

Who makes a good advisor, and who does not? The answer might surprise you. Most people think of their family and friends when it comes to advice. However, family, friends, investors, and employees are not good Trusted Advisors because they each have an emotional or financial connection to you and your decisions.

Other CEOs from peer groups like Vistage, CEO Coaching International, Strategic Coach, or YPO (Young Presidents' Organization), or any other local or online CEO peer group or coaching group you may be a part of are the best choices. These are people who understand your day-to-day life in a way no one else does, and they're unbiased since they have no stake in your decisions.

Use this sheet to list people you already go to for advice. What is your relationship with them? How trustworthy are they? Based on those answers, are they a good Trusted Advisor? Next, list people who you believe could become advisors in your life.

PERSON	RELATIONSHIP	TRUST	GOOD ADVISOR
Ex. Joe Carpenter	A colleague from my local CEO peer group	Yes	Yes
Ex. Tom Davis	A fellow CEO, and a friend I've known since I was 12	Yes	No