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Lighthouse Group Sessions Participant Handbook

How to Get the Most Out of Our Weekly Meetings

Jeff Borschowa



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The Lighthouse Philosophy

Welcome to the Lighthouse Group Sessions. This community is a curated, high-velocity diagnostic mastermind designed exclusively for ambitious business-to-business (B2B) founders, operators, and executive leaders. We are going to focus on operational clarity, diagnostic problem-solving, and high-leverage strategic alignment.

Our operating philosophy is anchored in a simple metaphor, based on the lighthouse. A lighthouse does not run down to the water to push boats around or steer them into harbor. It stands firmly on the rocks, shines a bright, unmistakable light on the hazards, and gives captains the clarity they need to navigate safely on their own. In this room, we diagnose operational bottlenecks, stress-test execution strategies, and hold one another accountable to building a scalable, profitable business.

Core Purpose

The primary purpose of the Friday Lighthouse Group Session is to pull back the curtain on the real friction points holding your business back. We respect executive time above all else, which means our calls start and end precisely on the clock every single week.

Weekly Agenda

We meet live every Friday from 9:00 AM to 10:00 AM Mountain Time (MT) via Google Meet. Our 60-minute session adheres to a strict, non-negotiable time-blocked schedule. We start and end on time.

- **9:00 AM – 9:10 AM MT** Diagnostic Opening: The host sets the weekly frame, establishes operational focus, and models the diagnostic mindset required for the call.
- **9:10 AM – 9:42 AM MT** Four x 8-Minute Hot Seats: Four surgical, eight-minute diagnostic sprints focused on rapid option generation, execution planning, or strategic alliance matching.
- **9:42 AM – 10:00 AM MT** Structured Debrief: Fast-paced key takeaways, personal applications, and immediate 7-day action item commitments from every participant in the room.



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Preparatory Work & Expectations

High-value masterminds require high-value preparation. Stepping into a Lighthouse Session unprepared compromises the velocity of the room. Before attending any call or requesting diagnostic time, participants must complete three baseline requirements:

First, maintain an active registration on our central portal at <https://pharosbusiness.com/lighthouse-group-sessions>. We do not send manual calendar invites or handle administrative requests via email. You are expected to manage your own schedule and register through the web interface.

Second, if you are requesting a diagnostic Hot Seat, you must submit the official Lighthouse Hot Seat Intake Form at least 24 hours prior to the Friday call. Late or incomplete submissions will be automatically rescheduled to preserve room quality.

<https://pharosbusiness.com/lighthouse-group-sessions-hot-seat-intake-form>

Third, ensure your technical environment is ready prior to 9:00 AM MT. We suggest that you have a working webcam and microphone. Arrive with enough time to allow you to decompress, transition out of tactical daily tasks, and step into a strategic mindset. We use the same Google Meet link every week: <https://meet.google.com/yrj-chqy-mqj>. I will email all attendees in the event that I need to cancel a session.

Rules of Engagement

To protect the signal-to-noise ratio in the room, all participants must adhere to our operational rules. Failure to observe these boundaries will result in intervention by the host.

The Host Guides the Meeting

The host will guide speaking order, timing, and room interaction. If it is not your turn to speak and you have a lot of background noise, please keep your microphone muted. Interruptions, speaking over peers, or jumping into someone else's Hot Seat will result in a request to pause.



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Share the Win or Pain, Skip the Story

Context is necessary, but backstories eat time. When presenting a challenge or sharing a debrief, state the core metric, bottleneck, or question immediately. Precision is the ultimate form of respect for your peers' time.

Zero Drop-Ins & Strict B2B Focus

This room is strictly reserved for B2B leaders and operators. Casual drop-ins, unvetted guests, or B2C hobbyists are prohibited. All prospective guests must review our 1-Page screening sheet and complete web pre-registration prior to joining.

The 3 Diagnostic Hot Seat Tracks

Our diagnostic process is divided into three distinct Hot Seat tracks, creating a complete lifecycle from initial problem identification to guaranteed market execution.



Hot Seat #1: Ideation & Key Frustrations

The objective of Phase 1 is rapid problem definition and raw option generation. The Hot Seat participant is given up to three minutes to present their challenge, explicitly ending their request with the statement: "I want to solve [X]."

Once the problem is locked and verified by the host, the Hot Seat participant is recommended to mute themselves. During the remaining five minutes, the room engages in "Popcorn Brainstorming." The participant's sole responsibility is to listen and take notes. They are strictly forbidden from defending their past decisions or explaining why an idea "won't work."



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Hot Seat #2: Execution

One week after completing Phase 1, the participant returns for Hot Seat Phase 2: Execution. During the interim week, the participant processes their raw notes, categorizes the ideas, and selects their Top 3 strategic options.

During this 8-minute Hot Seat, the entire room focuses on one question: "How do we absolutely, positively guarantee success with implementing the top idea?" The session focuses on building systems, setting accountabilities, and stress-testing potential failure points. Once the Hot Seat participant is confident they have the path forward for their top priority, we may continue with their second or third priority as time permits.



