

the m
club

powered by
The Ortus Club

mClub Optics Group

- A Focused Group for Optics Leaders -

the mClub

There's something to be said about discussing industry-related problems and ideas with a group of like-minded individuals, minus any competing agendas.

*mClub facilitates **focused industry peer groups** that help top management and executives with professional support, for the benefit of their profession and company.*

the challenge

Difficulties for management and C-level executives to gain objective advice or rely on unbiased professional opinions when tackling specific issues.

Difficulty finding guidance from those without competing agendas.

Difficulties knowing whether your current processes are optimised for business growth and scalability.

the solution

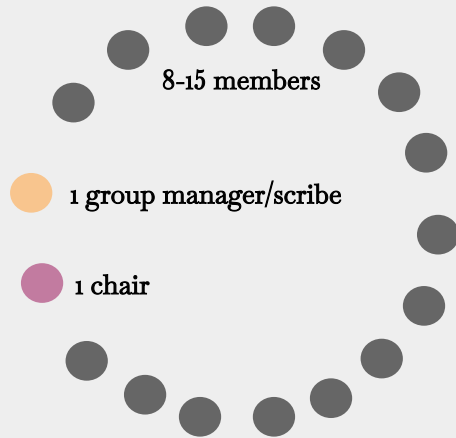
Discuss issues in an objective, focused industry peer group with people who have already tackled or are facing similar industry issues as you.

Be guided by a fellow group of professionals with no competing agendas.

Learn what others in your industry are doing, the tools they use and the solutions that have helped them grow.



the virtual group



2 sessions per month, 2 hours per session

- 1) **Deep-Dive.** One member in the hot seat to dive deeper into their challenges.
- 2) **Exploration.** One topical issue is explored as a group. We regularly bring in a 3rd party knowledge expert to present on the chosen topic.
- 3) **Wrap up.** Actions and goals for the next two weeks are agreed upon and members are held to account.



why peer groups work



Focused

Every group has a clear focus in terms of industry, seniority, functional group and issue set



Supportive

Encouragement from like-minded professionals who share goals and accountability.



Unbiased

Regular meetings in an environment you can trust with no competing agendas.



the chairs

*Given the importance of this role, **mClub** typically sources the chairperson first and builds the group around them.*

All chairs are trained executive coaches. They keep discussions focused and ensure practical outcomes for each session.

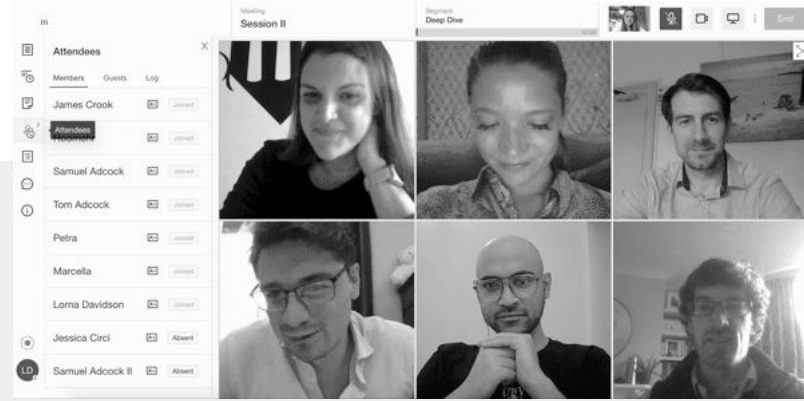
Many chairs have crafted successful careers in the group's industry and are eager to give back to their professional community.



the technology

mClub membership platform is a customised peer group portal.

- Membership log-in
- Session calendar & reminders
- Two meetings per month & timed agendas
- Session recordings
- Goal Setting & accountability
- Chat & email functions



Independent Optics Peer Group

Business owners and leaders of optical companies.

- location: Europe + N. America
- revenue: 1-70 million USD per annum
- size: 10-200 employees

Topics discussed include:

- Business continuity
- Subscription model strategy within optics
- Employee incentivisation
- Change management and more.



Optic peer group members

Director, Operations and Marketing at Eshel Law Firm Professional Corporation

Marketing Director at Drystone Chambers

Global Chairperson of Business Development & Marketing at GGI

Head of Marketing & Business Development at Thomson Snell & Passmore LLP

Head of Marketing, Europe at Morrison and Foerster

+ other marketing heads from mid-sized corporate law firms



your chair

CEO & Co-founder at Storm (Present)

Mentor at SightCare (Present)

Helping Independent Opticians and Optometrists
to grow their business

Managing Director + NED at Eyesight (33 years)

An independent optical company in the UK

Board Member at Sight Care Services (18 years)



David Samuel
Co-founder at Storm



[linkedin.com/in/davidcsamuel](https://www.linkedin.com/in/davidcsamuel)



@MrEyesite



membership packs

Duration	Schedule	Features	Price
6 months	12 sessions	Professional group chair Recording of each session with curated minutes shared on mClub platform	<i>Contact us for details</i>
12 months	24 sessions	Minimum 8 and maximum 15 peers that match your industry, function, seniority and issue set	<i>Contact us for details</i>

**members are entitled to cancel their membership within the first month and receive a full refund*



next steps

1. **introductory call**

This is where we explain the group's objectives and explore if the group is a good fit for you.

2. **chair introduction**

You will be introduced to the group chair who will discuss your goals and objectives for the group.

3. **attend first session**

You will be sent your mClub portal login credentials and be invited to attend the first group session.

faq

What happens if I can't attend a session?

Members are highly encouraged to attend every session in order to maintain continuity in the group. However, we understand that busy professionals will have to miss a session from time to time and that's why all events are recorded and sent to participants after each session, just in case you missed out.

Can I cancel my membership half-way through?

You can cancel your membership at any time. If you cancel the membership within the first month, you will be entitled to a full refund.

Can I change group?

We carefully select group members in order to ensure the best fit amongst participants. However, if you think we have made a mistake, please let us know and we will look to rectify this as soon as possible.

What happens if there is a direct competitor in the group?

We work to avoid this. If a competitor has joined your group or you discover a conflict of interest within the group, let us know and we will split the two parties involved into two separate groups giving preference to the initial group member