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Vistage Connect Executive Issue Index: February 2012

By Nathan Denny on Mar 1, 2012

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SAN DIEGO — March 1, 2012 — Vistage Connect today released its February 2012 Executive Issue Index.

As the nation flirts with an economic revival, the Vistage Connect Executive Index offers an overview of the real-world issues on the minds of America's executives by providing a composite overview of what topics were most discussed by the Vistage Connect community over the past month.

Topping that list were issues of **pricing and go-to-market**, with 43 percent of the share of issues proposed. Tied for

second place, each with 28.5 percent of the pie, were financial tracking and oversight issues, and matters of strategy and company culture.

"The Executive Issue Index is 100 percent raw data, based on the issues our executive members chose to discuss in their online peer advisory sessions," said Andrew Hard, Vistage Connect's senior web editor.

"As we ramp up for spring, we're anticipating increasing our session loads, too, and want to welcome and encourage executive members to engage and offer up their own issues," he said.

Here's how the Vistage Connect Executive Index for February 2012 breaks down:

Level Red: Pricing / Go-To-Market Issues

- 66% of executives seek a more mature, flexible pricing plan, so they can maximize value to clients and customers.
- 33% of executives sought out advice on product launch and market deployment.

Level Orange: Tracking / Oversight

- 50% wanted input on implementing a new accounting and financial tracking system.
- 50% were after advice on how to add additional KPIs regarding customers and employees.

Level Orange: Strategy / Culture Issues

- 50% sought out input on how to build a strategic plan that involved all employees.
- 50% wanted advice on conflict of interest issues.

Vistage Connect offers summaries each month. To see the index for January 2012, [click here](#).

Check out the full recaps of each Vistage Connect peer session for February 2012 below:

- [Finance Session, Feb. 24, 2012](#)
- [Strategic Planning Session, Feb. 9, 2012](#)
- [Marketing & Sales Session, Feb. 7, 2012](#)

[EDITOR'S NOTE: Vistage Connect peer sessions are kept in strict confidence. If you're looking for more details, we encourage you to join an upcoming peer session and experience the magic for yourself. [Click here for a calendar of upcoming events.](#)]

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