Hot Seat #3: Strategic Alliances

The third track focuses entirely on leverage through strategic joint ventures, network matching, and resource sharing. Participants present a specific capability they offer or a strategic resource they require. The room focuses on direct matching: "Who can help who?"



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Guide to Popcorn Brainstorming

During Phase 1 Hot Seats, feedback must pop like popcorn. Feedback must be rapid, light, and high-volume. The goal is to generate maximum options without getting bogged down in evaluation.

- **Bullet Points Only:** Provide short, clear concepts. Do not share long personal anecdotes or explain how you solved a similar issue in 2018.
- **Zero Justification:** Throw ideas into the room without debating their merits.
- **No Critique or Filter:** Suggest possibilities freely. Do not worry about whether the presenter currently has the budget, staff, or bandwidth to execute the idea.
- **No Interruption:** Allow ideas to flow without talking over fellow members.

The AIM Sheet Framework

Passive watching is prohibited in the Lighthouse Sessions. Even when you are not in the Hot Seat, your brain should remain actively engaged. Every participant may wish to use the AIM Sheet framework during calls to capture value for their own business:

- **A – Action:** What specific action step will I take in my business based on what I am observing right now?
- **I – Insight:** What fundamental realization or principle did I discover during this diagnostic breakdown?
- **M – Mindmap:** How does this problem or solution connect to other systems, marketing channels, or operational workflows in my company?

Throughout every peer's Hot Seat, continuously ask yourself the universal question: "How does this apply to me?"



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The Game You Are Playing: Leaderboard & Rewards

In order to make this fun and to ensure that our brains stay engaged, we actively track and reward the operational behaviors that drive business success. Points are logged automatically through our backend tracking system and displayed on our public dashboard.

Point Multiplier System

- Pre-Registering On Time: 5 Points
- Showing Up On Time (Camera On): 10 Points
- Submitting a Hot Seat Intake Form: 10 Points
- Participating in a Hot Seat: 30 Points
- Posting Action Item Proof (in Discord): 30 Points
- Bringing a Qualified B2B Guest: 50 Points

The Monthly Double Hot Seat Prize

The participant who accumulates the highest total points during a calendar month wins the Double Hot Seat reward. The winner is awarded 16 consecutive minutes of focused, high-intensity diagnostic mindshare on two major bottlenecks in their business during the first call of the following month.



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Success Partners and Discord Community

Real business growth happens between our Friday sessions. To maintain momentum, every member is paired with a Success Partner and integrated into our private Discord server.

Weekly Success Partner Check-In

Members complete a weekly 15-minute asynchronous or live sync with their assigned Success Partner. The purpose of this check-in is to review last week's action items, verify execution, and establish the top strategic priorities for the upcoming week. Members honor a 30-minute weekly commitment to support their partner's growth.

Discord Server Operations

Our Discord server serves as our asynchronous communication hub. Members may use designated channels to post proof of completed action items, submit Hot Seat requests, access meeting replays, and coordinate joint-venture opportunities.

Guest Policy & Referral Program

We encourage members to invite high-caliber B2B peers to the Lighthouse Group Sessions. However, to preserve room quality, all referrals must follow our guest protocol:

1. **Send the 1-Pager:** Send your prospective guest the official Lighthouse 1-Pager (See Appendix - Lighthouse Group Sessions Guest Overview) so they understand our structure and expectations before registering.
2. **Pre-Screening Registration:** Ensure your guest registers at <https://pharosbusiness.com/lighthouse-group-sessions> and inputs your name in the "Who can we thank for introducing you?" field.
3. **Earn Referral Points:** Once your guest attends a session and meets our B2B profile criteria, 50 Leaderboard Points will automatically be credited to your account.



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Frequently Asked Questions

Why are the Lighthouse Group Sessions free?

My business is 100% referral based. I only work with people who come to me through my network. I host the weekly Lighthouse Group Sessions for free to allow me to meet new people and demonstrate what working with me is like. To be really candid, you will either love or hate the energy in the group. I can't describe it adequately, so I will show it in real time. If we are a fit, we will find a way to work together. It is completely acceptable if we are not a fit to work together. I want to see how you interact with my network and how I might be able to assist you.

Can I bring a guest to the Lighthouse Group Sessions?

Absolutely! Guests are simply new friends we have not met yet. We trust your judgement. Invite a colleague or peer if you think they would benefit from joining us. Just share this page URL(<https://pharosbusiness.com/lighthouse-group-sessions>) with them and tell them why you think they would benefit from joining us. We will send Google Meet details to them once they complete our pre-screening form.

Is there a limit to how many free Lighthouse Group Sessions I can attend?

Nope. I don't believe in gating access to cool kids. We meet weekly and it all depends on who can make it that week. Every person adds value by showing up. We love getting to know people in our community and introducing them to others.

Can I “pitch” my business to others in the Lighthouse Group Sessions?

Hell no! This is a peer group where we meet to diagnose common business challenges and find opportunities hiding in plain sight. We collaborate, we co-create, and we bring value to our peers. You might end up doing business together... once you get to know one another and build trust. However, if you are just looking for a room to pitch your business, fair warning, we don't tolerate predators at our watering hole.



