

TRUSTED BUSINESS-ADVISORS

WHY MORE CEO's & BUSINESS OWNERS SEEK THEM.

BY Richard D. Smith, CEO, SMITH-TRG

I M A G I N E –

Someone who . . .

INTENDS –

To help you succeed



CAN HELP –

Reduce your risks



WANTS –

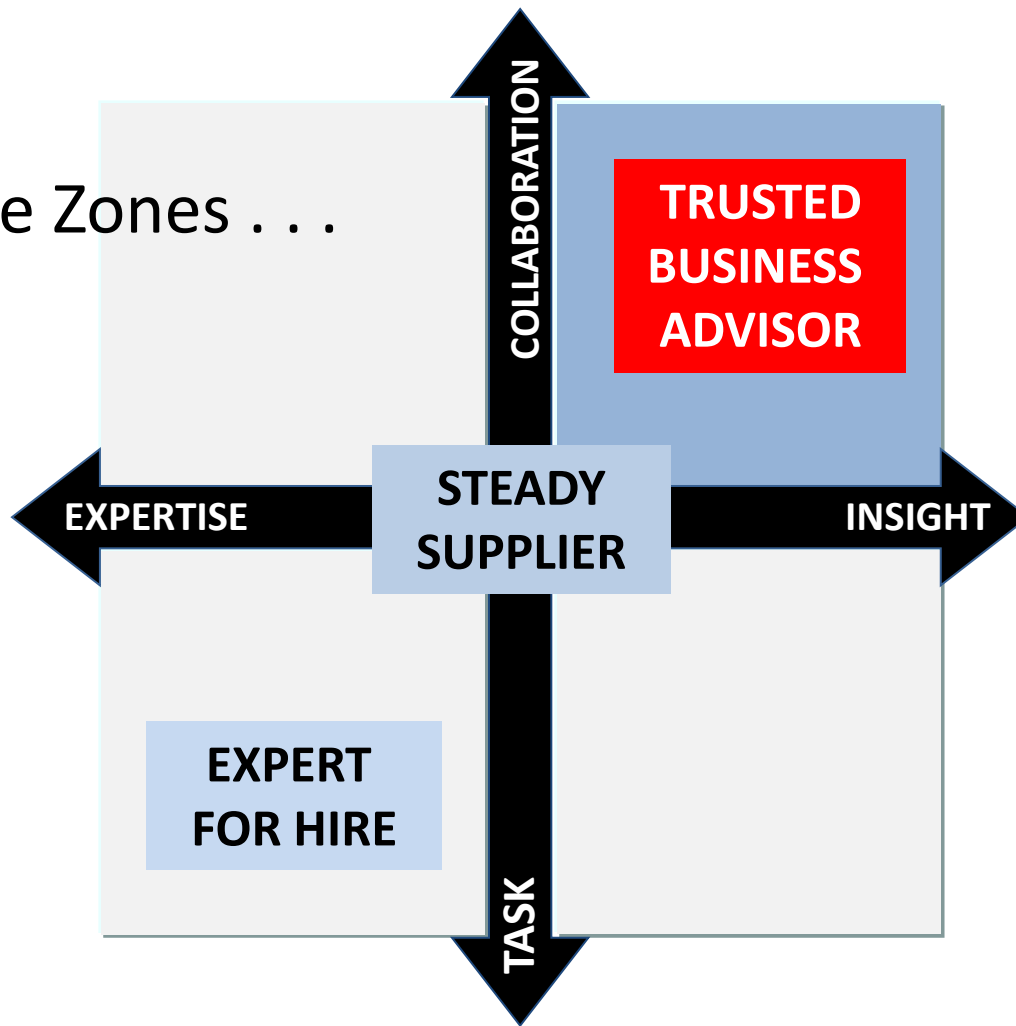
To help you create value



do you **have** someone?



CEO Value Zones . . .



do you **want** someone?

**8 characteristics
you'd value most!**



LISTENING

EMPATHY

They hear what you mean,
not necessarily what you say.



TRUST INTEGRITY

Free flow and examination
of information.

CONCEPT ORIGINAL SOLUTION VISUALISE
 RESPONSE + IMAGINATION THOUGHT CREATE
 TASK-GIVING ORN @ SOME POINT
 IMAGINATION + RATIONALITY

DEEP GENERALISTS

Keen observer.



BIG PICTURE

THINKING

Framework.



