

Peer Groups

Are They Worth the Investment?

By Mike Rose



Yes.

Yes.

Yes.

I know. Your plate is full. You don't have any more room on your schedule to fit in a meeting, let alone the time and commitment of a peer group. We all know time and resources are not good reasons not to do something.

Here's why you need to say no to something else to be able to say yes to joining a peer group.

Today, I belong to two peer groups, my Business Navigator forum, and my Entrepreneur Organization (EO) forum. Our objective is to make these meetings the most important meeting of the month.

I know you are involved in a lot of important meetings during the month, **but imagine that your forum meeting is the-most-important.**

That is a high bar for each member, but the benefits of such a high bar are invaluable. However, if you need to assign a value to something, recently, a forum mate challenged me on an issue I was dealing with in my business.

I applied his experience along with his genuine care and concern for me personally and it put an additional \$126,500 in my pocket. I felt I had all my bases covered, but he pointed out one simple thing me and my team overlooked.

When I first qualified for EO back in 2003, my response was, “I don’t have time right now.”

Let me tell you, the following two years, 2003-2005 were the most excruciating two years in my business by far. I decided to join EO and a forum in 2005.

I would have avoided two years of pain and tears from my very first meeting if you can believe that. Seventeen years later, our group still relies on each other to this day. My wife has been involved in her peer group for almost five years, but some in the group have been meeting for twenty-five years! Imagine how well you get to know someone if you meet with them monthly for 5, 10, 15, or even 25 years!

I have been very fortunate to have been involved in some pretty great groups over almost 20 years, and here is what I have experienced. I only wish someone would have told my younger self this when I first started my business 25 years ago.

**SAY YES TO
JOINING A
PEER
GROUP.**

WHY?



Incremental vs. Exponential Growth

No one “needs” a professional peer group. You might be going along just fine in your career or business. But it is sometimes lonely. It’s hard to find or have access to a carefully vetted group of successful professionals looking to learn and grow from each other.

The right group of people can be the difference between slow incremental growth and the kind of exponential growth that can transform your life and business.



Trustworthy Relationships

Peer groups are a place to explore ideas safely with support from fellow members.

You gain access to a diverse group of incredibly successful people who work in different industries.



IT IS INCREDIBLY VALUABLE when I can share ideas and tackle complex topics in my professional and personal life. I am drawing on all of their decades of experience and perspectives. It has often shifted my course, perspective, and mindset and saved me from disaster and tons of time.

Safe Support System

Through consistent meetings and honest feedback, peer groups provide accountability for their members. With time, members of a close-knit group become trusted advisors for one another who can share in knowledge and skills.

As business owners, new perspectives are extremely valuable and might be the key to solving a difficult problem.



Greater Personal Fulfillment

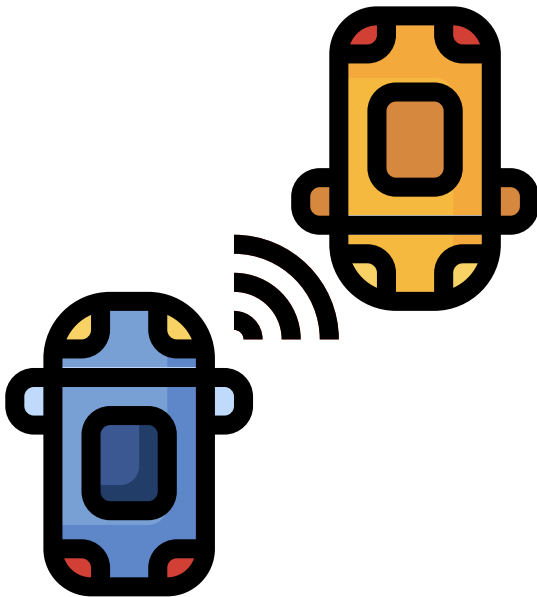


Peer groups allow a space to challenge me to be a committed, caring group member who can benefit others. Sharing what I have learned from my successes and failures with others challenged with similar issues is immensely satisfying.

There is a great sense of fulfillment and purpose to help people move forward.

Better Self-Awareness and Leadership Skills

We all have blind spots. **Leaders need to have unbiased peers to help call out issues in their leadership style.**



As a Business Navigator member - you have the opportunity to join a FORUM.

Forums are peer groups of **8-10 people** where members can build trusted relationships beyond business. Members will be paired with other members to create a **committed group to share ideas and concerns related to business, life, family, health and fitness, aging, death – any topics the forum group wants to tackle.**

Learn from me and don't wait for 2 to 3 years when things have calmed down. The time is now. Invest in you.

Do a Forum. Interested in getting involved?
Complete the Forums Interest Form



businessnavigators.org