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Do you offer more than the Lighthouse Group Sessions?

You bet! We have a three tier paid system that we use to guide our best clients and contacts as they implement the “Easier to Refer System” into their businesses.

The Lighthouse Foundry is a paid peer to peer group that focuses solely on making any business easier to refer. We will discuss topics around marketing, sales, and operations and how each function can support our business as we earn more referrals. You can learn more at

<https://pharosbusiness.com/lighthouse-foundry>.

What does it mean to “play full on” in the Lighthouse Group Sessions?

We created the Lighthouse Group Sessions to be both fun and transformational. The secret to winning any game is to understand the rules and to practice with intention. We have created our “Lighthouse Group Sessions Participant Handbook” to share our core philosophy and to help our members understand how to play full on. Our handbook is here to guide you as you grow in our network.

What, exactly, is a hot seat in the Lighthouse Group Sessions? Do I want one? How do I earn one?

The Lighthouse Group Sessions has three unique hot seats:

- Hot Seat #1: Ideation or Frustration: Raw option generation or fixing a single broken process.
- Hot Seat #2: Execution: Systemizing and operationalizing the top 3 ideas from your previous Hot Seat #1.
- Hot Seat #3: Strategic Alliances: Joint Venture matchmaking, resource sharing, or strategic network introductions.

A Lighthouse Group Sessions Hot Seat is simply an 8 minute session where you share something you are working on in your business. The group will devote their full attention to brainstorming how you can improve your business, who can help you with your business challenges, or who can guide you as you pursue big opportunities.

Our Hot Seats demonstrate the power of the collective mind in identifying the best path forward.



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Once you have attended one of our weekly sessions (to learn how to play), you are welcome to submit a request to be featured in a future meeting's hot seat segment. Click here to complete the [Lighthouse Group Sessions Hot Seat Intake Form](#).

It is that simple. No “buy now” or “pay here” – just complete our Intake Form. You will be given a chance to pick the best date for your Hot Seat once we have a chance to review it.



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Lighthouse Group Sessions Guest Overview

The Lighthouse Group Session is a fast-paced, 60-minute diagnostic mastermind for business-to-business (B2B) founders, operators, and executive leaders. We focus on clarity, diagnostic problem-solving, and high-leverage strategic connections.

Who Belongs in the Room

- Established B2B Business Leaders: Owners and executives who serve other businesses and are focused on growth and operational leverage.
- High Performers Seeking Clarity: Entrepreneurs who value time, structure, and surgical feedback over casual networking.
- Action-Oriented Operators: Leaders who come prepared to diagnose problems, take notes, and execute outside the call.

Who This Is NOT For

- B2C operators, hobbyists, or individuals seeking a casual social club or coffee chat.
- Unprepared drop-ins, chronic interrupters, or people looking to practice unstructured public speaking.
- Anyone looking to defend why ideas "won't work" rather than growing together.

Rules of Engagement

1. Pre-Registration Mandatory: All attendees must register online prior to the session. Unscreened drop-ins will not be admitted.
2. Strict Time Discipline: Sessions start and end precisely on time.
3. Muted Mic Policy: During Hot Seat Ideation, presenters remain muted to listen and take notes without debating or justifying.

How to Attend

Complete the brief pre-screening form at: <https://pharosbusiness.com/lighthouse-group-sessions>



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Group Programs

Appendix A: The Invisible Breakdown in Word-of-Mouth Growth

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Appendix G: The Sovereign Growth Engine



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Appendix A: The Invisible Breakdown in Word-of-Mouth Growth



**How Established Professional Firms Are Equipping
Their Networks to Make Safe, Confident Introductions**

Jeff Borschowa



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This briefing serves as the dedicated entry point for public audiences, LinkedIn connections, podcast guests, and network referrals. The primary goal is to establish deep strategic alignment, diagnose the underlying issue of Reputation Drift, and guide qualified leaders toward claiming their guest access passes.

You Already Have Relationships. We Help Your Firm Become Easier to Refer.

Building a successful professional practice requires years of dedicated effort, earned trust, and deep industry expertise. Yet, many highly respected firm leaders find themselves facing a quiet, frustrating paradox: despite their stellar reputation, warm introductions remain inconsistent and unpredictable.

The Core Problem: An Under-Equipped Network

Most trusted advisors are not under-referred because people dislike them or doubt their capabilities. They remain under-referred because their professional network is simply under-equipped.

While your clients and colleagues genuinely want to support your firm, they often lack the precise language, specific triggers, and clear confidence needed to introduce you effectively without risking their own professional standing. When a network lacks this clarity, even the strongest relationships default to silence.

The Invitation: A Peer-Level Working Environment

We invite you to break the cycle of passive word-of-mouth by stepping into a structured, educational forum. By completing a quick, 60-second context assessment, you can request up to two complimentary guest passes to observe our live, executive mastermind sessions. This initial access allows you to experience our facilitation style, observe how we structure strategic peer connections, and see firsthand how educational clarity transforms referral activity.

Your Path Forward

Taking your first step into our ecosystem is straightforward, deliberate, and entirely in your control:

- Step 1: Submit your application for guest access by filling out our brief context assessment.
- Step 2: Participate in up to two live weekly mastermind sessions as an observing guest.



