

Why Become a CEG Member?

The Membership of Chico Executive Group (CEG) is made of up C-Suite leaders who are seasoned industry professionals and have built successful companies. CEG is a place where these leaders can tackle challenges together, both personal and professional, and brainstorm incredible solutions that can alter the trajectory of their lives and their businesses.

The value created by membership in the CEG can be summarized in three key areas:

- 1 MEMBERSHIP CREATES Value Personally**

CEG membership helps leaders move from focusing on details to having an elevated viewpoint and seeing things from a more strategic level. This includes business issues, but also incorporates relationships, family, estate planning, etc. A current CEG member shared, "Being a member of CEG has been extremely valuable for me personally as I have been introduced to first-class business people and a wide variety of reading material I don't think I would have been exposed to otherwise. Being a part of this group has shown me the value in being vulnerable and being able to trust others in total confidence."
- 2 MEMBERSHIP CREATES Value Organizationally**

CEG encourages its members to adopt a strategic viewpoint which in turn provides insight into business operations. Members share the various tools they utilize for measuring the components of their company's business and embrace the motto, "You can't manage what you don't measure". CEG teaches its members to think differently about the business of managing people and to focus on controlling efficiency.
- 3 MEMBERSHIP CREATES Value for the Community**

CEG hosts community-wide symposiums with world class speakers, like Patrick Lencioni, that provide great value to those in attendance. Members have reported that they have passed on suggestions, encouragement and information to employees, family and friends from our symposiums that provided great value. In turn these have been passed along to other family, friends and the community at-large. CEG also benefits the community by creating and nurturing Key Groups. Both CEG and Key Group members have the opportunity to participate in deep, meaningful interaction regarding their business, family and personal lives aimed at helping individuals and organizations identify and reach their true potential.



Chico Executive Group

LIFE, LEADERSHIP, COMMUNITY.

1750 HUMBOLDT ROAD, CHICO, CALIFORNIA 95928 • (530) 521-3535
WWW.CHICOEXECUTIVEGROUP.COM