

# TAB Membership PERFORMANCE drives ROI

TAB Board Member revenue growth outperforms national average by

5.4<sup>x</sup>

TAB equips forward-thinking business owners around the world to grow their businesses, increase profitability and improve their lives. This is achieved by leveraging local business owner advisory boards, coaching, planning tools, strategic services, and an international community.

TAB Board Member revenue growth between 2016 to 2017 averaged

25.2%



## TAB Members Finding Real Value

Is your business earning more profit since joining TAB?

65.3%

said YES



Is your business earning more sales revenue since joining TAB?

68.1%

said YES



Have you improved your ability to address personnel/organisational issues since joining TAB?

96.5%

said YES



Diverse TAB Membership yields diverse insights and solutions.



TAB boards add real value to my business

85.5%

strongly agree / exceeds expectations

## TAB Net Promoter Score



Apple

89

John Lewis

68

amazon

61

Professional Services

58



THE ALTERNATIVE BOARD

69.9

Source: NPSBenchmarks.com

86.3%

strongly agree / exceeds expectations

TAB Private Coaching adds real value to my business



Objective opinions from competent people whom I trust, who have no vested interest in the outcome.

Richard Shaw, Ellis Patents Ltd  
TAB Member since 2012



Based on an online survey conducted with 144 active TAB members. Revenue growth numbers are based on 2017. Comparative national averages based on Dept Business, Energy & Industrial Strategy, Business Population Estimates 2017 & 2018.