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- Step 3: Following your second visit, select the membership level that aligns with your firm's growth objectives and desired pace.

By focusing on structural clarity, strategic alignment, and mutual respect, you can protect your valuable reputation while turning earned goodwill into a predictable engine for enterprise growth.

The Executive Working Room

Selecting Your Level of Ongoing Engagement

Learn more about The Executive Working Room here:

<https://pharosbusiness.com/the-executive-working-room>

Following your two complimentary guest passes, ongoing access to our peer-level mastermind calls requires active membership in The Executive Working Room. This financial commitment ensures that every person in the room has skin in the game, eliminating casual observers and maintaining a high-status, highly invested room.





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Level 1: The Practitioner Circle (Investment: \$100 per month)

Focus: Baseline Discipline & Referral Messaging. The Practitioner Circle is designed for established leaders who want to install foundational referral discipline into their weekly routine. It provides consistent, structured access to keep your referral message sharp and your practice top-of-mind.

- Weekly Access: Attend 1 live executive mastermind session per week.
- Core Curriculum: Standard access to foundational referral messaging frameworks and positioning guides.
- Ecosystem Role: Participate in structured peer breakdowns to refine your ideal client triggers.

Join The Practitioner Circle Now: <https://buy.stripe.com/28E5kC9kX7cDbN6eemfEk0S>



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Level 2: The Architect Circle (Investment: \$250 per month)

Focus: Active Momentum & Strategic Course Modules. The Architect Circle is built for growth-focused firm leaders who are actively mapping their ecosystem and want faster execution momentum. This level includes expanded access and practical, bite-sized implementation sprints.

- Expanded Access: Attend up to 2 live executive mastermind sessions per week.
- Action Sprints: Full access to step-by-step training modules on ecosystem mapping, partner alignment, and invitation scripts.
- Implementation Support: Direct feedback during live working sessions to audit and polish your referral language.

Join the Architect Circle Now: <https://buy.stripe.com/00w7sK8gTdB1dVeemfEk0T>



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Level 3: The Catalyst Circle (Investment: \$500 per month)

Focus: Priority Positioning & Advanced Mastery. The Catalyst Circle represents the premier tier of The Executive Working Room participation. It is reserved for high-trust leaders who want maximum visibility within the room, deeper strategic facilitation, and an accelerated path toward high-tier ecosystem opportunities.

- All-Access Pass: Unrestricted access to all weekly mastermind calls and full training archives.
- Spotlight Priority: First-in-line scheduling to present your business challenges and receive direct facilitation feedback during live calls.
- Operator Evaluation: Priority evaluation for invitation-only advancement into higher-tier strategic alliances.

Join The Catalyst Circle Now: <https://buy.stripe.com/cNiaEW40Dfj904o2vEfEk0U>



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Membership Continuity & Grace Policy

Access to The Executive Working Room is maintained on a simple month-to-month basis. You retain complete autonomy over your level of participation, with the ability to adjust your tier as your firm's needs evolve. Selected strategic partners may receive complimentary access passes at the discretion of the Concierge to maintain optimal cross-industry balance within the room.

Frequently Asked Questions

How does participating in The Executive Working Room support our firm's long-term enterprise goals?

The Executive Working Room is engineered to solve Relationship Capital Depreciation—the quiet, invisible decay of earned goodwill caused by client transitions, partner retirements, and stale market positioning. Rather than allowing your firm's growth to depend on individual rainmakers or random word-of-mouth, the Executive Working Room installs institutional referral growth infrastructure. It helps you identify the top clients worth duplicating, institutionalize your referral messaging across the entire firm, and position your practice as an undisputed category leader in your local market.

What immediate, short-term outcomes can our firm expect within the first 90 days?

Within your first 90 days, you will clarify your exact "Dream Client" criteria, eliminate generic messaging, and equip your network with precise trigger language that tells them who to send, when to think of you, and how to introduce you safely. You will map your local ecosystem to identify high-value, non-competing strategic partners (attorneys, bankers, CPAs, brokers) and begin deploying educational, pitch-free talk premises that generate warm, inbound introductions without cold outreach.

How does this benefit me personally as a firm owner or practice leader?

It completely removes the awkwardness, anxiety, and frustration of conventional business development. You never have to pitch, make uncomfortable sales asks, or chase cold prospects. Instead, you step into the role of a high-status advisor who educates and curates value. By replacing chaotic, low-yield networking with a structured weekly discipline, you reclaim dozens of hours of wasted executive time while building a practice that grows through dignity and respect.



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How does this reduce internal friction among our partners and practice heads?

One of the largest hidden costs in professional firms is internal disagreement over how to grow. The Executive Working Room provides a unified, reputation-safe framework that every partner can comfortably support. Because the methodology relies on zero pitch-slapping and zero pressure tactics, it protects the firm's standing and eliminates internal debates about "salesiness". It assigns clear relationship ownership, creates shared business-development language, and gives practice heads a defensible strategy they can proudly execute.

Is this another generic networking group or pitch-fest?

