



KEITH J. CUNNINGHAM'S

# BOARD OF DIRECTORS

“ I would move heaven and earth to work with Keith. He is the rarest kind of mentor and Chairman...he has done it successfully and teaches what works in the real world.”

— Tony Robbins



There is one reason and two words to join a Board: **Blind Spots**. I have spent the past two years as a member of one of Keith's Boards uncovering the multitude of things I was NOT seeing in my business, which is exactly what all owners need. I keep coming back because this is the gym I know I need to build the muscles necessary to lead my business to its full potential. There is not another place like it." — *F. Annunziato, New York*

The two most significant threats faced by all CEOs are isolation and excessive optimism. The truth is: We tend to have a vacuum around us when it comes to accountability, hard questions, pushback on assumptions and candid advice. In fact, the vast majority of our 'dumb tax' is a result of only having one voice in the conversation when the decision got made. Blind spots are deadly!

**Here it is on a bumper sticker:** It's the things we don't know, can't see or choose to ignore that sabotage our progress and success. Nothing can replace having smart, experienced business-savvy owners as advisors who will call it tight.

## **A GREAT BOARD OF DIRECTORS**

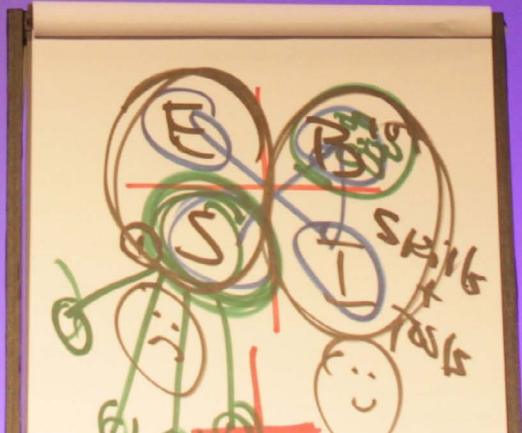
The primary function of a Board of Directors is to provide a CEO with the clarity, wisdom, accountability and optics/perspective required to eliminate unforced errors, make great decisions, execute consistently and identify unsustainable risks.

Of course, a great Board of Directors will also support you with:

- » Warnings when you allow the story to become a substitute for the facts
- » Accountability for outcomes, progress and priorities
- » Asking the questions you hope no one will ask
- » Prodding for weaknesses you hope no one will see
- » Asking you to listen to what you don't want to hear
- » Optics on looming icebergs and "What Don't I See" risks
- » Advice and wisdom from other CEOs who have "seen this movie before"
- » Clarity about exactly what you are prioritizing and optimizing for
- » Anticipation and perspective on possible unintended consequences
- » Testing assumptions and creating additional (not obvious) robust choices
- » A sounding board for important decisions and a sanity check for new initiatives
- » Allocation of resources and prioritization on the critical deliverables that result in a stable growth platform and sustainable success



**THERE IS A REASON WHY** every significant business you have ever heard of has a Board of Directors. Experience is an expensive teacher. The ability to compress decades of wisdom into weeks and months is priceless. In other words, Stop the noise – Find the problem – Fix it.

