



**MacKay**  
CEO Forums



**Our vision is to  
populate the world  
with better leaders.**

“ I find being able to share my toughest business issues and challenges with my Chair and other very successful CEOs to be a great investment of my time. I highly recommend MacKay CEO Forums to CEOs who want to accelerate their business and personal success.

BOB MACDONALD, CEO,  
WAKEFIELD CANADA (TORONTO  
MEMBER)



“ Being a MacKay CEO Forums Chair has been an incredibly rewarding experience for me. I'm able to offer my long-term clients a new avenue for growth and networking and be part of that journey with them. Nancy's support and mentorship has helped me to “up my game” and I have become a part of an inspiring team of colleagues across Canada. I've also expanded my own network of CEOs, having gone from running two groups to six groups within a year, with an income that has far surpassed my expectations.

SUE MATHESON, CHAIR  
VANCOUVER, BC

## Accelerating CEO performance through the highest impact, least time-intensive peer group for results-oriented CEOs

Do you have a passion for helping CEOs tackle their most important issues and achieve their full potential? Would you be excited by the prospect of joining and building a community of CEOs and trusted advisors?

### MACKAY CEO FORUMS CHAIRS

- are passionate about helping CEOs accelerate their performance
- have a strong business relationship with a significant number of CEOs
- believe in the power of peer learning
- have outstanding facilitation skills
- have extensive knowledge and experience working with CEOs
- enjoy business development, networking and creating a referral culture
- are highly respected advisors in helping CEOs deal with their toughest issues and challenges (both business and personal)
- continually work to raise their level of personal and professional success

**POWERFUL IMPACT | RICHLY REWARDING**

### BECOME A FORUM CHAIR

Our peer groups of award winning companies and exceptional CEOs are uniquely designed to help the best get even better. We have become known for delivering the highest impact peer group experience with the least time commitment. We are the fastest growing CEO peer learning network in Canada today, and are expanding globally. Due to our growth, we have select opportunities to become a MacKay CEO Forums



“ Since working with MacKay CEO Forums I have had the opportunity to work closely with 45 CEOs within the three CEO peer groups that I run. I have found the CEO members at MacKay CEO Forums to be inspiring results-oriented leaders, yet from my personal experience, Nancy is one of the most inspiring of them all. She is incredibly committed to her purpose and mission, she drives results through partnership and focused effort, and she is creating a community of talented people who can support each other to be successful. You can tell she genuinely takes pride in other people’s success and that she is driven to make the world a better place.”

NATALIE MICHAEL, CHAIR  
VANCOUVER, BC



“ MacKay CEO Forums has developed a highly effective format backed by a strong operating system that allows me to spend more time with members and less time behind a computer. The personalized one to one consultations with Nancy have also been invaluable.

DR. LARRY OHLHAUSER, CHAIR  
EDMONTON, ALBERTA

## WHAT'S IN IT FOR YOU?

Chairing a MacKay CEO Forums peer group provides established CEO advisors with a high profile, synergistic, rewarding and highly remunerative new revenue stream. This is a part-time role that complements an existing consulting practice or advisory work.

Consider these benefits to joining the MacKay CEO Forums team:

### Alignment with a Top Tier Brand

MacKay CEO Forums is quickly becoming synonymous with CEO leadership excellence. Our membership roster includes many award-winning CEOs and leading brand companies in Canada and we partner with leading brand companies.

### A Valuable Program to Offer Your Clients

Our differentiated CEO peer learning model has proven to be extremely compelling to CEOs and executives. Joining our firm will provide your clients with a highly effective way to enhance their leadership skills and accelerate their performance. In addition to peer group meetings and retreats, we provide regional and national peer learning and networking events exclusively for our members and Chairs.

### Expanding Your Business Network

Chairing forums offers you a unique opportunity to expand your circle of CEOs and very talented Chairs. In addition to having a new program to offer your clients, you are also able to provide your unique service offerings to MacKay CEO Forums members. Many of our Forum Chairs are also highly rated CEO Forum guest speakers, with the opportunity to connect with our community of CEOs outside their individual forums.

### Investing in Yourself

Mentored by Nancy MacKay, one of the pre-eminent CEO Coaches based in Canada, you will have the opportunity to enhance your own leadership, coaching and facilitation skills even further. You will receive customized training to ensure success, as well as ongoing coaching. You will also be motivated and inspired by your fellow Chairs, developing a valuable, lifelong peer network.

### A Proven, Time Efficient System

We support our Forum Chairs with excellent training, tools and proprietary resources, which minimize administration and preparation time, and make chairing groups a highly efficient use of time. This includes automated billing, established retreat formats & exercises, a comprehensive reference manual, quality marketing materials, a guest speaker database and proprietary CEO resources — to name just a few.

### High Return on Time Invested

We pride ourselves in offering highest impact, least time-intensive CEO peer groups. With our generous remuneration formula, the income earning opportunity is substantial. Forum chairs are typically able to chair two-four groups, while building their successful advisory practices.



## WHAT GREAT CHAIRS DO

Our Forum Chairs play a pivotal role in helping CEOs achieve their full potential. Drawing on their established network, Forum Chairs attract new members to our firm and create best-fit peer groups. They drive expansion of our firm's reach in their local market, in support of the MacKay CEO Forums' vision of being the preferred peer group for CEOs around the world.

Drawing on proprietary leadership resources, a shared experience model and a proven approach to peer learning, our Forum Chairs facilitate the member experience, idea exchange and support to help our members become better CEOs and accelerate their business results, while saving time and improving well-being. The power of our peer groups is truly transformational.

This is a part-time role in which Forum Chairs operate as an Associate of MacKay CEO Forums and are encouraged to continue to build their own established advisory practices. Each peer group involves 6 meeting days and a 2-day retreat per year, plus meeting preparation, business development and training time. To learn more about our programs and the values that drive our work, visit us at [mackayceoforums.com](http://mackayceoforums.com).

## IS THIS YOU?

The ideal Forum Chair is a very successful CEO trusted advisor, expert facilitator and experienced business developer, with a decade or more of experience working closely with CEOs.

A highly referable trusted advisor, you have built strong relationships with CEOs and are therefore well positioned to identify and recruit for each peer group. You have unquestionable integrity, a strong executive presence, and a true passion for helping CEOs accelerate their performance. You are motivated to grow your business, to continuously enhance your own leadership skills and to serve your clients.



“ I partnered with MacKay because it's a great complement to my coaching and consulting work. The peer factor is very powerful for my clients and I've also benefited from the exposure and support of the MacKay member and Forum Chair network.

GARY BREININGER, CHAIR  
TORONTO, ONTARIO

“ I get tremendous value from my CEO group and the Chair is a big part of that. She has become a good friend and a trusted advisor. When I need to bounce a complex or sensitive issue around, my Chair and my forum are my two go-to's.

PAUL HOLLANDS, PRESIDENT  
& CEO, A&W FOOD SERVICES  
(VANCOUVER MEMBER)

## JOIN OUR TEAM

Are you excited by the prospect of joining and building a community of CEOs and trusted advisors around the world? Do you share our passion for helping CEOs achieve their full potential? If so, we'd love to hear from you.



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