



*You are cordially invited to attend a networking breakfast event hosted by the US Commercial Service of the US Embassy in Madrid showcasing:*

***The Alternative Board- TAB***

*Presented by*

***Michele Fishman***

*Vice President of International Development*

*Paseo de la Castellana, 42, 3rd Floor  
28046 Madrid*

*On Wednesday, May 22<sup>nd</sup>, 2019*

*From 10:30 am to 12:00 pm*

*Coffee and a light breakfast will be offered*

*Investors and interested entrepreneurs are highly encouraged to attend.*

*Please abstain from coming if you are selling services.*

*For additional information and to RSVP please contact International Trade Specialist Angela Turrin at [Angela.Turrin@trade.gov](mailto:Angela.Turrin@trade.gov) or call 91-308-1567*



Michele Fishman is the Vice President of International Development and co-owner of The Alternative Board (TAB). She is co-author of the book *Strategic Business Leadership: The Proven Formula For Greater Company Success*.

Michele focuses on TAB's international development, which is now operating in 11 countries. Michele believes that TAB succeeds in other countries because the TAB system has been so successful in helping business owners achieve greater success and because of TAB's desire to understand the unique aspects of local cultures and adapt the TAB model to the needs of other countries.

Since TAB's formation in 1990, Michele has worked in various capacities, including media relations, marketing, and developing TAB facilitation and coaching training programs and protocols.

Michele earned her master's degree in International Relations from Washington University. She also has a BA in History and English from The University of Texas at Austin and a Post-Baccalaureate graduate degree in Education from Washington University.



## SUMMARY

The Alternative Board (TAB) is the world's largest franchise system providing peer advisory boards and business coaching services for small and mid-size business owners. TAB has been helping business owners succeed since 1990 and is presently operating in 20 countries around the world.

Please look at this 2-minute animated video to learn what TAB does and how the TAB system benefits TAB members:

[https://www.youtube.com/watch?time\\_continue=2&v=wrWp3yJffSk](https://www.youtube.com/watch?time_continue=2&v=wrWp3yJffSk)

At each monthly TAB board meeting, TAB members, who are owners of non-competing businesses, share their business expertise to help solve each other's challenges and seize new opportunities. In between board meetings, members meet with their TAB-certified Facilitator/Coach (how we refer to our unit franchisees) for business coaching sessions using TAB's proprietary web-based tool. During the coaching sessions, members follow up on commitments made during the TAB Board meeting and work on leading their businesses more strategically.

TAB members become more profitable as a result of the advice they receive from their fellow board members and their TAB Facilitator/Coach. TAB's proprietary processes and tools help TAB members become more successful and efficient in how they run their businesses and they experience a greater level of growth in good economic times and in challenging economic times. TAB Board members pay monthly fees for these services.

Please view this 3-minute video to see an actual TAB board meeting in action and learn about the strong value proposition for TAB membership:

[https://www.youtube.com/embed/4av\\_B5hljic?rel=0;autoplay=1](https://www.youtube.com/embed/4av_B5hljic?rel=0;autoplay=1)

TAB is an opportunity for franchisees to share the business wisdom that they've gained over the years, earn a great income doing what they really enjoy – all while being their own boss. In addition to the monthly membership fees TAB's franchisees earn, they can also earn additional income by consulting with their members while using their individual expertise in conjunction with TAB's numerous proprietary tools and techniques.



This is an opportunity to build a successful future as a master franchisee of a lucrative and proven system of peer advisory boards, business coaching and training. The TAB business model for international master franchisees works synergistically with existing consulting companies to significantly increase income.

This is a link to our Fast Facts brochure about the TAB Master Franchise Opportunity:  
<https://www.dropbox.com/s/x7wz462177wh49e/TAB%20International%20MasterFastFacts.pdf?dl=0>

### **Benefits of the TAB Master Franchise Opportunity:**

- Outstanding Return On Investment
- Consistent monthly revenue stream
- Exclusive large territory
- Shared best practices from worldwide network of TAB franchisees
- Makes use of your expertise and wisdom
- Prestige and prominence in your community
- Equity-building ownership with a viable exit strategy
- Proven system for acquiring members and unit Franchisees
- Low Working Capital Need
- Only one or two employees required
- No major investment in inventory or equipment
- Great work/lifestyle balance
- Outstanding initial and ongoing training and support