

TRUST YOUR EXPERIENCE

Finding the Space to Grow

Bringing the Vistage Experience to Life
Vistage Member Profiles

COACHING PLUS

"I have had some previous executive coaching but I've never been part of a board or a CEO group." That's how Martin Keighley, CEO of Carbonfree, begins the story of his Vistage journey.

When he discovered the international executive development organization and Chair John Vegas, Martin was intrigued by the opportunity to benefit from another mentoring relationship. "John came across as a strong coach. Having somebody like him to bounce ideas off and take advice from has been really interesting."

Martin knew in approaching Vistage membership, however, that it was about more than the one-to-one sessions he'd enjoy with John. But how would the peer advisory group experience, which is central to the Vistage model, play out?



CREATING THE RIGHT SPACE

Having numerous monthly sessions with fellow CEOs now under his belt, Martin reports positively about the peer advisory group concept. He's found that regular access to like-minded leaders empowers him to think critically. What's more, problem-solving with the group is helping him take his business to the next level.

The key, he says, is in creating a supportive environment where peers can be vulnerable. This is an area where John has excelled. "I think strong drive and accountability I can trust has opened us up. I think we're willing to share pretty openly and find this sort of safe space together," Martin says.



"I think Vistage is a great brand name with a well-established structure and speaker network. It's got a lot of strength and depth to it."

GIVING UP CONTROL

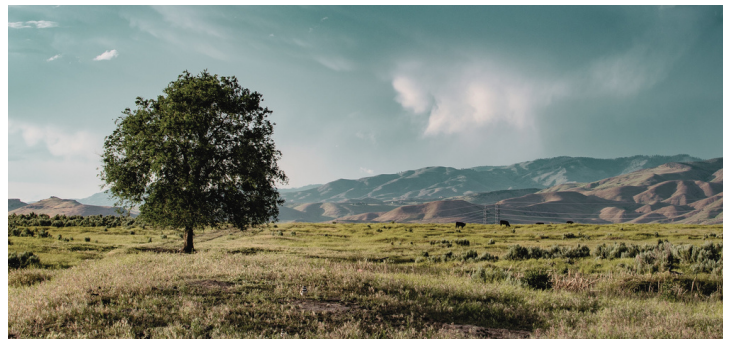
Many CEOs find it lonely at the top. Martin describes his leadership style before Vistage as more like a one-man band. Today, thanks to Vistage, he shares the workload across a team. "Sometimes you need some persuasion to realize you need to delegate and let go."

It wasn't an easy transition, though, and Martin turned to his peers for perspective. "I had trouble with organizational development and some issues with key players who weren't performing as well as I wanted them to. The ability to talk with a group about when to make a move and how to make changes was very helpful."



**Martin Keighley, CEO
Carbonfree**

World's 1st and largest industrial-scale carbon processing facility



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