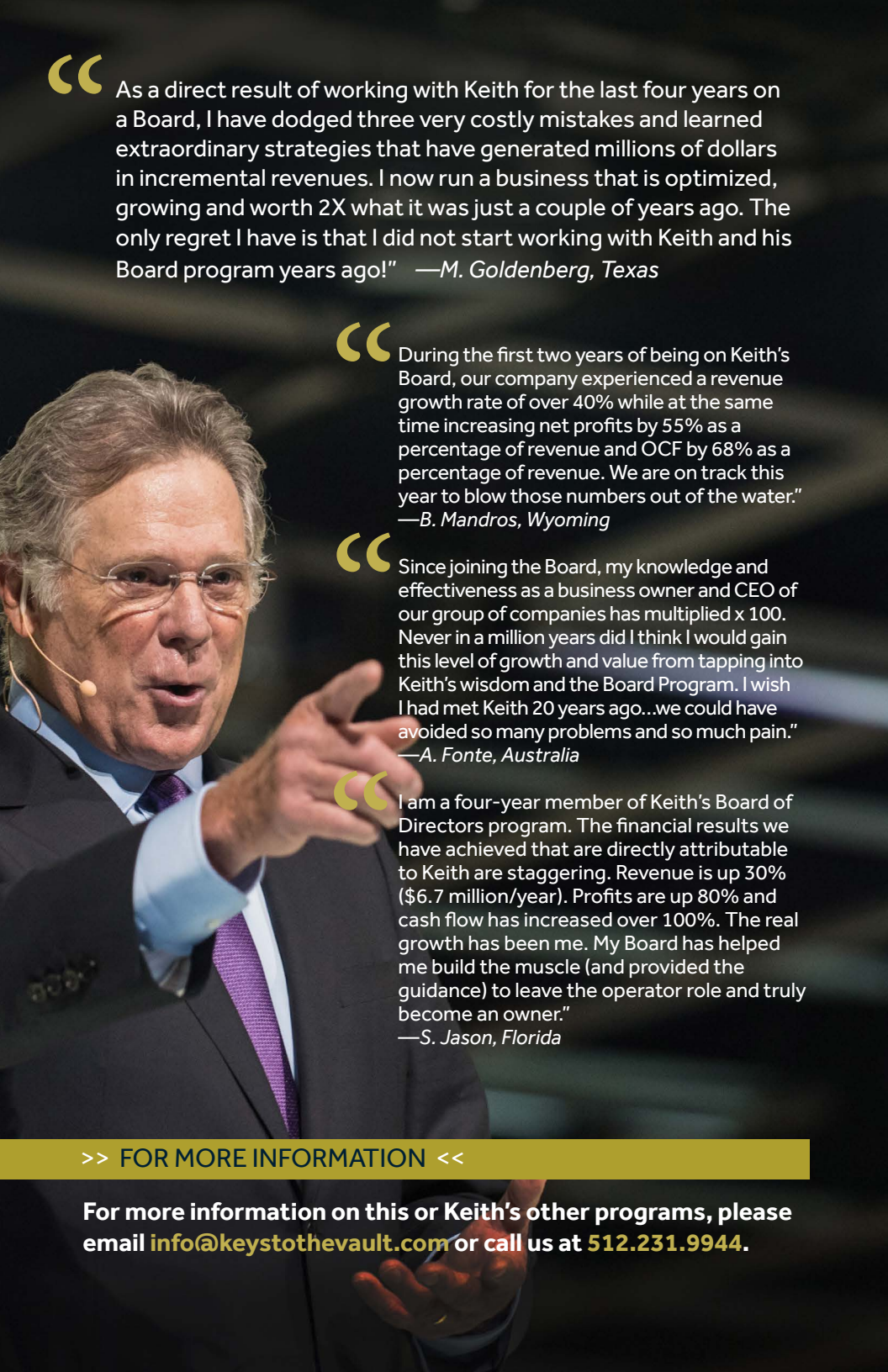


## >> THE BOTTOM LINE <<

Keith is sitting at your Board table at every meeting—guiding, teaching, mentoring and advising you every step of the way with personalized support and optics.

Keith, along with your Board, will support you in transitioning from Operator to Owner so that you can run your business like you will own it forever and optimize it so that you can sell it tomorrow.

**Here is the real “secret”:** The chances for success go up when you think, plan, get the people and culture right, consistently execute the right things and worry about the possibility of a loss.



“ As a direct result of working with Keith for the last four years on a Board, I have dodged three very costly mistakes and learned extraordinary strategies that have generated millions of dollars in incremental revenues. I now run a business that is optimized, growing and worth 2X what it was just a couple of years ago. The only regret I have is that I did not start working with Keith and his Board program years ago!” —M. Goldenberg, Texas

“ During the first two years of being on Keith’s Board, our company experienced a revenue growth rate of over 40% while at the same time increasing net profits by 55% as a percentage of revenue and OCF by 68% as a percentage of revenue. We are on track this year to blow those numbers out of the water.”  
—B. Mandros, Wyoming

“ Since joining the Board, my knowledge and effectiveness as a business owner and CEO of our group of companies has multiplied x 100. Never in a million years did I think I would gain this level of growth and value from tapping into Keith’s wisdom and the Board Program. I wish I had met Keith 20 years ago...we could have avoided so many problems and so much pain.”  
—A. Fonte, Australia

“ I am a four-year member of Keith’s Board of Directors program. The financial results we have achieved that are directly attributable to Keith are staggering. Revenue is up 30% (\$6.7 million/year). Profits are up 80% and cash flow has increased over 100%. The real growth has been me. My Board has helped me build the muscle (and provided the guidance) to leave the operator role and truly become an owner.”  
—S. Jason, Florida

>> FOR MORE INFORMATION <<

For more information on this or Keith’s other programs, please email [info@keystothevault.com](mailto:info@keystothevault.com) or call us at 512.231.9944.