

Grow Your Business
Grow Your Wealth
Grow Your Self



Developing Leaders
Developing Companies
Developing Opportunities

UNITING BUSINESS OWNERS FOR PERSONAL & PROFESSIONAL GROWTH
PEER GROUPS • EDUCATIONAL WORKSHOPS • COACHING

Allied Executives Business Outlook 2010 Symposium

John P. Palen – Event Moderator Speech

Introduction to Keynote

Good Afternoon, welcome to another Allied Executives event.
I am John Palen, Founder & CEO of Allied Executives.

Everyone in this room is a leader, a CEO, a business owner or senior level executive.

We are all charged with
 The responsibility
 The obligation
 The opportunity
To step up, step in and lead other people.

How well equipped are we to lead effectively? How do we keep our “A” game on?

Lately, we have been faced with a significant need for change in how we lead.

The recession has challenged and affected us in many different ways.

Some of us have been able to grow and diversify into new business opportunities.

Some of us have had to contract the size and scope of our business.

Some of our companies may be 10 or even 50% less than what it was a year ago, and we have had to learn how to make that adjustment.

Many of us have had to terminate or lay off employees, cut their pay and take away benefits and privileges.

As business owners and leaders, we have had to reset our expectations and our objectives.

For the past year and a half, I have observed and learned from the many ways that this recession has affected business owners and leaders. One of my biggest concerns is the emotional and psychological impact.

For some of us, our wealth and retirement has declined.



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Our personal and family income has been reduced.

We have had to pay our employees and their families less.

We have had to fight harder to keep or get our customers....and to make less than before.

We have had to work harder, longer, smarter and faster.

We are dealing with more stress and anxiety within ourselves, our employees and our families.

Some of us are hanging on by our fingernails fighting for survival.

We all know people or companies who have had to file for bankruptcy or close their doors.

We have all had to re-evaluate our own level of risk tolerance... and we have all experienced the adjustment that others have made with their own risk tolerance such as customers, vendors and banks.

Perhaps, we have all become more fiscally responsible and conservative.

Yet, there are still some of us who have found and forged new opportunities and growth & are thriving.

Today, it's more important than ever that we fine tune and improve our leadership effectiveness.

It's more important than ever that we surround ourselves with great ideas, innovative solutions, brilliant people and exceptional resources within and outside our business.

We have to be crystal clear with our objectives, our expectations and our communication.

We have to be better equipped with the right information that will improve our ability to plan, measure, execute and track accountability and results.

It is essential that as leaders, we keep ourselves.... and our attitudes in check and accountable.

There are many people counting on us...Our employees and their families...Our customers and vendors...And...Our own families.

We need to be strong, confident, focused and clear...Because we are leaders.

When we find it difficult to be this way, we need a place to go to get support, be affirmed, challenged and accountable. We need access to people and resources that will challenge us to learn and to grow, especially in difficult times.

We are in this together.

Today, we are here to gain some ideas, perspectives and strategies.



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Our new Minneapolis Federal Reserve Bank President is here to share his views about our economic, banking and business outlook.

We have an outstanding cast of leaders on our panel to share their ideas, expertise and strategies from a variety of businesses and industry sectors.

Thank you for being here. We are committed to deliver a valuable experience. Please welcome the President of the Minneapolis Federal Reserve Bank, Narayana Kocherlakota.

Transition from Keynote to Panel

Thank you, Narayana, for being here today.

The next part of our Symposium consists of the panel discussion.

First, I'd like to explain a bit about Allied Executives.

I started Allied Executives 10 years ago and we are a membership organization for CEO's, Business Owners and senior level executives.

We build peer groups. We facilitate a learning exchange process between peers and deliver educational workshops and events.

We challenge and support leaders to determine what they want, plan, execute and implement the necessary action so that they achieve it.

We also provide the necessary support, accountability and expertise.

We are especially effective at placing people into the "Right Fit" peer group.

There are several other peer group organizations out there and they are all good. You owe it to yourself to experience the benefits, rewards and value from a peer group.

Certainly there are differences between peer group organizations. We've received great feedback from members who have switched to Allied Executives that our differences are valued and appreciated.

We constantly strive to improve our effectiveness, value and performance.

We have members who run companies doing around a Billion dollars in revenue and we have members who run companies doing around a Million dollars in revenue and everything in between.

By design, regardless of the size of your company, big or small, and regardless the level of experience or expertise that you have as a leader— we have peer groups that are the right fit for anyone.

We have a variety of peer group types.

- 1) CEO & Owner groups...from...emerging leader groups to advanced leader groups
- 2) Mixed key leader non-owner groups – focused on leadership development



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- 3) Sales Management groups – focused on revenue generation
- 4) CFO groups focused on financial management, dashboard creation and reporting
- 5) Professional Services groups – for people who perform professional services

Each peer group is facilitated by a peer group director who has a very strong business acumen and is available as a coach, resource and confidant to each peer group member.

As a member of Allied Executives, you are assigned to a “Right Fit” peer group of 12 that meets on a monthly basis.

Members have free access with their employees and guests to all of our educational workshops and events which occur every other month. Most are exclusive for members only. We do events like this once or twice a year.

Members have access to our resource center that provides best tools, best practices, best services for nearly anything you need.

We provide benchmark comparisons and learn from each other’s planning, dashboards, ideas and results.

We are passionately committed to your personal and professional development and growth.

We continue to become more effective at delivering significant value and results to our members.

For today,

We have asked Allied Executives members to submit what questions they’d like to ask the panel. We consolidated and drilled hundreds of great questions down to 15.

The panel will participate in a peer discussion that will float through the questions and topics.

I have asked the panel to share specific views, ideas, facts and strategies that will result in immediate actionable items and takeaways.

It is our intent that we learn from each other by sharing some intimate details about what will help make 2010 a year of improved planning, execution and performance.

Let’s begin with introductions and meet the panel –I will ask that each of the panelists present the following - who are you, what do you do, and what is your brief summary view of what to expect or do in 2010.

Let’s start at the end of the table with Scott Wine.

Conclusion of Panel Discussion and Intro to Exhibiting, Networking, & Social

As a summary, we intend to send out notes from the event, that is if we get our e-mail system working properly. At least we will have them posted on our web site.



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I would like to thank our sponsors/exhibitors, Narayana, our panelists and all of you for being here today.

I hope you found some new ideas and solutions.

For our next event, we are exploring a symposium on Government. What do business owners and leaders need to know and do about what the government is doing?

We may have the gubernatorial candidates involved as well as. We will keep you posted with progress as we get closer to determine if and how we can make something happen.

Please,

Stay with us this afternoon. Pay a visit to all of our exhibitors in the back of the room. There is food for you on the buffets and the bar is serving. Let's meet some people and develop some business relationships and opportunities this afternoon.

So, in conclusion,

When we get home and back to the office, may we find a way to LEAD our companies, our employees and our families in a way that will make 2010 an extraordinary experience for those that we serve and for ourselves, regardless of our circumstances.

Have a great year,

Thank you,

We'll be in touch.