GLOBAL

PERSPECTIVE

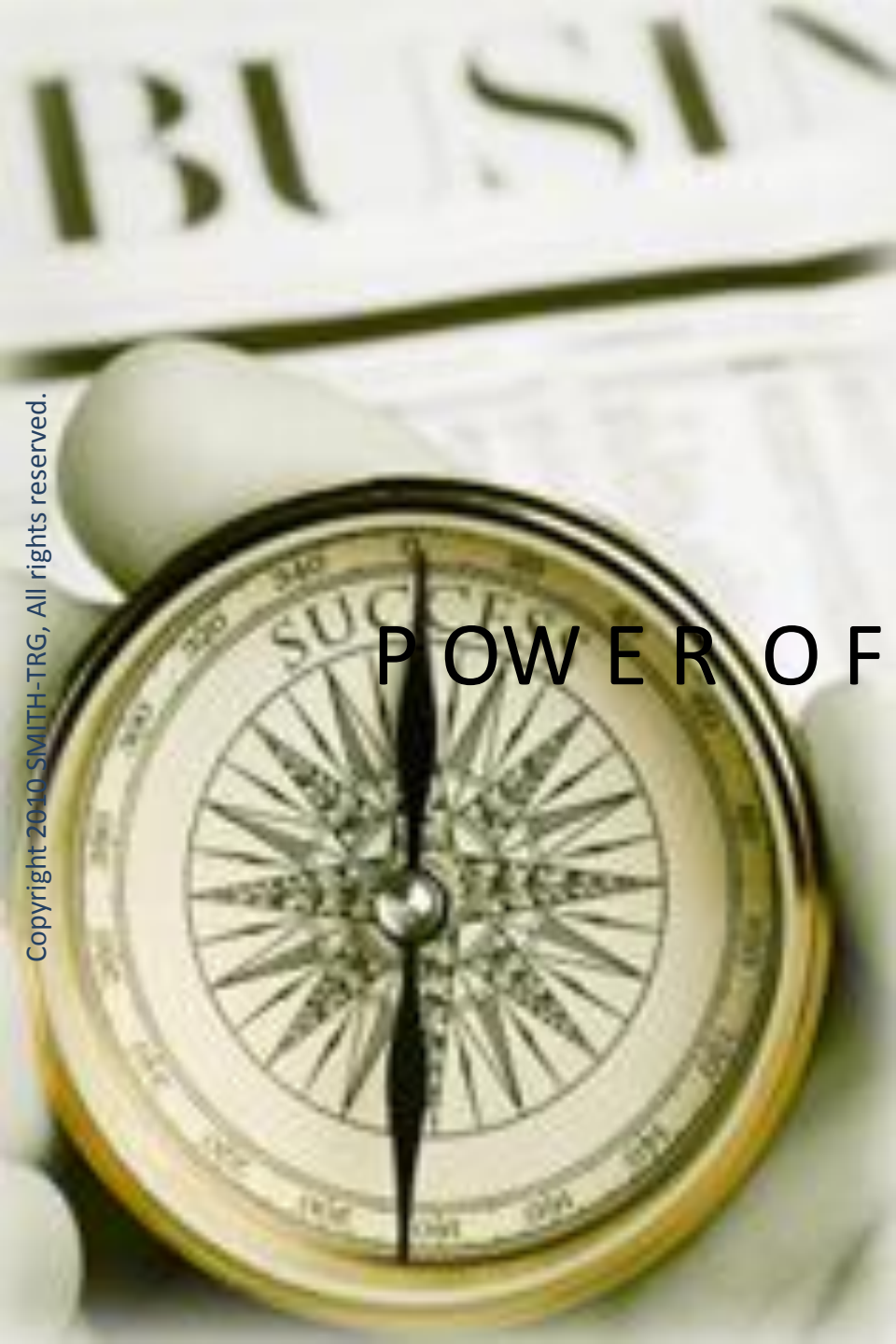
Macro & micro economics,
trends, emerging markets.



EYE FOR WINNERS

Judgment.

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POWER OF CONVICTIONS

Values.

A grid of white eggs with one orange egg in the center. The eggs are arranged in a pattern that recedes into the distance, creating a sense of depth. The orange egg is the focal point, standing out from the rest of the white eggs.

DETACHMENT

COMMITMENT

Selfless independence.

3 value benefits!

Unbiased 'Honest Broker'

Not pushing own agenda.



Enables Solutions
Rather than supplies them.



34:1 Potential ROI
5X faster than alternatives.

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do you **need** someone?

SMITH-TRG

'trusted business advisors - value creators'

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