



Business and Personal Growth Driven by Execution

Overview

The HTG peer group experience is a unique forum for IT solution providers who are serious about implementing a model for success in their own businesses through sharing best practices, benchmarking, process improvement and member business review.

No single company has a monopoly on good ideas. Other IT companies like yours have the same issues, ask the same questions, and face the same problems. We network similar companies to find unique solutions to common problems.

Because HTG peer groups are international in scope, members are not operating in competing markets. The result is an intimate network where the expectation of confidentiality is an underlying facet of the group's inherent design. The agenda for each meeting is designed around the most important needs of the group and toward meeting the concerns and issues that face you in a fast-paced, increasingly complex business.

Benefits of Joining an HTG Peer Group

- > Networking and mentoring
- > Discovering new and innovative ideas
- > Giving and receiving feedback on current business practices
- > Engaging in collective problem solving to avoid "reinventing the wheel"
- > Improving leadership and management skills
- > Sustaining focus on execution and accountability
- > Staying ahead of a rapidly changing industry



HTG was founded by Arlin Sorensen, CEO of Heartland Technology Solutions, one of the member companies. Arlin launched the first HTG peer group in 2001 based on his desire for an opportunity to interact with peers in a non-competitive setting and on his observation of a lack of peer groups in the SMB partner space. HTG Peer Groups are led by experienced industry insiders.

HTG Facilitators Add Value By

- > Developing the agenda around the group's needs
- > Sharing daily real world experiences
- > Providing feedback on ideas offered by other companies
- > Coordinating collaboration and information on the group's SharePoint site
- > Researching new topics and engaging vendors

You Can Be the Next HTG Peer Group Member: Apply > Join > Succeed!

If you would like more information about the HTG Peer Group experience or to apply for membership, visit www.HTGPeerGroups.com and click on *Join A Peer Group*. To speak with someone about HTG, please call (712) 744-3619 or email info@htgpeergroups.com.

Testimonials



"We benefit from the expertise and experiences of our peers, and they benefit from ours."

Jeff Anderson
Bulletproof InfoTech – Calgary, Alberta

compudyne

"The peer group members have become the first group I think of when I need an answer or advice. We have been a profitable company for 18 years and committing to a peer group is among the best decisions we've made."

Brad Schow
Compudyne - Minnesota



"Our management team makes critical business decisions based on the collective successes and lessons learned from the HTG group."

Dan Shundoff
Intellicom - Nebraska



"HTG has been an invaluable experience for me. It gives me time to strategize about my business with other business owners who have the EXACT same types of issues that I do."

Zachary Schuler
Cal Net Technology Group - California

The Mission of HTG



“To operate communities of peers who meet regularly to plan life, leadership and business growth goals, review performance, demand execution, enforce accountability and share best practices resulting in increased business value.”

Sample Meeting Topics

Management

- > Developing a One Page Business Plan
- > Selecting opportunities for growth
- > Planning company and organizational structure
- > Conducting a company SWOT and strategic plan
- > Conducting mergers, acquisitions and valuations
- > Managing multiple locations and large companies
- > Defining your Managed Services offering
- > Building profitable practice areas

Sales and Marketing

- > Marketing plans and client acquisition strategies
- > Managing and compensating sales staff
- > Selling Managed Services and Cloud Computing
- > Conducting Network and Business assessments

Admin/HR/Finance

- > Hiring ideas, checklists and onboarding processes
- > Selecting health insurance and other benefits
- > Creating an Employee Handbook
- > Purchasing and logistics best practices
- > Managing Accounts Receivables and cash flow

Service

- > Managing your Service Team
- > Increasing Managed Services’ profitability
- > Implementing service team processes, metrics and KPIs
- > Building security best practices

Vendor Education and Engagement

- > Optimizing Professional Services Automation tools
- > Maximizing the value of partner programs
- > Engaging with vendors and building relationships
- > Improving Distributor relationships and value
- > Lunch & Learns, Dinner Presentations and Tech Fairs

Recurring Topics

- > Quarterly Board Reports (all members)
- > Service Leadership Index benchmarking and metrics
- > Goal setting (3 goals per quarter)
- > Great Idea/Best Practice sharing contest
- > Open forum and networking
- > HTG Quarterly Plans (Business Plan, Leadership Plan, Life Plan and Legacy/BCP Plan)
- > HTG ALL Special Interest Groups and Events (semiannual)

Program Overview

Features	Face-to-Face Peer Groups
Member companies per group	12, all from non-competing geographic markets
Meeting frequency	Quarterly, plus other interactions between meetings
Meeting length	2 days, plus 1-2 days of additional content twice per year
Meeting homework preparation	Board Review template, homework, goal execution, great idea entry, quarterly plans
Program fees per member company	\$2,500/year (several billing options available) or \$2,300 paid upfront
Program fee coverage	Program fee covers meeting costs 4 times per year, financial benchmarking services, shared member portal and attendance at HTG ALL events. Members pay for travel and hotel.
Facilitators	Experienced HTG Members with SMB focus
Group collaboration tool	SharePoint, securely configured for groups, overall members, sponsors, and more
Sponsors and partnerships	Over 25 sponsors and strategic partnerships including ConnectWise, Service Leadership Inc., MSP University, Ingram Micro and others
Agenda	Standard format with topics driven by group members
Program term	Ongoing, HTG Membership Agreement is renewed annually
Current number of total groups/members	20/240, with plans to grow as qualified members are identified and onboarded
Locations of member companies	United States, Canada, United Kingdom, Ireland, and Australia (2010)

Group meetings alternate between locations selected by individual groups and meetings that combine all groups at industry events (HTG Summit and ConnectWise Partner Summit). This meeting schedule allows HTG to conduct education, board reviews and networking, both within groups and in an HTG ALL setting.

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www.HTGPeerGroups.com