



OCTET

PEERS ADVISING PEERS

EIGHT PERSPECTIVES. BETTER DECISIONS.

WHEN WAS THE LAST TIME YOU COULD TALK OPENLY WITH ANOTHER CEO ABOUT YOUR BUSINESS?

The hardest part of running a business is the lack of outside perspectives.

As a CEO, you're surrounded by people who look to you for answers. But there are decisions you can't fully discuss with your team, your employees, or even your board. The bigger the decision, the fewer people you may have who truly understand what is at stake.

OCTET gives you seven of them.

Eight CEOs. No competitors. A confidential room where experienced leaders challenge assumptions, share perspective, and help one another make better decisions.

CORE BENEFITS

- **Candid Perspective**

Talk openly about the decisions you can't discuss inside your company.

- **Real Accountability**

Leave with a plan — and come back to peers who remember what you committed to.

- **Better Decisions**

Test your thinking against seven experienced leaders before you make the call.

- **A Trusted Advisory Board**

Eight leaders. No competitors. Confidential conversations among people carrying similar responsibilities.

You don't need more people giving you opinions. You need the right people asking you better questions.

Explore how OCTET can help you reach your goals. Get in touch.

GET IN CONTACT:

John Collins

OCTET Board Coach

Brooklyn Advisors

John.collins@bknyadvisors.com

646-272-8938

A Personal Board of Advisors — Built Around You.

8

PEERS PER ADVISORY
BOARD

4hrs

MONTHLY BOARD
MEETING

90min

PRIVATE MONTHLY
COACHING

PROGRAM FEATURES

- Every session is professionally facilitated by your Board Coach — an experienced former CEO, not a rotating member
- 4-hour meeting once per month, hosted by a member
- 90 minutes of coaching via Zoom each month
- Quarterly in-person leadership team coaching session
- Forum 1080: bi-monthly 2-hour speaker session, open across all Octet advisory boards
- Annual advisory board retreat
- Bi-annual advisory board dinner

FREQUENTLY ASKED

Who qualifies for membership?

Membership is by invitation only. We select CEOs, owners, and presidents running established small and mid-sized businesses — matched by scale and stage, not industry.

How are advisory boards formed?

Each advisory board is built around eight members matched by scale and stage. Fit is personally curated, but every member has a real voice — candidates for open seats are reviewed and discussed by the board before anyone is seated.

What is the selection process?

We use a simple, three-step process to make sure there's a good mutual fit. You'll start with a conversation with the board coach about your business, goals, availability, and any potential conflicts. Next is a pilot coaching session to make sure you and your coach work well together. Finally, you'll meet the other members so everyone can confirm the fit before moving forward.

What actually happens in a meeting?

Each session opens with a business check-in, then a review of what members committed to last time — done, not done, and why. From there, the board digs into members' latest or persistent challenges for real discovery and resolution. This is a real roll-up your sleeves working session.

What's the member's commitment to the other board members?

Membership is making a commitment to be present for your colleagues. This includes attending the 4-hour meeting each month, plus the private 90-minute one-on-one alignment and coaching session — both are built to fit inside a CEO's schedule, not take it over.