



## **An AI-Powered Platform to Transform Your Vistage Group Into a Strategic Powerhouse**

The “**WHAT DO YOU THINK**” (WDYT) AI PLATFORM is an easy-to-implement framework that embeds strategic focus into your group, helping your members overcome the “Tyranny of the Urgent” and ensuring they stay focused on what matters most.

### **THE CHALLENGE FOR TODAY’S VISTAGE CHAIR**

Your group provides incredible value when members are in the room, but they face their most critical business decisions *between* meetings. How do you maintain that momentum and connection day-to-day? How do you create a level of engagement so powerful that your group becomes indispensable?

### **THE BIRTHING OF GIANTS SOLUTION**

As a **Birthing of Giants Certified Chair**, you get exclusive access to the “What Do You Think” (WDYT) AI platform. This is a private, robust environment you provide to your members, transforming your group from a monthly meeting into a daily brain trust.

### **HOW IT EMPOWERS YOUR MEMBERS**

**A Member Shares Their Past Performance and Future Plans:** Their journey starts by either analyzing past performance with the “Buffett Benchmark” or by looking 12 months into the future of their business with “One Year From Today.”

My Company


My Network

Buffett Benchmark

One Year From Today

WHAT DO YOU  
THINK?  
FROM  
BIRTHING OF  
GIANTS


Where Do You Want To Start?



My Company

Share details about your company, history, and goals.


Update My Company



My Network

Tell us about your peer group, coach, and right hand person.


Update My Network



The Buffett Benchmark

Analyze past performance and decisions to understand what worked and what didn't.  
Perfect for learning from previous experiences.

Start Buffett Benchmark



One Year From Today

Plan and analyze future goals and strategies for the upcoming year.  
Focus on future opportunities.

Start One Year From Today

BIRTHING OF  
GIANTS

Company Profile

Buffett Benchmark

One Year From Today

Home > One Year From Today > Define Your Opportunity

Define Your One Year From Today Opportunity

Take a moment to articulate the single most important opportunity that will transform your business over the next year. Be specific, be bold, and think about the real impact this will have on your company's future.

What's the one opportunity you would gladly spend the next year solving?

This should be a transformative initiative that will significantly impact your business trajectory.

Your Progress

Human & Cultural 0%

**They Get Actionable Feedback:** They receive real-time, insightful responses from Expert Advisors who deeply understand their business context and challenges.

## Ready to get expert insights?

Our advisors have helped hundreds of companies navigate similar challenges. Get matched with the right expertise for your opportunity.

[Get Advisor Insights >](#)

### Your Matched Advisors

Based on your opportunity, we've matched you with advisors who have specific expertise in your focus areas.



**Eric Krucke**

Operations & Technology Expert

20+ years helping companies optimize operations through technology. Specializes in manufacturing transitions and digital transformation.

[Chat with Eric >](#)



**Doug Tatum**

Growth Strategy Expert

Author of 'No Man's Land' and expert in navigating rapid growth challenges.

[Chat with Doug >](#)



**Lewis Schiff**

Executive Leadership Coach

Executive advisor and author helping leaders build resilient, high-performing organizations.

[Chat with Lewis >](#)

**They Tap Into Their Peer Group:** The feedback is sent directly to their Vistage Chair and Group within the platform which prompts immediate discussion for the next monthly meeting.



Eric Krucke



Doug Tatum



Lewis Schiff

## Board of Advisors Report

June 30, 2025 | 12 min read

### Discussion Summary

This strategic discussion centered on a business owner's plan to diversify manufacturing operations by moving 33% of production from China to Colombia. The conversation revealed fundamental tensions between risk mitigation goals and execution realities, with three advisors offering increasingly provocative perspectives on the initiative's viability.

The business owner presented a seemingly straightforward plan: establish Colombian manufacturing to achieve geographic diversification, reduce political/economic risk, improve payment terms (from 50/50 to 25/75), and leverage local market synergies. The target was a 10% cost reduction within 90 days, with quality and timeliness as key success metrics.

### WHY THIS IS A GAME-CHANGER FOR YOU AND YOUR GROUP

The WDYT platform is the connective tissue that will make your group the most valuable network your members have.

- **Drive Unmatched Member Engagement:** Provide a platform for daily interaction and problem-solving, keeping your group connected and top-of-mind long after the monthly meeting is over.
- **Increase Member Retention:** When your group is solving real problems with world-class expert insight, it becomes an indispensable asset, dramatically increasing member "stickiness."
- **Differentiate Your Offering:** Offer a unique, tangible benefit that other groups simply can't match—the power of an on-demand, confidential advisory board.
- **Leverage World-Class Expertise:** Facilitate direct access to the Birthing of Giants Board of Experts, bringing an unparalleled level of insight to your members' toughest challenges.

### YOUR NEXT STEP

The "What Do You Think" AI Platform is an exclusive benefit for groups led by Birthing of Giants Certified Vistage Chairs.

**To become a certified leader and equip your members with the ultimate tool for strategic growth, register for an Info Session or call our team at 919-296-1164.**