

# **Strategic Business Leadership**

*The Proven Formula for Greater Company  
Success!*

# Preface

In 1980, I became Co-Owner and Chief Operating Officer of Tipton Centers, Inc., an electronics firm. A recession was in full swing. Tipton had just lost its two million dollar line of credit and the company's very survival was dependent upon a major change of course. It was too late for small steps. Tipton's core business model needed to change. The strategic leadership methods I developed there translated into record-breaking years for Tipton, right up until it became a NASDAQ publicly traded company in 1986.

In 1987, Tipton was purchased by a much larger public company located in the UK. I moved to the Aspen, Colorado area with the intent of retiring. Within months, however, I realized that there was a great need by business owners to use strategic planning to lead their businesses more effectively. I decided to capture my strategic leadership process and "bottle" it for use by other business owners. During the next three years, the formal Strategic Business Leadership® (SBL) process was developed, as I documented the SBL process and included exercises and examples that would make SBL easy to understand and use.

In 1990 I created The Alternative Board® (TAB), which provides peer advisory board and coaching services to business owner members. TAB members meet monthly with small groups of fellow business owner peers, who own businesses in non-competing fields, and the meeting is facilitated by a TAB Facilitator/Coach trained in the TAB system. TAB Facilitator/Coaches provide monthly coaching services that help TAB business owner members use SBL more effectively in their businesses.

TAB has since grown into the world's largest franchise system providing peer boards and coaching services for business owners. I attribute much of TAB's great success to our members' use of SBL to lead their businesses to greater success.

Just as SBL has helped TAB members throughout the world make their dreams come true, using the SBL process will help you to strategically lead your business to the next level and beyond.

# ACKNOWLEDGEMENTS

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Thanks to William Seelig, TAB Facilitator/Coach in Northern (Campbell) California, for his suggestion that I track throughout the book three different sized companies that are using SBL in order to make it easier for readers to customize the SBL process to what will work best for their particular size company.

I would also like to thank my daughter, Lynette Zickerman, who was instrumental in helping me develop the earliest version of the formal SBL coaching process, including the exercises that Certified SBL Coaches use to help business owners get the greatest benefit from SBL.

Thanks to Jason Zickerman, CEO of TAB, for leading TAB's companywide commitment to providing our TAB Facilitator/Coaches with the support they need so that they can provide TAB members worldwide with the same uniform coaching help.

Thanks to David Halpern, Chief Innovative Officer of TAB, and the many TAB Facilitator/Coaches whose valuable suggestions have improved the SBL process to make it more effective and easier to use.

Thanks to the many TAB executives for their efforts with SBL, including David Scarola for his work in developing the Web based tool for using SBL and Trina Hoefling for her efforts in developing the SBL online training program.

A very special thanks to the many TAB members, who have opened their hearts in sharing with me how SBL has benefited their companies and, in so many ways, literally changed their lives for the better.