

I joined the Executive Foundation in September 2008 as part of the Gold Forum, www.executive-foundation.com

The founder, Mike Wilsher, has succeeded in establishing a membership of dynamic entrepreneurs that seek to challenge and learn in a confidential environment. The members meet monthly as a group with the morning format currently 'an audience with' and the afternoon tackles tough issues as 'the ideal board'

They're not always easy sessions, but where would the benefit lay in that? What I've found is that Mike and the team make me accountable for my monthly actions and that hones my focus to drive me forward.

In the past I have benefited from working with business experts, and without exception I have left each and every session with new ideas. A few I would highly recommend include Phil Jesson (account management), I loved his straight talking book *Piranhas in the Bidet*, in contrast Roger Martin Fagg (behavioural economist), has a unique talent to make the economy interesting, yes dreadful forecasts, however knowledge is power! Lisa Smale (motivational strategist), switched on a light bulb for me and gave myself and my team a new understanding of motivation and communication indicators.

In addition I meet with Mike monthly for a 1-1 session, which covers a broad range of subjects and has included my co-director. Annually the members attend a retreat where we really challenge and delve into our future plans, aims and objectives.

For me, the benefits of being a member are immediately identifiable due to the sheer number of new ideas and actions the Executive Forum has generated. It's a supportive environment that I'm able to use as a sounding board for my plans right from the conceptual stage, and then identify which aspects to adapt and how. It breeds energy into my continual professional development, which in turn I can share with the Revelation event management team, and our clients.

Revelation needs to see a return on its investment, for my time and the cost of membership. This is demonstrated via the clear actions and policies implemented, by the creation of time by a director spending time on and developing the business each and every month. In addition, the monthly fee is a snip compared to having to arrange for this knowledge to come to me.

After almost two years with the Executive Foundation, it's an invaluable and imperative aspect of my monthly schedule. Why? I continually evaluate me, I am accountable, I share knowledge and I am a focused director of Revelation event management

Membership of the Gold Forum was a business decision that is now a life choice.

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