who might not have access to nearby in-person roundtables. The program lead from your organization may attend as an observer and provide additional resources for the group. We work closely with you to offer virtual roundtables with your organization's goals in mind. You are also able to brand the virtual roundtable as you wish. You'll be involved in the planning process and kept up to date along the way.

Benefits for leaders of second-stage companies

By attending a virtual roundtable, you are dedicating the time to work on your business. Based on peer-learning principles, the sessions are designed to bring out issues that challenge second-stage growth companies.

Conducted as a video conferences, the sessions give you the flexibility to join at the office, home or while traveling. Guidelines are shared to ensure you're in a private space that's conducive to confidentiality among your peers. The virtual roundtables use the PeerSpectives protocol, which make for productive and balanced discussions. Your group is led by a trained facilitator, whose goal is to create a safe environment for members to process emotionally charged issues in confidence among peers.

Who should participate?

- Leaders of second-stage companies (about 10-99 employees and \$1 million to \$50 million annual revenue). Attendees must be the sole representative from a company and have decision-making authority: typically the CEO, president, owner or next-generation family-business leader.
- Leaders who want an objective view of their organizations.
- Busy leaders who require a significant return on time invested.
- Chief executives who want better results from their decisions.
- Company leaders looking for unvarnished feedback that's hard to get from employees, family or friends.
- Leaders who reside in an area where in-person CEO roundtables aren't available.



Session details

Availability: Please inquire about open-enrollment roundtables for second-stage business leaders in areas where hosted tables are unavailable.

Frequency: Once monthly (dates vary based on the roundtable host). Some roundtables run for three months, six months, longer or indefinitely, depending on the roundtable host. Each session is two hours in length.

Logistics: Sessions are conducted via video conference. Participate using your webcam and reliable internet connection in a setting that is conducive to privacy and free of distractions.

Group selection: Limited to 10-12 members, depending on the roundtable host. Business competitors will not be placed in the same group. Prospective members may be asked to fill out an application before being assigned to a roundtable.

Contact info:

Organizations: Find out how we can help you put a virtual roundtable offering together for your clients.

Leaders of second-stage companies: To sign up for a virtual roundtable, please contact the organization that shared this information with you. Or contact Madison Suseland at madison@lowe.org for other options.