



## It's no longer lonely at the top

*"We share ideas, feedback, and wisdom whilst benefitting from excellent speakers. As a young business leader, MD2MD has enabled me to develop much quicker than I could do alone."*

**Alex Minchin Managing Director**

*"Many people think a day a month is too much to invest. My experience is that it makes more time. You come back refreshed, re-invigorated and more focussed. I have most of my best ideas at MD2MD meetings. That's why I am still a member after ten years."*

**John Cardy Managing Director**

*"MD2MD has helped me to be more strategic, and that has delivered improved profit."*

**Val King Managing Director**

*"MD2MD causes me to consider my options in a different way, to focus more, and develop a better leadership style."*

**David Finch Managing Director**

*"MD2MD never fails to give me new and valuable ideas - this allows me to really differentiate myself and increase my effectiveness as Managing Director."*

**Allan Wilson Managing Director**

*"MD2MD gives me the opportunity to travel across industries. It is an excellent environment for business leaders to listen, learn and share experiences. The speakers too are a great investment of my time."*

**Jamie Shepperd Managing Director**

*"We have met our growth targets in sales and profits over the last five years and being a member of MD2MD was a key contributor to that success"*

**John Cardy Managing Director**

*"You owe yourself, as a Managing Director, time to stand back from your business."*

**Ashley Carr Managing Director**

*"Joining MD2MD was one of my best business decisions ever. I can categorically say that I have won one contract as a direct result of a single MD2MD meeting. That contract alone generated in excess of £165,000 profit for my business."*

**Helen Hall Managing Director**

*"When we first started out, the top of the Olympic podium seemed like a very long way away. Aiming for gold was too daunting. As an MBA, I had become fascinated with Kaizen and other process-improvement techniques. It struck me that we should think small, not big, and adopt a philosophy of continuous improvement through the aggregation of marginal gains. Forget about perfection; focus on progression, and compound the improvements."*

**Harvard Business Review interview with David Brailsford  
How 1% Performance Improvements Led to Olympic Gold**

Since its foundation in 2004, MD2MD has helped business leaders identify over **5000** marginal (or significant) gains for their business by running over 300 meetings with over 150 different speakers for 500 different business leaders.

*Research suggests a good boss improves performance by over 11% and retains good staff 12% longer, and also that 'CEOs need mentors too'. And what better mentors could you have than fellow real leaders, like you dealing with the ups and downs of business life?*

*(Sources: Google Harvard: CEOs need mentors too and LSE: The value of bosses)*