

DIVERSE SUPPLIER SPOTLIGHT: **Vistage**

BY COLIN HEFFINGER

“Feedback is the breakfast of champions.” This quote, coined by author and business consultant Ken Blanchard, couldn’t hold more meaning than it does for business leaders. Leadership development plays a critical role in everyday decisions no matter the size of your business. That’s where Vistage, a collection of privately-owned groups of peer-to-peer business advisory boards across 20 countries, shines brightest. Vistage’s advisory groups are led by expert executive coaches who provide one-on-one consultants, featured speakers, and business improvement workshops that operate like a think tank for business leaders to succeed.

Jim Lucas is the Vistage founder and chairman of 4 separate peer advisory boards of 15 to 20 members each stretching from Southern Chester County to Delaware. With 50 years of experience in sales, financial management, opera-

tions, and consulting, Jim has effectively coached over 150 executives from small businesses to companies exceeding billions in revenue. In 2017 and 2019, Jim’s Vistage groups were awarded the top 20 out of 600 Vistage Chairs worldwide.

“Vistage is about getting up on the vista and embracing the advantage of seeing the full picture beyond the trees,” Jim explains. “The challenge of small and medium-sized

businesses is trying to visualize the future and filling the CEO role. Highly effective leaders are those who can step back and allow themselves to be vulnerable and open for feedback. Confidentiality is critical. Vistage provides the opportunity for business leaders to acquire candid feedback from different industries that share a common theme.”



“Businesses have two major resources: financial capital and human capital,” Jim continues. “Most of the time, business issues are related to team leaders and their team. Managing team culture and the ability to attract, select and develop the right people is a constant challenge for business leaders. It’s important to have the right people sitting in the right seats on the bus.”

Vistage provides group meetings monthly to offer a variety of speakers and topics for leadership development. Speaker sessions are an interactive space where business leaders are encouraged to share their experiences and learn from others. Workshops function like a team lab, providing the first half as conceptual points and the second half as methods to applying that knowledge to daily life. Vistage meetings also provide macro and micro information of key indicators of economic success across various major industries.

As a member subscription business, Vistage understands the importance of maximizing value for its members. Vistage conducts surveys each month about speaker quality, effectiveness, value, and so forth. This provides the opportunity to make changes as needed to best fit the needs of the groups and their individual business leaders. Interested business leaders can reach out to Jim Lucas by calling 410-302-2500 or emailing Jim.Lucas@vistagechair.com. Go to www.brandywinepeeradvisoryboards.com for more information.

“I spent 8 years in the military and have been involved in leadership since I was 17,” Jim reflects. “No matter how you get it, I’m all for leadership development. If it happens to be Vistage – that’s great. There’s a lot of ways to become a leader and that’s what we want in the Brandywine Valley, the state, the country and the world. The pandemic has really shown us what kind of leaders we want to follow.”