

# A brief guide to BRX Leaders and BRX Executive Leaders



“We are who we mix with”

Jack Canfield

Peer to Peer Learning Groups  
for Business Leaders

Your Questions Answered

# The **BRX** Advantage

“Whatever it is you’re looking for, whether it is business referrals or CEO peer to peer interaction or executive coaching, we guarantee you will achieve better results and make better decisions from being part of a BRX Group relevant to you.

We call it ‘The BRX Advantage’.”



**George Metcalfe**  
**BRX President**



Business Leaders Groups are run by BRX Group Leaders, who are professional and experienced facilitators, in **joint partnership** with BRX.



# Your Questions answered

## **Q. Who are BRX Leaders and BRX Executive Leaders?**

**A.** Business Referral Exchange Limited (BRX) works in full partnership with a number of professional facilitators to offer peer Group learning where Chief Executives, Managing Directors, Senior Corporate Executives and business owners learn from each other to solve business and personal issues and become more effective 'Leaders in Business'.

## **Q. What is the profile of a BRX Leaders Group member and a BRX Executive Leaders Group member?**

**A.** Normally a BRX Leaders Group member is likely to be the Chief Executive or owner of a medium size business with a turnover of £500,000 or more and a staff count upwards of 10. On the other hand a BRX Executive Leaders Group member will include Chief Executives and senior members of large companies with turnovers in the £multi millions and staff counts of 50 or more.

## **Q. How often do the groups meet and when?**

**A.** BRX Leaders Groups meet every fortnight on the same weekday usually at breakfast time from 08:30 to 10:30 at the same venue. BRX Executive Leaders Groups meet once a month at the same venue or at members' premises when appropriate. Meetings are usually held from 10:00 to 15:00.

## **Q. Who runs the meetings and what do they expect to achieve?**

**A.** BRX Leader Groups are chaired and facilitated by experienced business entrepreneurs as well as proven business coaches in partnership with BRX. They dedicate themselves to help their Group members uncover unrealised opportunities, maximise results and increase their return on investment (ROI).

## **Q. How many members comprise a group?**

**A.** In a BRX Leaders Group the membership ranges from 12 to 18. In a BRX Executive Leaders Group the average is 12.

Members share advice and expertise with their colleagues with no vested interest beyond helping each other to **succeed**.



**Q. What happens at the meetings? What sort of meetings are they?**

**A.** We call them peer Group meetings. They take place in a trusted and truly confidential environment and include business executives from non-competing industries. The objective is to seek out and solve member issues while looking to explore opportunities in their markets. It is also to share experience and expertise that spring new ideas that will bring real solutions while questioning strategies.

**Q. Do I get one to one coaching from the facilitator?**

**A.** Your facilitator is there because he or she is an experienced Group Leader who combines skills as a coach, mentor and advisor. Every full paying member receives a one to one monthly coaching session to keep them energised, focussed and committed to the goals that they have been set.

**Q. Will we enjoy a diverse range of speakers who are experts in their particular fields to address meetings?**

**A.** Yes in open, as opposed to closed sessions, speakers will be addressing members and guests.

**Q. Will my Group have a diverse range of member disciplines?**

**A.** Very much so! This diversity is one of the keys to success of each Leader Group. Member disciplines will range from services and manufacturing sectors, areas covering finance, insurance and property, public administration, retail and any other relevant sectors that will add benefit to the Group's dynamic.

**Q. Can I Invite a colleague?**

**A.** Yes, but only at the discretion and approval of the Group Leader. These meetings are for new business ideas and issue solving. They are not referral meetings. There is an established format for generating referral business at weekly BRX meetings.

**Q. Can I nominate a colleague for membership?**

**A.** Of course, but the discipline must not conflict with an existing member and must be someone who will add value and substance to the Group.

It is now apparent that to achieve better results an experienced business facilitator coach can make that vital difference **engaging** like minded entrepreneurs in the right group environment as well as individually.



**Q. As an extra service might my facilitator run sessions for my executive team and senior managers in my business?**

**A.** Yes, your facilitator will devise for you programmes that are custom designed based on your chosen initiatives. This is a chargeable, extra service.

