

OUR CORE VALUES

Confidentiality

We tackle the toughest personal and business-related issues. Anything shared with a Goering Center team member or volunteer is held in the strictest confidence. What's more, our members — you — pledge to keep the confidence of those who confide in them.

Courage

Vulnerability is scary stuff. Our members agree to “embrace courage” by learning to prevent or resolve conflict by practicing mutual respect, developing trust, and honoring truth.

Create and model a safe haven

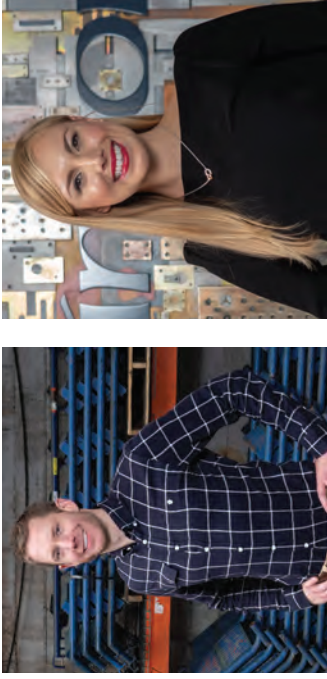
Our values of confidentiality and courage create a safe environment for members to open up and get the help they really need. Safe haven also means that we view developing new business opportunities as a welcome but lesser outcome of fostering strong relationships and strengthening our community overall. *You will not be solicited at our events, you must not solicit at our events, and we will always protect your contact information.*

Maximize impact

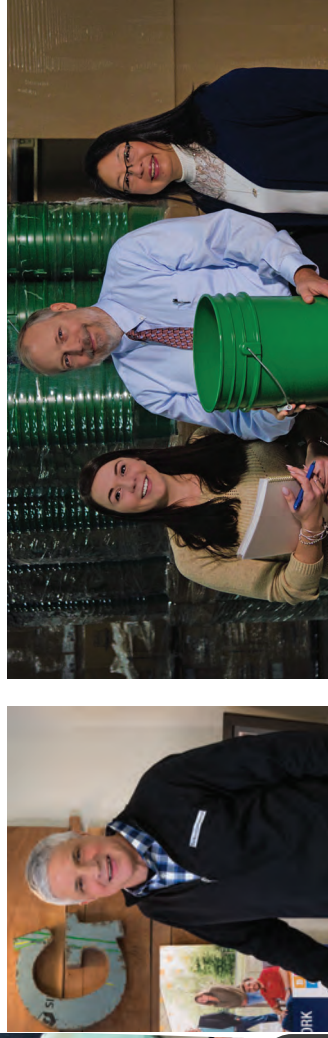
Our assessment and resulting engagement plan are force multipliers. The relationships these tools lead you to develop will take you and your business to a new level. None of us have time to waste — be all in.

Always do the right thing

This is a place, and these are people, of deep integrity. You will shape that, as will your team members who become involved. Please ensure everyone on your team understands what it means to engage with us. As individuals and as a community, we always seek to do the right thing.



WELCOME!
YOUR JOURNEY.
OUR UNIQUE COMMUNITY.



WELCOME!

This brochure is designed to help you optimize your membership and map a 3-year engagement plan with the Goering Center to accelerate your business growth and success.

Quick and deep engagement is your path to success. We will help you assess your most pressing needs up front so your time is not wasted.

We have over 400 members because they believe the Goering Center is a valued partner, delivering knowledge, connection, and community. Members experience the Goering Center as:

- A **valued partner** in providing long-term support to enhance its success as the business evolves.
- A **knowledge catalyst** providing necessary learning to support the business's continuous development and growth.
- An **essential connector** delivering stronger relationships within the business's leadership as well as solid connections to indispensable education, people, and other resources through its program offerings and within its connected community.
- A **caring community** of like-minded business leaders seeking to grow and learn from subject matter experts and from one another as the business develops.

