



The Alpha Group

The Alpha Group, part of the Noble Manhattan Group is a monthly forum for SME business owners / managers to discuss and solve strategic business issues.

We are a business development organization which brings together like-minded entrepreneurs for peer-to-peer exchange and support in a unique, member-driven experience. Business owners and managing directors worldwide can be part of an exclusive group of qualified executives to brainstorm strategies and realise the potential of increasing profit and growth.

Details can be found on my website: **mark-horner.com** or on the main Alpha Group website: **www.the-alpha-group.biz**

We are currently present in 24+ countries around the world:

Australia | Bulgaria | Cyprus | Egypt | England | France | Germany | Guatemala | Italy | Jordan | Kenya | Kuwait | Lebanon | Moldova | Nigeria | Romania | Saudi Arabia | Scotland | Singapore | South Africa | Spain | Uganda | United Arab Emirates | USA | Zimbabwe

The Alpha Group provides small-medium businesses with the valuable guidance and support needed to chart a sustainable course for growth. The Alpha Group guides members to focus on strategy and profits. Being a member leads to significant increases in business performance and individual effectiveness.

None of us is smarter than all of us

The Alpha Group executive boards are for elite business owners and managers determined to take their business and its value to the next level.





How does this work?

The structured Alpha Group process leads to a significant company growth and substantial increase in the value of members businesses within two to three years.

FastGrowth™ – business strategy workshops

The Alpha Group members participate in these sessions focusing on key elements of business development covering a wide range of topics and learn best practice from other business leaders during **intensive strategic design sessions**.

Alpha Masterminds - peer to peer advice & accountability

Masterminds provide personalized assistance in progressing projects, business opportunities and/or overcoming challenges through the power of the group. During these sessions, fellow members and business leaders combine their collective wisdom and experience to brainstorm strategies and solutions and drive their businesses forward.

Members leave these monthly meetings with clear strategies mapped out, and step by step implementation plans tailored to their own unique business requirements.

The most accomplished business leaders exchange information and ideas all the time. They successfully network to make deals and build business relationships which last forever. They work together to establish new ways of doing business, they work with and listen to other leaders outside their companies to accelerate growth. Simply put, CEO & business leaders provide value to one another that they can't find elsewhere. become close friends and confidants.

G.O.L.D. Coaching (optional)

Members are not alone! Members can take advantage of a monthly one-to-one coaching/mentoring session with a highly experienced coach. Here, members celebrate successes, examine opportunities or air concerns on an individual basis. The focus is on developing strategy and tactics together.

Over the past 10 years, The Alpha GOLD™ strategic process has been used to create many successful, profitable business. Members have become highly motivated, focused and confident in achieving business and personal goals

What is the value of a peer to peer advisory board?

The ability to see in the blind spots. We all have blind spots, but what is interesting we **don't** always see them. Peer boards add a structure and outside perspective to help you see **your** own blind spots.

20/20 vision Advantage

When it comes to broadening views, and expanding peripheral vision, Peers can bring this out in a manner that is difficult to access elsewhere. Because we are all players in a complex system, the action of one person, one company, or one industry tend to create ripple effects across the entire system. But when you call upon Peers from outside your industry sector to help you better understand the specifics of what is happening in their worlds, you can easily evaluate the system and then assess what that means to you.

This is how Peer advantage provides them with a vision advantage, which not only allows them to prepare for the future but, more importantly, shape it.

Accountability Partners

The board holds people accountable and this pushes people to have the framework for improvement. We meet with our members monthly, sometimes more if required. Looking back over a year, you can see significant progress you wouldn't otherwise see.

If you think about exercise and working with a personal trainer you have goals, structure, and a customized plan. They point you in the direction with one on one attention. This type of personal attention becomes very costly and maybe redundant after you have laid out your workout schedule. You can check in with them once in a while, but you don't need them down the road, as much. It is tough to do it on your own, BUT if you exercise with a group, they are your support group. The people who hold you accountable. Those are the people that are there for you, your confidants. THIS is what the peer advisory board provides in business; the support group! I find that if I surround myself with people who will do it with me, that's my support group.

Those are the people who can encourage, who can shove. They're there and they become close friends and confidants.

Exclusive Membership

Membership of an Alpha Group is exclusive; each group is limited to just twenty members, and there is a strict 'no-competition' policy. No two members operate in the same business sector, ensuring there is no rivalry within the group.



Membership gives business owners and senior decision-makers regular access to their own external 'board of advisors' dedicated to assisting them to fulfil their commercial ambitions, plus access to online resources, and a global network of contacts.

Members are the SME's business owners, managing directors or other leadership role, typically with a minimum of \$1,000,000 annual sales turnover or ten or more staff. The ground rules are openness, honesty, respect, active listening and confidentiality; all members sign a confidentiality agreement emphasizing its importance.

Imagine the challenges of a dozen case studies unfolding all at once – that is what an Alpha Group is like, a Regional Director's excitement is in contributing to these and learning from them with the members. Helping them come together as a group and thrive.

Inspire your effective people to scale the business
Scale your productive and profitable business
Significantly increase your ideal sales to scale the business

Who can set-up and run The Alpha Groups?

Being a Regional Director with The Alpha Group is intellectually and emotional challenging and yet equally rewarding.

You may be a business executive, a coach, management consultant, recruitment or sales, or someone who simply believes in the value of coaching or mentoring and wants the independence of being your own boss.

Your ambition and self-motivation will allow you to give superior leadership and guidance to The Alpha Group members and promote all levels of the group to potential clients. Noble Manhattan will ensure that you have the training and support needed for guaranteed success.

