**XPX PRESIDENTS LEADERSHIP COLLABORATIVE**

**2018 ANNUAL MEETING NOTES**

**KEY TAKE-AWAYS**

1. **Stick with Exit Planning Exchange branding**

For a number of years, XPX has used a holistic definition of exit planning as encompassing the full life cycle of the privately-held business:

* 1. Business Value Growth
	2. Business Value Transition
	3. Owner Life and Legacy

A major topic of this meeting was whether the branding of this broad focus should continue to use the phrase “exit planning.” After a long conversation, the group decided that the exit planning branding gives us a focus and a niche that serves as a strong differentiator for our organization. As several said, “without it, we’re just another business network.”

Nevertheless, the decision was to build on and emphasize our holistic definition by adding a tagline that emphasizes “Growth, Transition, Legacy.”

Global to-do’s:

* Work with designer to develop new logo/tag line choices, get approval from all Chapters
* Add Legacy in our organizational description at the top of the website (Tri-State Chapters read this blurb at the beginning of every meeting!)
1. **Keep working on the XPX Advisor Principles**

This is a new draft of the Principles, based on the feedback in the meeting (see the new draft for feedback):

1. **Work collaboratively** – know where to find and how to work with other trusted advisors
2. **Put the client first** – avoid conflicts of interest, ensure confidentiality and transparency
3. **Think long-term** – help clients understand and navigate the road to long term value
4. **Consider the human angle** – be aware of the complex relationship between the people and the business
5. **Always be learning** – continue to grow as a professional by learning from other experts

Global to-do’s:

* Circulate the latest draft for approval by the Chapters
* Work with the Membership Chairs to add to socialize with members and add to our communications (website, member application, etc)
1. **Refresh communications**

It has been almost three years since we launched our existing website. As we add the new taglines, we’ll work on other tune-ups over the summer. Will use existing branding plus notes below on “telling our story.”

Global to-do’s – work with the Communications Chairs to:

* Freshen the look and messaging on the website.
* Readdress LinkedIn strategy
* Provide social shares for videos
* Educate members on how to share XPX info on LinkedIn
* Educate members on how to share “I am part of a valuable network.”
* Explore with Membership Chairs creation of forums for member requests and thank yous.
1. **Continue to work toward a profitable, repeatable annual local and/or national event model**

At the meeting and over cocktails, we talked about how to create an annual event that would be a reliable revenue source for the Chapters. Based on these conversations, Paul and Mary came up with an idea for an Annual XPX Collaboration Case Competition described in a separate memo. If there is a Chapter interested in testing this, please contact us.

**TELLING OUR STORY**

The group generated some strong content about who we are that can be used in our communications

**What is XPX/What makes us different**

* Defined market: Focus on the lower middle market ($5-100 million in revenues)
* Long-term thinking: Focus on best long-term outcomes for owners and their companies (not transaction driven)
* Diverse: 12 professions. Lots of expertise in the room. Promotes humility
* Embrace professionals: Built by and for service providers (many organizations consider service providers to be second class members, if allowed at all)
* Exclusive: Members are vetted for expertise, collaborative mindset; leads to a higher quality, curated network ensures the right people are in the room. The members are the attraction. Quality versus quantity.
* Learning: Programs emphasize learning from experts and peers. Library of resources, content, extensive use of case studies.
* Relationships: Focus on building deep, long-term relationships among members as the path to best resources for clients and referrals for members
* Principled: Core shared principles on excellence in the lower middle market

**Target member profile**

Advisors who work directly with owners/senior managers of lower middle market companies ($5 to $100 million in revenues) who have expertise in one of our 12 professions and who demonstrate the XPX Core Principles in their work (collaboration, client first, think long term, consider the human angle, always be learning).

For further detail, please see the slides and notes in PowerPoint.

Thanks to everyone for a good meeting!