

# Keeping It Real

*Vistage's Jean Lauterbach Fosters Honest Exchange Among Top Executives*

Sometimes the cliché is true. *It is lonely at the top*, especially when you're the boss. It can be tough for high-ranking executives to find professional and personal confidants.

That's why Vistage International creates private peer-to-peer advisory boards where CEOs can discuss everyday issues without fear of judgment, manipulation or backlash. These carefully crafted small groups, limited to about 15-16 people each, are designed to promote growth through confidential, specially facilitated discussions for the world's top-performing executives.

"Vistage is dedicated to helping people reach personal and professional success. Our mission is to improve effectiveness, inside and outside the boardroom," says Jean Lauterbach, Vistage best practice chair for Ohio, Kentucky and Indiana.

Lauterbach is one of Vistage's 425 chairs, who lead more than 16,000 meetings each year, helping to solve more than 24,000 business issues. In addition, the San Diego-based company holds more than 150,000 one-on-one private coaching sessions annually.



"While Vistage is global, all services are delivered locally. We have Vistage peer advisory boards in every market of the U.S., including 20 groups in Cincinnati, where I'm based," she explains. Lauterbach joined the company in 2000, following a 20-year career as a health care executive. She now helps others find the career success she's enjoyed.

"Two things set Vistage apart," Lauterbach says. "First, we focus on the whole person, which is core to what we do. Secondly, our chairs make sure the right people are in those seats, so the monthly meetings are powerful and effective."

## Vistage Crafts Safe, Engaging and Productive Spaces

More than 17,000 executives, representing 800 global industries, rely on Vistage. Membership is invitation-only, with great care given to each in-

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dividual member's goals and challenges. The average corporate member stays with Vistage for seven years. That speaks to the long-term value of its coaching sessions and group exchanges.

"Our members come to discuss issues they can't discuss with their management team, or even with family and friends. It's hard to find a confidant when you are the leader of an organization," Lauterbach says. "We create a safe and confidential environment, where there are no competitors, customers or supplier relationships. Our members can ask questions here that they cannot ask anywhere else."

## Jean Lauterbach

STRATEGIC BUSINESS ADVISOR

# VISTAGE

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