



Where CEOs Go for Help

As human beings we crave community. We love the camaraderie of groups, being on the winning team and being part of something bigger than ourselves.

But, for the CEO, it's lonely at the top.

As leaders, we feel that we are the John Wayne of the business

world and that we have to be tougher than nails and never show any weakness. We have to be rugged individualists and always have the right answer as we lead the charge into the daily war of business.

There's a better way.

When CEOs and business leaders don't seek outside help they risk becoming isolated, irrelevant and disconnected from their employees, their customers and their industry.

Since the rise of the consultant as "business psychologist" became widely accepted in the last decade or so, CEOs have become more accustomed to using outside help for specific

*"Don't make friends who are comfortable to be with. Make friends who will force you to lever yourself up."
- Thomas J. Watson, Sr.*



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- Mold Extrusions
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- Packaging
- Aluminum Siding
- Glass and Glazing
- Industrial and Automotive Tools



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issues on a short-term basis and often use peer group support for long-term growth and operational issues.

CEO peer groups are led by a facilitator who leverages the experience of the group members for the good of everyone involved. The facilitator leads the group with an agenda focusing on best practices, but the real goal of the group is to provide a forum for its members to learn from each other, dig deep into the challenges they are facing and to vet out opportunities and business conditions they face.

By sharing these situations,

CEOs are likely to find others in their group who are facing the same issue or have faced a similar issue in the past and can learn from others while avoiding costly mistakes of their own.

A CEO, President or Business Owner may have come to the role with a strong executive or entrepreneurial background, but may be unprepared for the complexity involved in leading the organization. Coming out of a specialty field like finance or operations may leave the Executive with weaker skillsets where outside help is required.

CEO peer groups are usually made up of 10 – 12 non-competing companies that meet monthly with a facilitator. Ross Buehler Falk is now offering a CEO peer group, called “Beyond the Numbers,” to give CEOs in the South Central PA region the opportunity to participate in this helpful forum.

“We’ve started a CEO peer group in order to give our

JEFF BLEACHER



“The robust conversations in a roomful of CEOs is very energizing. The ability to learn from other CEOs who have “been there” is so valuable and the insights are from the real world. There’s nothing that trumps learning from those who have traveled the path before you.”

KEN FALK (on the right)



“When CEOs are able to share openly and honestly, not only do they benefit personally, but their entire organization grows and thrives. Knowing what really works in business brings significant efficiencies to a company and builds a business with fundamentals that are proven in this market.”

“Leaders get out in front and stay there by raising the standards by which they judge themselves - and by which they are willing to be judged.”
- Frederick W. Smith,
CEO of FedEx



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clients and prospects a way of getting ‘outside eyes’ on their businesses through this method of interaction and learning,” said Managing Partner Jeff Bleacher. “We’re committed to giving the business community help beyond accounting services and this is one of the ways we

bring innovation to CEOs who want to move their businesses forward in a meaningful way.”

CEOs in the South Central PA area are invited to visit the peer group as a guest to experience the facilitated session first-hand. The “Beyond the Numbers” peer group meets on the first Tuesday of each month at a training facility in the Granite Run Corporate Center. For more information contact Jeff Bleacher at jbleacher@rbfco.com or call 717.393.2700.



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RBF is a Lancaster, PA CPA and consulting firm specializing in providing accounting and consulting services with the highest integrity.



LARRY REICH



“We should never underestimate the value of learning from someone else’s “mistake” or “failure.” Rather, we can learn and grow through another CEO’s understanding of what they went through and apply that learning to our own situation and reap the benefit of collective wisdom.”

PATRICK GENDRUE (on the left)



“CEOs can benefit from strategizing with other like-minded individuals and minimize their own weaker areas of knowledge by learning from others. We’re all going through many of the same things and peer groups are a tremendous help in mitigating the risks we all face.”