We are actively looking for Regional Directors

Under your guidance, members will transform themselves, and their lives. Strategic decisions made by members during meetings, based on the guidance of colleagues, and facilitated by you, will have measurable results.

The focus of Alpha is always on Growth. How can you grow your business? You would be guiding members through a monthly workshop focusing on their own businesses. Members share thoughts with the group along the way, but not digressing as often happens when people get creative.

The exchanges are fascinating as one business owner looked at its own opportunities in a very different way to the next. The group is entirely open and transparent. There is a huge degree of trust in the room. It feels as if everyone is working for the common good, a common good that would, of course, benefit each member too.

Time is money, after all and successful people don't like wasting it.

Regional Directors keep the group focused and on making sure they follow up on the outcomes they identified. It is an obligation to the group to put in place the ideas and plans that have been highlighted as ways forward. We highlight this at the very outset of the meeting, when one of the members is asked if they have implemented the plan that was agreed from the last meeting. Not only is there an implementation plan, but time scales to go with it

What does the position involve?

- You will set-up and run a board (The Alpha Group) of up to 20 members, meeting once a month, in the same place, at the same time (8am to 2pm). Your training will ensure the effectiveness of this mastermind session where you will deal with 2 or 3 strategic issues of concern to your members e.g. operational, HR, Import/export, sales development etc....
- For the first part of this session you will also run a FastGrowth™ workshop based on the material we have trained you to use.
- Your members also have the option of a 90 minutes monthly individual GOLD™ coaching session with the Group Director (yourself).
- You will have an exclusive area, town or part of a city, there will be no other Alpha Group within your area.
- We will support, and help you, to develop your group to the optimum of 20 members.

One of the key elements of The Alpha Group that really excites us is our plan to facilitate connections between “peers” who would never normally cross paths in their everyday lives. We envisage these sometimes-unlikely connections having profound, extraordinary results.

As an Alpha Group Director (AGD) Licensee, you will be entitled to:

- A protected postcode/ or shared City region in which you are possibly the only Licensee. London for example may have up to 12 Regional Directors.
- Full rights to trade under The Alpha Group Noble Manhattan brand name
- Comprehensive initial 5-day training which will fully equip you to market and build your group. [or 8 x 3hrs online].
- Quarterly/weekly regional training sessions
- On-going advice and support to help you run your group effectively
- Regular one-to-one coaching/mentoring with members of our Professional Advisory Board, or MD.
- A powerful handbook on the unique Alpha Group GOLD™ strategic process, which will guarantee your members a three-times increase in the value of their company over three years.

- Branded business cards, letterheads, and marketing material in soft copies for you to adjust and print
- An interactive website to help you generate business
- An online resource and community centre and weekly training webinars.
- Monthly sales and marketing sessions via conference calls
- Access to a password protected area on www.the-alpha-group.biz, the portal for all Alpha Group material

Prerequisite for Regional Director License is running own company, having sound business background and coaching/training experience.

Does this describe you?

- Strong leadership skills, self-confidence and an entrepreneurial spirit
- Strong financial acumen
- Experience managing 8-12 or more employees
- Part of a well-established business network within your community
- High self-awareness and emotional intelligence
- The ability to connect with people and lead groups of high achievers
- Confidence to challenge senior executives and hold them accountable for their actions
- Self-starter with availability to dedicate a minimum of 20 hours per week to grow your group
- Impeccable integrity and work ethic
- Ability to listen, probe, challenge, clarify and generate insights in individuals

All our Regional Directors share the same level of resources and dedicated training to unlock their full potential and achieve successes never thought possible.

- The opportunity to join a business, as a Regional Director, which is experiencing phenomenal organic growth across the world.
- Unparalleled support and guidance to form and train your own team and share in exceptional annual income.

- The ability to retain freedom and flexibility while creating YOUR business on your own terms.
- Instant access to a worldwide network of highly trained coaches who are focused on one thing and one thing only – Your success!

This once in lifetime opportunity is for the taking but before we go any further, we must be positive that you as a Regional Director will uphold our integrity and lend consistency throughout the group.

If you answer yes to the following questions, then we can start our journey together and as a cohesive unit, changing the landscape of business.

Is this for me?

Questions you must ask yourself before calling me:

- Can you command a room with authority and grace?
- Do you have what it takes to lead an Alpha Group? One of the Leading Global Peer Groups?
- Would you like to join a group of exceptional executives?
- Would you like to love what you do and know it matter?
- Are you willing to do the hard miles to make it happen?
- Have you reached a plateau in your current position and want to get involved in something bigger than yourself?
- Do you have a track record in working with and developing others?
- Do you want to become an excellent Facilitator and a superb business coach?
- Would you like to earn a substantial income and a residual ongoing income?
- Would you like to help business owners become better business leaders?

If you believe you have the qualifications, you should consider becoming one of our Regional Directors for your city. You'll have the opportunity not only to give back, but also to impact the business community in a measurable and meaningful way.

Application Process:

Licensing applications are dealt with on a case by case basis. We are looking for self-motivated and driven people of all ages, and all walks of life, who have a passion for supporting businesses.

An application process involves watching a 60minute video by our founder, Gerard O'Donovan which explains the whole system, followed by a two-stage interview with our Managing Director, Colin Lindsey, by zoom, and an online training period ensures that your motivational leadership qualities can be used quickly and effectively.

In addition, you will be supported by a growing team of Regional Directors with a huge motivation to get your groups up and running in a short time.

Once your group is started, the potential is clear.

If this is what you are looking for and would like more information, you're invited to email me at ***mark.horner@the-alpha-group.biz***

Mark Horner

Regional Director

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Or best of all, book a Zoom with me: **<https://calendly.com/mark-horner/30min>**