Thank you for adding your voice to our community, and we're excited to help you map an accelerated plan for your business growth.

We believe when you invest a few hours at the beginning of your membership, by participating in the activities outlined in the next several pages, you will enjoy a springboard to a long and fulfilling engagement.



Welcome to the onset of your future growth with the Goering Center. We are excited to serve as your valued partner on this journey.

Welcome to our special place.

Sincerely,


Carol Butler
President, The Goering Center



OPTIMIZE YOUR MEMBERSHIP

We have a few expressions that we frequently say at the Goering Center, but two are most often used when a new member joins us.

The first, **"meet them where they are,"** is advice we give our staff and our volunteers. Every member has unique issues, challenges, attitudes, and priorities. It's on us to understand how a business owner wants to engage and take advantage of our offerings.

The second, **"work on your business, not in it,"** is advice we give our members. Business owners work in their business every day. They join the Goering Center when they are ready to delegate the firefighting and intentionally carve out time to work on the issues that will ensure a prosperous future.

*"Meet them
where they are."*

*"Work on your business,
not in it."*

Nearly 500 family and private businesses make up our learning community, uniquely positioning the Goering Center to understand the challenges you face and provide the insights and tools to help you achieve greater success. By completing the onboarding process, you will help us create a customized plan that will address your company's current priorities so you can clarify your vision for what's possible.

Meaningful business improvement comes from being open to change. While it is important to invest the time needed to productively work "on your business," we are sensitive to your time constraints. Together, we can produce better outcomes, in less time, if you dare to be vulnerable and open to change. The greatest leaders are those who embrace humility and new ideas. Throughout our onboarding process, our core values will become apparent and instill trust.

LET'S GO!

*We will meet you where you are.
Let's figure out where that is.*

STEP 1: COMPLETE YOUR ENGAGEMENT MEETING.

Meet with our engagement director for about an hour and a half session held at your company's office. We will discuss your business and membership goals and walk you through the onboarding process.



STEP 2: COMPLETE THE PRINCIPLES COURSE.

The Principles Course is a 90-minute orientation session with other new members. You will connect in a safe haven environment, where you will share your concerns, share your goals, and come away with a new sense of purpose and community.



"The course really hit home. Recently, I've been articulating goals and wants for the company, but the "how" has been a bit more elusive. Today not only confirmed that I was on the right track, but it also put in front of me a defined list of actionable items. I suspect that these items will be somewhat like opening a (good) Pandora's box — where each to-do is really just scratching the surface of a plethora of other steps and explorations. I'm inspired and ready to get to work ON my business instead of IN my business."

Lauren Nichols, President
Avenue Fabricating, Inc.

STEP 3: COMPLETE THE MAP ASSESSMENT.

The Member Alignment Profile (MAP) is an online assessment that takes approximately 30 minutes to complete. The purpose is to evaluate your company's performance relative to identified success indicators: the **10 best practices of family and private business**. Not only does it reveal strengths and opportunities around high priority matters, it will also surface cultural misalignment. Does your team understand the company's objectives and are they aligned in their approach? That's important to know.

Completion of the MAP Assessment is included in the cost of the first-year dues as a company member of the Goering Center.

"The MAP Assessment helped us validate some key things we did well with regards to strategic alignment, goals, and accountability, while two other gaps were unveiled. These gaps were regarding succession planning and philanthropic outreach. As a result, we clarified and communicated the company's succession plan and established a community engagement committee. Pilot has continued to periodically conduct this survey to track our progress, and ensure alignment on these key privately held company attributes."

Pam Butcher, CEO
Pilot Chemical



STEP 4: DEVELOP YOUR ENGAGEMENT PLAN.

After completing the MAP Assessment, your engagement director will set up a meeting with you and your leadership team to review the results of the assessment. At this meeting we review and discuss our recommendations for programs and offerings that provide the most benefit for your company and highest return on investment.



