



I have begun an empowering journey with fellow business owners and organization leaders, and I hope you might be intrigued to join us.

When I moved back to the North Shore three years ago from Florida (my father passed, and I came to assist my mother), I pledged to actively give back to this special place we call home. I am now organizing a few confidential Peer-to-Peer Executive Advisory Boards to empower local business and community leaders in moving their organizations and themselves to the next stage of growth.

The key words here are peer-to-peer and confidential. We all pledge strict confidentiality. Our meetings are to be a safe space where we can freely explore possibilities. The magic of a Peer-to-Peer Executive Advisory Board is that with the right guidance fellow members can help you grasp new insights. The secret sauce is to be found in the questions your peers ask one another as they process issues or topics. My 30+ year career is not a source of answers for this group. Instead, it is a foundation for guiding questions. Insights are the source of results. Better insights are thus the source of better results.

Together we form a Peer-to-Peer Executive Advisory Board composed of 6 to 12 organization leaders -- centered around the Salem/Marblehead area -- all of whom are looking to keep their organizations growing and innovating over the years to come. We will meet as a group one half day each month to learn together and to process issues. I will spend individual time with each member in the varying roles of coach, facilitator, and confidante. Every other month there will also be an interactive workshop featuring a speaker and group discussion.

The group will also be giving back to the community. Together we will commit to providing startups and non-profits in the community a block of our time as consultants and mentors, and together we will sponsor an annual innovation challenge amongst local high schools culminating in a scholarship award.

Together as peers, we can gather more insights and face down more challenges than we might when acting alone. The North Shore has a nearly 400-year tradition of our residents working together as a community. Many of us do so in community service of all types. It is time to take that same approach to helping one another in our organizations. Community is key to why we live and work here.

I hope this resonates enough to entice further conversation. Joining a Peer-to-Peer Executive Advisory Board is a significant commitment -- it must feel right for you, if it is to provide any value.

Please feel free to look at our web site <http://remedy101.com> -- it contains a wealth of information about how all this works and what it might mean for you. The next step for both of us is to explore if this effort will be a good fit for you and your organization. You are welcome to book a free one on coaching session so we can explore this idea further. I look forward to speaking with you soon.

A handwritten signature in black ink, appearing to read "Michael Lissack".

Michael Lissack, Managing Director