No. We maintain an uncompromising boundary against transactional networking, elevator pitches, and high-pressure sales asks. There are no mandatory referral quotas or forced handshakes. The Executive Working Room is a peer-level educational forum where established leaders collaborate on ecosystem mapping and strategic positioning. Any participant who attempts to pitch-slap the room is quietly and immediately removed to preserve the high-status integrity of the environment.

How much time does this require, and what if my schedule is already full?

The Executive Working Room is designed to reclaim your time, not consume it. Most professionals waste 5 to 10 hours a week on unstructured lunches, coffees, and scattered networking meetings that yield zero business. By consolidating your relationship strategy into one focused 60-to-90-minute weekly working session, you eliminate chaotic meeting bloat and replace random effort with structured ecosystem leverage.

What happens after my two complimentary guest visits, and what are the commitment terms?

Your first two visits are completely complimentary so you can evaluate the environment and facilitation style firsthand. Following your second session, ongoing access requires selecting the monthly membership tier that best matches your desired pace. All memberships operate on a flexible month-to-month basis paid via Stripe. There are no long-term contracts, and you retain complete autonomy to upgrade, downgrade, or pause your access at any time.



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Appendix B: The Trusted Operator Network



**The Executive Blueprint for Command-Positioning
Your Expertise Across Multi-Tiered Peer Networks**

Jeff Borschowa



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Overview

The Trusted Operator Network is an invitation-only alliance designed for high-agency firm leaders who have demonstrated exceptional relational posture and operational discipline. At an investment of \$1,000 per month, Trusted Operators transition from basic participation into active ecosystem distribution, gaining structured, high-status opportunities to position their expertise directly in front of pre-vetted business audiences.

Learn more about The Trusted Operator Network here:

<https://pharosbusiness.com/the-trusted-operator-network>

Core Privileges & System Mechanics

- Downward Educational Access: Trusted Operators earn the right to deliver educational presentations (utilizing the "Top 3 Mistakes" framework) to members across our entry level groups. This builds undisputed authority and attracts hand-raising clients organically without cold pitching.
- Peer-Level Strategic Matching: Direct, chaperoned alignment with Sovereigns and co-equal Operators across non-competing industries.
- Full Architectural Transparency: Complete visibility across our full network, allowing Operators to leverage the entire grid to serve their existing clients and strategic partners.

Membership Qualification & Standards

Entry into The Trusted Operator Network cannot be purchased on demand. It is extended strictly by invitation following demonstrated behavioral agency within The Executive Working Room. Operators must maintain uncompromising reputation safety standards; any attempt to pitch-slap or exploit the network results in immediate status revocation.

Join The Trusted Operator Network Now: <https://buy.stripe.com/8x2eVccx99kLaJ25HQfEk0V>



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Frequently Asked Questions

How does becoming a Trusted Operator build long-term enterprise value for our firm?

It transforms your firm from a passive networker into an active distribution node within a multi-tiered ecosystem. By regularly educating pre-vetted business owners and advisors across lower levels, you build a compounding, reputation-safe client acquisition engine that reduces firmwide dependence on cold outreach or individual rainmakers.

What immediate tactical advantages do we gain upon entering The Trusted Operator Network?

You receive immediate scheduling priority to present your structured Core Story and "Top 3 Mistakes" educational session to active Executive Working Room members and guests. This generates warm, inbound inquiries from business owners who are actively seeking solutions to the exact operational risks you highlight.

How does The Trusted Operator Network alter my personal day-to-day business development effort?

It elevates you from a hunter chasing leads to a recognized authority educating an audience. You no longer pitch; you teach. This eliminates the friction, awkwardness, and wasted time of conventional sales calls, replacing them with high-status, peer-level conversations with leaders who already respect your expertise.

How does this investment protect our firm's internal reputation and brand standing?

The Trusted Operator Network operates under strict Concierge moderation. Every presentation is pre-vetted to ensure zero pitch-slapping or commercial pressure, protecting your partners' and clients' trust. Your internal partners can feel 100% confident that your involvement enhances the firm's prestige rather than compromising it.



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Why is The Trusted Operator Network invitation-only, and how is qualification evaluated?

High-value networks collapse when low-agency operators are allowed to hunt. Invitation-only access ensures that every Trusted Operator has proven their ability to add value and respect the ecosystem. Qualification is continuously evaluated through active participation in lower tiers.

How do you ensure my presentation delivers maximum impact without sounding like a sales pitch?

Before you present to our audience, the Concierge collaborates with you to script and refine your "Top 3 Mistakes" framework. We structure the content to educate and entertain, ensuring the audience naturally recognizes their need for your expertise without you ever making a hard sales ask.

Why join a paid program if I can access the Foundry for free as a podcast guest?

Guest access via *The Lighthouse Sessions* is a temporary doorway, strictly limited to two complimentary sessions. To protect the signal-to-noise ratio and ensure every leader in the room has real skin in the game, ongoing attendance requires active membership in a paid program. The two guest passes let you test-drive the room; joining a paid tier gives you a permanent seat to build and execute your referral infrastructure.

How do I choose between The Trusted Operator Network and The Sovereign Alliance levels?

