

## Zurich Alpha Executive Board Meeting - Achieve additional, profitable revenues.

Patricia Jehle  
Every Second Thursday from 07:30 to 13:00 (BST)  
Zurich, Switzerland

Come join The Alpha Group. It's like having a coach in your corner. Having a coach in your corner can give a person a whole new perspective. A coach in this sense is the person in the arena with you that is in that boxing ring corner supporting you and shouting out encouragement during the fight. It is clear that your coach is also a boxer, but has fought in other fights, s/he is always providing support. And, of course you can be one of these coaches, too. That is a metaphor for The Alpha Group.

- In the Alpha Group your coach is a **peer**, someone who *knows what you know, goes where you go, and fight's where you fight*.
- Now imagine a room full of peer coaches, who may know the fight, coach the fight, and are in that arena with you.
- Imagine a safe, secure, confidential environment where mutual support allows you to grow your business.
- We go through business fast growth workshops and have masterminds each month.
- That's what a **The Alpha Group** offers: ***The growth workshops and masterminds.***

So, what is a mastermind? Here are 7 reasons why a **mastermind** might be right for you (from Forbes):

- 1 You'll be part of an **exclusive community**. Joining a mastermind typically involves you being invited by the members or going through an application process. The other members need you just as much as you need them, so quality of experience and knowledge is crucial to all involved.
- 2 Advisement. Once you are involved in a mastermind, that feeling of "being alone" while running your business is gone. The other members of the group turn into **business advisors** of sorts and vice versa.
- 3 **Collaboration** is the name of the game. You may find someone in the group that is a perfect fit to work on a project with you. Or, you may be the perfect person to help another member as well. The group works together collaboratively, to achieve more together.
- 4 Extend your network. Joining a mastermind **expands your network exponentially** and rapidly. If you are in business, you know how important your network is. By joining a mastermind, you instantly add to your network and typically gain the networks of those in the group with you.
- 5 **New learning**. Everyone in the mastermind is unique in skill, experience and connections. By interacting and sharing your challenges, it's almost certain that someone in your mastermind will have a solution for you and you may also be able to offer a solution, connection or tactic to help another in the group.
- 6 **Cross-promotion**. When you join a mastermind, you will most likely find ways to help each other by utilizing cross promotion. Finding ways to help each other through promoting to your respective networks.
- 7 Think bigger. Being in a mastermind will truly give you a Master Mind! You can't help but think bigger and **stretch beyond your boundaries** when surrounded by amazing people doing amazing things.

from: <http://www.forbes.com/sites/chicceo/2013/10/21/7-reasons-to-join-a-mastermind-group/#7e8c448217ab>

**As a business leader, you deserve a group of peer coach advisors! Come join The Alpha Group!**

Do you have questions about Zürich Alpha Executive Board Meeting and how we achieve additional, profitable revenues? Contact Patricia at [patricia.jehle@the-alpha-group.biz](mailto:patricia.jehle@the-alpha-group.biz)