**Q. Why BRX Leaders?**

**A.** Today's Chief Executives, Senior Directors and business owners have to react more speedily, be fleet a foot in order to think more innovatively than ever before. What was the norm for your business five years, or even two years ago, is probably no longer relevant today. BRX Leaders members agree that today peer Group interactive thinking helps drive their businesses forward.

**Q. Why are BRX Leaders and Executive Leaders Groups special?**

**A.** Each Group of BRX Leaders combine to form a special mixture of trusted experts in their particular fields. Our tried and tested meeting formats and agendas ensure that our members see and address their issues and challenges from different perspectives. They can then take appropriate action and achieve better results. As a result they become better Leaders, both professionally and socially.

**Q. What sort of Programmes do Leaders use and how effective are they?**

**A.** BRX Leaders members, as a matter of course, regularly outperform business rivals. Through a diverse range of perspectives and by working through exercises with their fellow members, they are able to offer and share advice and knowledge with no other inclination than that of helping their fellow members achieve more effective results. BRX Leaders programmes go far further than "run of the mill" business and education programmes. At BRX Leaders you work on your overall business issues alongside a Group of like minded professionals, overseen by a BRX Group Leader. BRX members are therefore encouraged to work **ON** their business rather than **IN** their business.

**Q. How do you keep meetings fresh?**

**A.** Meetings are constantly refreshed because new ideas and new visions emerge meeting after meeting and therein lay the 'kicker' for every company's continued growth and innovation. BRX Leaders engender members revitalised thinking, challenge assumptions and provide a forum to consider the implementation of new and improved strategies.

A middle-aged man with grey hair and a mustache, wearing a dark blue suit, white shirt, and a blue patterned tie, is smiling warmly. He is holding a silver pen and writing in a blue and white striped notebook. In the background, other people in business attire are visible, including a man looking down and a woman with glasses looking towards the man in the foreground. The scene is brightly lit, suggesting an office or professional setting.

BRX Executive Leader Groups are open by **invitation** to owners of larger businesses, managing directors, and directors of public companies and corporations.

**Q. How do you hold members ‘accountable to each other’?**

**A.** BRX Leaders and BRX Executive Leader forums set an effective sounding board for the Leaders members’ most difficult dilemmas. This is achieved with the help and support of fellow member executives who have come across and overcome similar challenges. Executive Business Leaders have few people to turn to for meaningful advice and indeed get an honest take on the facts as they really are. With no agenda except to help one and other to succeed, BRX Leaders members and facilitators help test and measure assumption, uncover opportunities and hold each other accountable for subsequent **action**.

**Q. Tell me more about what you can offer my people in my organisation?**

**A.** Our facilitators can offer customised development programmes for your organisation. BRX Leaders boast a range of programmes that can be specifically adapted for your company based on the types of service you offer.

**We therefore offer**

- Skill based development.
- Executive and mid management development programmes and systems.
- BRX Chosen speakers who are selected based on the host company’s goals and priorities.
- Tested and measured feedback to monitor progress and development.

**Q. So, why should I consider joining a BRX Leaders Group?**

**A.** Well, here are 10 points to start with:

- 1:** We will in essence provide you with a ‘No-Cost Non-Executive Board’.
- 2:** We will help you to profitably ‘buy customers’ with lifetime value.
- 3:** You will experience the benefit of professional one to one coaching.
- 4:** We will help you to improve your work life balance.
- 5:** We will encourage you to take action rather than no action.
- 6:** We will improve your ability to make decisive judgements.
- 7:** We help you to target better and make more of the right connections.
- 8:** You will share best practices with Senior Executives, MDs & CEOs.
- 9:** You will be able to interact with seasoned and expert speakers.
- 10:** We will inspire you to lead from the front.

# Heard enough?

# Want to come and experience BRX Leaders for yourself?

Contact \_\_\_\_\_  
Group Leader \_\_\_\_\_  
at \_\_\_\_\_  
on \_\_\_\_\_ or \_\_\_\_\_  
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