It comes down to the difference between being a high-status **participant** versus an ecosystem **co-creator**:

- **The Trusted Operator Network (Investment \$1,000 per month):** You step into our existing network to deliver pitch-free educational presentations, match with co-equal B2B peers, and pull warm introductions out of lower-tier working rooms. You are leveraging an infrastructure we have already built.
- **The Sovereign Alliance (Investment \$2,000 per month):** We build, host, and manage a bespoke, closed-loop network anchored specifically around *your* practice. We work with you to assemble 11 non-competing strategic partners and 120 curated Dream Clients directly for



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your benefit. You are the co-creator owning the local grid and building a permanent enterprise asset.

What is the specific focus of the paid Lighthouse Foundry compared to the free Friday Lighthouse Group Sessions?

While the free Friday sessions diagnose general B2B operational and execution bottlenecks, the Lighthouse Foundry is strictly focused on building, testing, and deploying referral systems. Every call centers on ecosystem mapping, trigger language, and turning dormant relationship capital into warm introductions.

What happens after I use my 2 free guest passes from my podcast appearance?

To protect the signal-to-noise ratio and keep everyone invested, ongoing access requires active membership in one of our paid programs. Once your 2 complimentary passes are used, you will be able to decide if you want to join The Trusted Operator Network or The Sovereign Alliance to maintain your seat.

Can I pitch my business or drop offer links during the Foundry calls?

No. We enforce a strict zero "pitch-slapping" policy across all Pharos ecosystem calls. The Foundry is a diagnostic working room to build referral infrastructure—not a transactional networking group or sales pitch floor. You are, however, encouraged to connect with other group members on either LinkedIn or in our private portal. Connect to serve first, then you can ask for support.



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Do I need to be on a Hot Seat every week, or can I just observe?

You do not need to be on the Hot Seat every week, but passive watching is discouraged. When you aren't in the Hot Seat, you are actively participating in "Popcorn Brainstorming" and capturing action items for your own practice. We grow the most when we show up with courage and take our spot in the Hot Seat. After all, founders are not born, they are forged.

What if I can't make the Monday/Wednesday 9:00 AM MT call time every week?

Attendance is flexible for active members. You drop in when your schedule allows, and you maintain momentum between calls through our asynchronous community channels and Success Partner check-ins. We also do private check-ins with our valued clients. Consider the weekly group calls a bonus, not the actual value that we deliver.



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Appendix C: The Sovereign Alliance



**The Master Blueprint for Market Command
and Enterprise Ecosystem Ownership**

Jeff Borschowa



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How Keystone Category Leaders Own the Local Grid, Deploy Bespoke Showcase Machinery, and Drive Compounding Enterprise Growth

Overview

The Sovereign Alliance is the flagship enterprise tier of our ecosystem architecture, reserved exclusively for keystone category leaders, managing partners, and elite advisory firms. At an **investment of \$2,000 per month** (or as part of a bespoke enterprise engagement), Sovereign members step into complete market command.

Rather than participating in existing networking channels, Sovereigns own the local grid. We build, host, and manage a bespoke, turnkey 12-month educational series that places your practice at the center of an elite, closed-loop network of non-competing strategic partners and high-value business owners.

Learn more about The Sovereign Alliance here:

<https://pharosbusiness.com/the-sovereign-alliance>

Core Privileges & System Mechanics

- The Bespoke 12x120 Showcase Engine: We design and manage a fully customized 12-month educational series anchored by your firm. The architecture brings together 11 non-competing strategic partners (attorneys, bankers, brokers, advisors) who each bring 10 of their highest-value clients, assembling a closed-loop audience of 120 Dream Clients.
- Unfettered Downward Reach: Sovereign leaders hold unrestricted authority to step down into all lower-tier masterminds and executive working rooms to deliver pitch-free, educational Core Story presentations. This positions your firm as the undisputed category authority across the entire broader market.
- **State-Mandated Educational Pathways:** For accounting and financial firm leaders, we deploy NASBA-approved Continuing Professional Education (CPE) courses (such as "*The Math of Referrals*") that fulfill mandatory compliance hours while delivering a clean, value-first educational pathway into relationship growth.



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- **Zero Administrative Execution Burden:** Every technical and administrative detail—from Google Workspace calendar integration and registration management to speaker prep and post-event intelligence dashboards—is handled entirely by the Concierge.

Membership Qualification & Standards

Sovereign status cannot be purchased through financial investment alone. It is extended exclusively by invitation to established, high-agency leaders who possess a reputation worth protecting and a commitment to stewardship. Sovereigns act as the guardians of the local ecosystem, ensuring that all interactions remain reputation-safe, pitch-free, and grounded in mutual enterprise value.

Join The Sovereign Alliance Now: <https://buy.stripe.com/fZu00idBdgNdaJ20nwfEk0W>

Frequently Asked Questions

How does Sovereign membership build permanent enterprise value for our firm?

It transitions your firm from relying on passive word-of-mouth or reactive client acquisition to owning the primary relational infrastructure in your local market. By curating a closed-loop network of 120 top-tier business owners and 11 strategic partners, you insulate your client base from outside competitors, eliminate Relationship Capital Depreciation, and create an institutional growth asset that increases the overall valuation of your practice.

