



# Best Peer Advisory Founder 2022: Tina Corner Stolz

Tina Corner Stolz founded LXCouncil (Leader Exchange Council) in 2013, the premier creator of peer advisory boards for business leaders. Tina is a former franchisee of TAB (The Alternative Board), where she became one of the largest peer board franchisees in the world. As she sees extraordinary success within the Influential Businesswoman Awards 2022, we explore how Tina has got to where she is today.

**H**aving spent nearly two decades working within the industry, Tina Corner Stolz wanted to start her own peer advisory concept, as she felt the industry needed something different to address the challenges that have existed for years, as well as to explore what was possible. She first started having “house groups” to test and validate her new licensing model, which was like the wholesaler teaching others the peer group business and supporting them under their brand. Think of it as “powered by LXCouncil”.

LXCouncil trains, certifies, supports, and develops professionals who want to run their own peer advisory groups. Their training academy teaches them the industry, how to create multiple type groups and continually supports them, providing constant training and development as well as turnkey resources so they can launch groups quickly and as economically as possible. Then they remain part of a LXCouncil peer group community where they can learn better practices from their peers.

The company helps any professional who wants to add PaCs (peer advisory councils) to their portfolio of services, as well as organisations with clients that they want to put into their own company PaCs. Company client Pac's enable firms such as accounting, insurance or law firms to build meaningful relationships with their clients to drive advisory services, more client engagements and retention. Or the concept of In-Company PaCs with large organisations who want to develop PaCs inside their organisations with their own employees to create greater collaboration and innovative problem solving.

Tina has been working in corporate America all her career, where she had \$1.2b in P&L responsibility and over 1,300 employees in telecom that started her journey in perfecting the alternative channel concept, which is similar to the manufacturing representative concept. Tina was named one of 80 Most Influential in Telecom because of this concept, and she is now taking it into the peer group space through her licensing model.

When Tina started out in 2005, she would talk to ten business owners of privately-held companies and eight out of ten of them had never heard of the peer advisory group concept. That is what prompted her to write her first book, “Sit Down! Speak Up! Cash In! A CEO Guide to Peer Groups” on the subject so that privately-held CEOs could begin to understand this invaluable resource available to them.

Tina tells us, “We teach our license partners how to build diversity both in gender and race and are proud to say that currently 37% of our license partner members represent this diversity. This is such a valuable and necessary aspect of the experience a member will have by participating because having different perspectives and insights is what create a great decision compared to a good decision.”

So, what advice would Tina give to those women who are looking to enter the industry? She shares, “To find mentors and others to learn from, who

will be your advocate, your cheerleader. Don't ever go it alone.” And now, Tina is a mentor for other women, saying, “Anyone I can help make a good choice, even if it means the right decision for them is to not get into this industry, is motivating to me. Part of the problem in this industry is professionals are sold this is easy and it's for anyone. It is not easy and it's not for everyone.”

Now, Tina's focus is on the future, with a new book coming out at the end of the year, *Mastering Facilitation: How to Effectively Run Peer Groups* to educating the world through her other books, blogs, webinars, and certification training platform on the concept of peer groups so that as many people can participate as possible. She says, “The PaC concept is life-changing for those as members and for those moderating groups; it is rewarding beyond belief, both personally and financially. PaCs should not be a secret but should become mainstream, regardless of geography, race, or gender.”

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