FRISCO, TEXAS · JANUARY 2027

JBL HIGH PERFORMANCE

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

WHEN DID YOU LAST GET TWO DAYS TO THINK?

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

Part of your leadership team won't take you to the next stage.

Growth adds 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 it to.

HOW IT WORKS

1. **Fit conversation.** Twenty minutes with Seth or Jimmy.
2. **Frame the issue.** A short brief and a call before you arrive.
3. **Day one.** Protected time on each issue. Questions before advice.
4. **Day two.** Test options, expert input, choose your move.
5. **Leave with it written down.** Then a 30-day check-in.

YOUR SEAT INCLUDES

- ✓ Fit conversation and a call to frame your issue
- ✓ Two facilitated working days with Seth and Jimmy
- ✓ A session with Kevin Vela, managing partner of Vela Wood, on legal, equity and exit questions
- ✓ Protected time on your issue, and a seat on everyone else's
- ✓ Your written next-step plan
- ✓ Meals on both days, and dinner on the first evening
- ✓ A 30-day check-in call
- ✓ **A full-body scan** at Visionary Wellness & Imaging, Las Colinas: what the pressure is doing to your body

INVESTMENT

USD 4,500

per seat, or two payments of USD 2,250. Fit conversation, then a written invitation, then payment.

No selling
Relationships yes, pitching never

Screened
For direct competitors

Nothing recorded
It stays in the room

Phones away
Two days of attention



Jimmy Burroughes

JBL HIGH PERFORMANCE

Former British Army officer (Sandhurst) and GM of an eight-figure business. Nearly 3,500 leaders in 10+ countries.



Seth McColley

6 DEGREES OR LESS

Senior people leader for nearly 30 years. Fractional HR and people adviser to North Texas owners.

Request a fit conversation jblhighperformance.com/roundtable