What immediate commercial results does the bespoke 12-month series produce?

Within the first 90 days, your customized presentation framework and strategic partner mapping are fully operational. As monthly showcase sessions launch, you receive real-time registration and attendance intelligence showing exactly which of the 120 business owners are engaging with specific operational topics. This generates warm, highly qualified, hand-raising inquiries without your firm ever making a cold outbound call or sales pitch.

How much personal time does managing a bespoke 12-month series require from me?

Virtually none. Traditional business development forces firm leaders to act as organizers, promoters, and salespeople. In the Sovereign tier, Pharos Business and our associates act as your full-service



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Concierge. We handle 100% of the administrative mechanics, partner coordination, calendar logistics, and room moderation. You simply show up, deliver your pre-scripted educational presentation, look like the undisputed market authority, and engage with warm peers.

How does this protect our firm's reputation when introducing our key clients to other professionals?

We mitigate Referral Risk by pre-vetting every strategic partner and scripting every presentation to ensure zero pitch-slapping or commercial pressure. Your internal partners can feel 100% confident inviting your most valuable clients into the monthly showcase, knowing the environment is engineered to educate, entertain, and protect client trust above all else.

How do you prevent the 11 strategic partners from turning monthly sessions into a sales pitch?

Two weeks prior to their designated presentation month, the Concierge conducts a mandatory preparation session with the featured partner. We script their content using our proprietary "Top 3 Mistakes" educational framework, stripping out all sales pitches and commercial offers. Furthermore, every series opens with our foundational presentation on The Easier to Refer System, setting strict ground rules and establishing a shared vocabulary of reputation safety across the entire audience.

How does the CPE integration work for accounting and financial practices?

CPAs and financial professionals are state-mandated to complete annual CPE credits. By wrapping our referral growth curriculum inside approved CPE courses, we turn a routine compliance requirement into a value-first educational bridge. Accountants receive required credit hours while learning how to eliminate referral risk, elevating their professional identity from defensive perimeter security to Sovereign Ecosystem Stewards.



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Appendix D: The Executive Decision Brief



Know which clients to replicate and prove your portfolio economics before spending a single dollar on implementation.

Jeff Borschowa



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Overview

The Executive Decision Brief is a paid, standalone \$1,500 diagnostic engagement. It is not a disguised sales call, discovery pitch, or deposit. It is an independent 30-day business decision process designed to replace broad assumptions with client-provided evidence.

The Executive Decision Brief evaluates your active portfolio data to answer four fundamental business questions:

1. Which specific clients should your practice deliberately replicate?
2. What is the true commercial value and break-even math of building referral growth infrastructure?
3. Should your firm maintain the Status Quo, execute DIY, or Get Help?
4. If getting help, which implementation tier matches your capacity, STOP values, and TEAM costs?

Who It Is For

The Executive Decision Brief was built exclusively for **The Established Relationship-First Firm Leader** who may be owners, partners, principals, or practice heads in B2B professional service practices (Law, Accounting, Commercial Insurance, Wealth Advisory, Commercial Real Estate, M&A, and Specialist B2B Consulting).

You are likely a fit for **The Executive Decision Brief** if:

- You have an established client base and deep industry credibility, but your referral flow remains passive, inconsistent, and unmeasured.
- You want to stop relying on individual rainmaker effort and build firmwide relationship infrastructure.
- You need an uncompromised, defensible brief that you can present to your equity partners to justify growth investments.



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You are NOT a fit if:

- You need emergency leads, cold-outreach automation, or fast sales volume.
- You expect relationship management to be 100% outsourced to a third-party agency.
- You lack decision-making authority or usable client fee data.

Core Deliverables

By Day 30, you receive an integrated, 22-section Executive Decision Brief housing:

- Top 20% Client Revenue Extraction: Financial concentration audit isolating your top accounts.
- 5 Non-Negotiable Selection Criteria: Custom qualitative filters defining your true "Dream Client".
- The Top 10 Replication Ledger: Identification of the exact 10 accounts worth cloning.
- The Drag Detection Ledger: Audit of low quality accounts draining up to 80% of delivery capacity.
- The 10-Client Economic Model: Exact calculation of Average Life Time Value, Contribution Margin, and Break-Even Client Count.
- Cost of Status Quo Assessment: Quantified analysis of Relationship Capital Depreciation.
- Multi-stakeholder analysis weighing value against costs across possible options.

Commercial Terms & Guarantees

- Professional Fee: \$1,500 USD Fixed.
- Zero obligation to continue into implementation.
- The \$1,500 fee is never credited against implementation, preserving complete diagnostic independence.
- Guaranteed process completion and delivery of your 22-section brief.



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Appendix E: The Referral Architecture Suite



The complete institutional methodology, tools, and structural blueprints for practices with strong internal execution capacity.

Jeff Borschowa



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Overview

The Referral Architecture Suite provides the complete architecture, proprietary tools, and step-by-step instructions of The Easier to Refer System. Built for practices that possess capable internal project management, this tier transfers full implementation leadership to your team while delivering copy-ready structural collateral.

