JBL HIGH PERFORMANCE

FRISCO, TEXAS · JANUARY 2027

The Room

Bring the business issue that keeps you awake at night, and solve it with the 1%.

Two days with a small group of owners who run USD 10M to 30M businesses. You each bring one real issue, work on it with people who carry the same weight, and leave with your next steps in writing.

- Up to 12 owners
- Two working days
- No membership
- Nothing to pay to apply

Request a fit conversation

jblhighperformance.com/roundtable

Exact dates and venue are confirmed with you in writing before any seat is offered.

WHEN DID YOU LAST GET TWO DAYS TO THINK?

Most owners we speak to say never.

So the same few things stay on the list:

Decisions you hired people to make still land on your desk.

You suspect part of your leadership team won't take you to the next stage.

Growth is adding work faster than it adds margin.

The hire, the restructure or the exit plan keeps moving to next quarter.

There's nobody at work you can say any of this to.

You know what's on it. What you don't get is the time, or the right people to think it through with. That's what the two days are for.

HOW IT WORKS

Your issue gets its own time.

1 **Fit conversation.**
Twenty minutes with Seth or Jimmy about your business and the issue you'd bring. We check it's right for you and for the group.

2 **Frame the issue.**
A short brief and a call before you arrive, so day one starts on the real question.

3 **Day one.**
Each issue gets protected time: the facts, questions before anyone offers advice, then honest challenge from your peers.

4 **Day two.**
Test the options, bring in expert input where it helps, and choose your next move.

5 **Leave with it written down.**
Your issue as you now see it, the options you tested, the move you chose and your first action.

6 **Thirty days later.**
A check-in call on what moved and what didn't.

WHO'S IN THE ROOM

Owners carrying comparable weight.

For you if

- You own or run a USD 10M to 30M business in Dallas-Fort Worth, or a P&L that size inside a larger company
- You have a leadership team below you, and decisions still come back up
- You'll bring one real issue, and give your best to everyone else's

Not for you if

- You want a keynote and networking drinks
- You're looking for a monthly membership
- You're hoping to sell to the room

No selling
Relationships yes, pitching never

Screened
Direct competitors, suppliers and customers

Nothing recorded
No recording, no photos in sessions

Phones away
Two days of real attention

YOUR SEAT

What your seat includes.

- ✓ The fit conversation, and a call before the event to frame your issue
- ✓ Two facilitated working days with Seth McColley and Jimmy Burroughes
- ✓ A session with Kevin Vela, managing partner of Vela Wood, on legal, equity and exit questions
- ✓ Protected time on your own issue, plus a seat on everyone else's
- ✓ Your written next-step plan, finished before you leave
- ✓ Meals on both days, and dinner together on the first evening
- ✓ A 30-day check-in call
- ✓ **A full-body scan** with Visionary Wellness & Imaging in Las Colinas, booked when it suits you: a clear picture of what the pressure of running the business is doing to your body

INVESTMENT

USD 4,500

per seat, or two payments of USD 2,250. No membership, nothing recurring.

1. Request a fit conversation
2. If it's a fit both ways, you get a written invitation with dates, venue and terms
3. You pay to confirm your seat

Nothing to pay to apply. Rooms are your own; we'll recommend hotels nearby.

YOUR HOSTS

People who've carried it themselves.



Jimmy Burroughes

JBL HIGH PERFORMANCE

Former British Army officer (Sandhurst) and GM of an eight-figure business. He has worked with nearly 3,500 leaders in more than 10 countries on the decisions and friction that slow a growing business down.



Seth McColley

6 DEGREES OR LESS

Senior people leader in major organisations for nearly 30 years. Now a fractional HR and people adviser to North Texas owners on hiring, leadership teams and the people side of growth.

Guest expert: Kevin Vela. Managing partner of Vela Wood and a law school lecturer in Austin. Kevin joins for a working session on the legal, equity and exit questions that catch owners out.

> *"My first Army posting, at 23, paired me with a staff sergeant twenty years older. He told me: your job is to make decisions; our job is to give you the information to make them. Most owners at this size have lost that. Everything comes back to them. The Room gives it back for two days."*
>
> Jimmy Burroughes

THE HOSTS' CLIENT EXPERIENCE INCLUDES

Google · SAMSUNG · HSBC · BANK OF AMERICA · AUTODESK · ARMY

TRY IT FIRST

Why do the big decisions keep coming back to you?

A free 50–minute virtual session for owners of USD 10M to 30M businesses. It runs the same way as The Room, on a smaller scale.

NEXT STEP

Request a fit conversation

Twenty minutes with Seth or Jimmy, and a straight answer on whether it's the right group for you.

jblhighperformance.com/roundtable

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