Who It Is For

- Established practices with an active internal marketing lead, practice manager, or dedicated business development coordinator.
- You have the internal bandwidth and discipline to execute; you simply need the battle-tested system, presentation slide masters, and assessment engines.

Deliverables

Delivered across the 5-Stage Spine (Clarify → Map → Create → Activate → Optimize):

- Diagnostic Infrastructure: Worksheets 1–5 (Criteria Builder, Replication Ledger, Drag Ledger, ICP Engine, Capacity Calculator).
- Presentation Master: The core educational deck layout: "The Top 3 Mistakes _____ Make When _____ ... and How to Avoid Them."
- Collateral & Content Suite: Synchronized 5-part email sequences (separated for clients vs. partners), registration page copy, and client survey templates.
- Digital Conversion Core: The 3-Part Assessment Suite (Problem, Urgency, Solution Fit) paired with 3 Core Special Reports containing 27 structural insights each.
- Execution Manuals: Full instruction sets for conducting top 10 client interviews and mapping local advisor categories independently.

Scope

- Implementation Investment: \$10,000 USD.
- Revision Scope: Up to 2 revision rounds per collateral asset.
- Client Responsibilities: Client conducts client interviews, customizes copy templates, handles web page publishing, schedules outreach, and hosts presentations independently.



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Appendix F: The Co-Engineered Catalyst



The primary fit for qualified practices: Adding expert facilitation, transcript research, customized collateral, and presentation co-hosting.

Jeff Borschowa



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Overview

The Co-Engineered Catalyst is the flagship implementation tier for established professional firms. Pharos Business Services Inc. assumes direct co-delivery responsibility, including conducting objective voice-of-client transcript interviews, customizing your content suite around verbatim market language, guiding rehearsals, and co-hosting your live showcase sessions.

Who It Is For

- Established practices where senior partners are fully booked with billable delivery and require hands-on strategic guidance, research execution, accountability, and presentation support.
- You need an external partner to interview your clients objectively, write your presentation assets using their actual words, and stand beside you on stage to ensure execution success.

Deliverables

Everything in **The Referral Architecture Suite**, enhanced by provider-led execution:

- Voice-of-Client Research: Provider conducts formal transcript interviews with your Top 10 clients, extracts verbatim trust language, and builds your custom Client Language Library.
- Bespoke Asset Customization: Provider writes your customized "Top 3 Mistakes" slide master, speaker notes, registration copy, email sequences, 3-part assessment suite, and 3 special reports.
- Co-Hosted Showcase Activation: Provider conducts presentation rehearsals, coordinates schedules, and co-hosts Event 1 & Event 2 of your Twin-Event Showcase to enforce zero pitch-slapping and build high-status room authority.
- Quarterly Review Guidance: Facilitated quarterly reviews throughout Year 1 to track KPI dashboards and revalidate your Ideal Client Profile.

Scope

- Implementation Investment: \$25,000 USD.
- Revision Scope: Up to 3 revision rounds per collateral asset.
- The Value Standard: Achieving just 1 cloned ideal client fully recovers your total investment.



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Appendix G: The Sovereign Growth Engine



**Full implementation leadership, firmwide partner research, and
bespoke referral infrastructure for complex, multi-partner
practices.**

Jeff Borschowa



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Overview

The Sovereign Growth Engine is an enterprise-grade engagement for complex, high-opportunity professional practices. Pharos Business Services Inc. provides full implementation leadership, including conducting deep transcript research across both clients and strategic partner networks, coordinating multi-department stakeholder groups, and custom-crafting complete firmwide referral infrastructure.

Who It Is For

- Multi-partner law/accounting firms, regional brokerages, or complex advisory practices with multiple service lines, high enterprise valuations, or significant partner alignment friction.
- You need maximum implementation leadership. You need external advisors to manage your equity partners, research your strategic network, and lead the rollout across your entire practice."

Deliverables

Everything in our **The Co-Engineered Catalyst** level, expanded for enterprise scale:

- Dual-Layer Research Engine: Provider conducts voice-of-client transcript interviews across the Top 20% of your portfolio AND conducts formal Voice-of-Partner interviews with up to 35 strategic alliance nodes (CPAs, Attorneys, Bankers, Brokers).
- Firmwide Ecosystem Mapping: Complete mapping of 35 strategic partner nodes, internal relationship owner assignments, and local geographic density gap identification.
- Bespoke Firmwide Creation: Fully customized, compliance-cleared presentation masters, speaker notes, email workflows, 3-part assessment suites, and 3 special reports tailored for multi-practice representation.
- Full Activation & Event Leadership: Full production management, rehearsal coaching, presentation co-hosting, and dashboard KPI monitoring.
- Executive ROI & Board Reviews: Quarterly executive reviews analyzing valuation multiple impacts, partner independence ratios, and multi-year regional expansion plans.



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Scope

- Implementation Investment: \$50,000 USD.
- Unlimited revisions within the approved project scope and 90-day activation cycle.
- Direct client outreach and core expertise presentation stay strictly with the firm, because Trust Cannot Be Outsourced.